



Embroiderers' Guild

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December 2004

World's Longest Embroidery Setting a New Record

With the help of over 7,000 participants of all ages and abilities from all over the world, the Embroiderers' Guild are proud to announce that they have set a new Guinness World Record for stitching the "longest embroidery" at 605.55 metres (1,986.77 feet).

Those taking part have stitched themselves into history with fantastic results, signing and dating their contribution with the name of the country they are from, including Australia, New Zealand, USA, Chile, Romania, Denmark, Sri Lanka and China, to name just a few.

"It has been great to see people, young and old, novice and experienced stitchers, and particularly the initially reluctant, sit down to start stitching on the embroidery and finding themselves completely absorbed for ages. Many of these people have either rediscovered or discovered a new passion for stitching, made new friends, and have gone away happy at having taken part in this fun project." Lucy Mayfield, Exhibitions and Events Officer, Embroiderers' Guild

The embroidery was started in August 2003 and traveled around the UK to various shows and exhibitions for people to stitch on to, with the completed length exhibited at the Knitting and Stitching Shows in London, Dublin and Harrogate in the autumn of 2004.

The Guild are