



# A Glimpse into the Creative Life of *Nancy Murty*

*Trinity of Ancients*

Bee Creative Studio has become well known for pictorial appliqué quilt patterns in addition to other designs which often put a spin on the traditional. Owner of Bee Creative Studio Nancy Murty has been fortunate to work with quilt shops in all 50 states, Canada, and a growing number of shops overseas. So chances are, wherever you go you'll see one of her designs.

After 10 years in the quilting industry, Nancy has many patterns and booklets available. The majority of her patterns are appliqué.

"I am drawn to that form of quilting the most," said Nancy. "Many of my designs are pictorial but most recently I have been getting back to my roots in quilting and designing more traditional quilts."

Nancy's "roots" trace back to growing up in a large family in a rural section of New York State. She has always been inspired by nature and the beauty of the environment. Nancy began drawing at a young age and with the encouragement of her grandmother, it quickly became a passion of hers. She recalls many

weekends at the kitchen table sketching the birds that gathered at the feeder outside the window. Nancy's grandmother, along with her mother, also taught her to sew. She learned the basics when she was eight and made her first quilt as a young teenager. These artistic and creative "roots" are incorporated into the career Nancy enjoys today.

Nancy graduated from the Art Institute of Pittsburgh in 1992 and worked in the creative department of several advertising agencies after that. She left the advertising industry after seven years so she could pursue a new opportunity. She established her own business in the quilting world called Bee Creative Studio in the fall of 1998.

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# Nancy Murty

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Recalling what led her to open her studio, Nancy shared, “I had been designing my own quilts back then and a local quilt shop owner (Judy Farnham) suggested I sell one design as a pattern. I started chatting about this with my mom and sister while we were traveling to a quilting seminar in Pennsylvania. They were very supportive and by the time we reached the seminar, they had convinced me to try it! So we started brainstorming all the things I should be sure to incorporate into my pattern.”

A few months passed and Nancy’s first pattern “Summer Poppies” came to life. She sold a couple dozen to Judy, who then reordered and reordered!

“I decided to send the designs to Keepsake Quilting,” said Nancy. “I received a very nice ‘Thanks, but no thanks’ letter in return. Nonetheless, I had already decided at this point that I wanted to try to earn a living designing and selling quilting patterns.”

That’s when Nancy turned in her notice at the advertising agency, so she could focus all her energy on creating enough patterns to cover the expenses of exhibiting at Quilt Market.

In 2000 Nancy and her husband Paul debuted their product line at Quilt Market for the first time. With the helping hands of friends (particularly industry icon Libby Lehman), the first booth by Bee Creative Studio, turned out exceptionally well and caught the attention of some big names in the quilting world.

Nancy remembered, “When I look back on that first Market, I think about how green we were. But the buyers from Keepsake Quilting came into the booth and picked up a couple patterns for their catalog, and Checker Distributors picked up the pattern line so it was a very good experience for us. It changed our business from that day forward.”

A few years later, Andover Fabrics of New York City contacted Nancy to see if she might be interested in designing fabric. Always ready to jump in with both feet, Nancy agreed and has been working with them ever since.

“Andover has been a great partner,” said Nancy. “They allow me to create fabric collections that reflect my artistic spirit and their commitment to providing the highest fabric quality has made our partnership a success.”

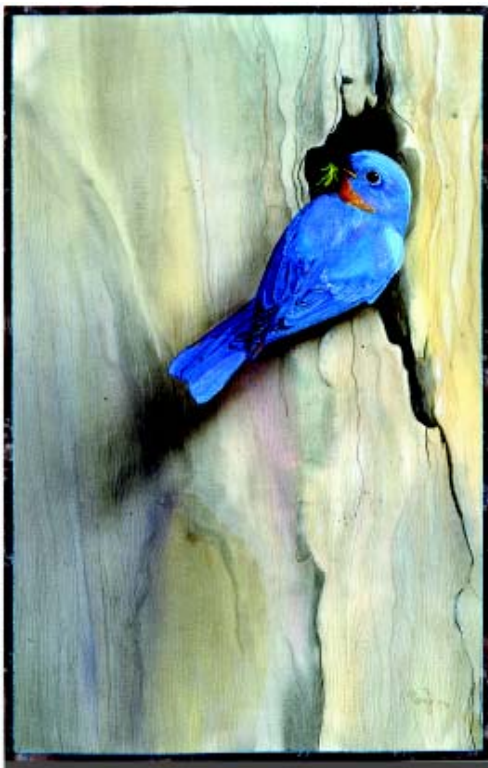
Nancy enjoys being able to design and create a fabric collection from start to finish. She especially appreciates being able to apply her unique sense of color to each collection she designs.

Another successful venture with Andover is Nancy’s block of the month program called the Honey Bee Club. Each year Nancy creates a custom quilt design along with a coordinating collection of fabric. You can find out more about the Honey Bee Club by visiting Nancy’s Web site at [www.beecreativestudio.com](http://www.beecreativestudio.com).



“I’ve been lucky to achieve success in each of my endeavors, and I am thankful that I am able to work on what I love doing each and every day.”

*-Nancy Murty*



*Greens for Dinner*



*Loon Dance*



*Anticipation*

in a sense you will get to know who Nancy is as a person because she creates what she likes and what is in her heart. You may also notice much of her inspiration comes from nature.

"I get inspired every time I look out the studio window, take a walk around the yard or through the woods," Nancy shared. "I usually have a camera and sketchbook with me to record an idea or capture an inspiration when it comes. It's rare that I incorporate an idea or photo in to my work right away but it's there when I'm ready to begin."

Nancy enjoys her time in her studio. She has a view overlooking the countryside and its seemingly endless variety of wildlife. It's not uncommon for her to see turkeys, pheasants, fox, deer, kestrels, harriers, hawks, and countless other visitors from her easel vantage point. Watch for them to make appearances in her artwork.

Nancy currently lives in rural Farmington, NY, with her husband and cats Simon and Alex. Her husband is quick to offer a helping hand in many aspects of the business, often assisting with inventory and order fulfillment.

"Paul is a great sounding board for my design ideas and his encouragement and support are integral to the success of Bee Creative Studio," said Nancy.

Nancy's parents, John and Linda, are pretty significant in her life and career as well.

"They help in whatever capacity they can," Nancy said. "Dad has constructed all the furniture in the studio, display items and shipping crates we use at Quilt Market. And Mom, a quilter herself, has been known to come out for a sewing day to help if I am up against a deadline. When I first got started they would come out for the day and help me collate quilt patterns."

Nancy also acknowledges that she wouldn't be where she is today if it wasn't for the support of her sister Peggy and employees Toni Foster and Mary Wieser.

"Peggy has accompanied us to Quilt Market numerous times, sewn projects, tested patterns and offered her unbiased opinion many times over the years," said Nancy. "Toni, an award winning quilter in her own right, takes care of many of the office duties, and Mary works in the studio to pull and pack orders. She keeps the inventory caught up in the warehouse and she also helps sew on the quilt designs at times."

Looking to the future, Nancy's aspirations are to continue to do what she loves and explore any path that lies before her.

"I have been very blessed in life," said Nancy. "I've been lucky to achieve success in each of my endeavors, and I am thankful that I am able to work on what I love doing each and every day."

To check out the patterns and fabric Nancy has designed, you can visit [www.beecreativestudio.com](http://www.beecreativestudio.com). To view her artwork, visit [www.nancymurty.com](http://www.nancymurty.com). For an inside look at what is happening in the studio, visit her blog at [www.nancymurty.blogspot.com](http://www.nancymurty.blogspot.com). 🐝

After spending several years designing and creating quilt patterns and fabric, Nancy began to long for the drawing and painting associated with traditional art media.

She explained, "Even though I had been using my drawing and painting skills in the fabric and pattern designing, I had the desire to get back to my formal art training, but I still loved working with textiles. So in 2004, I began to explore mixed media artwork, using both paint and dye on cotton or silk textiles."

Nancy said details are then stitched into this surface to add depth and dimension. Further design development often includes the addition of beads, hand stitching and additional layers of fabric.

"Creating mixed media artwork with textiles as the basis from which I build a piece just opened up the flood gates," said Nancy. "I could finally combine all my passions."

When you look at Nancy's patterns, fabric lines and mixed media artwork, in a



*Cranberry Hollow*



*Mischief*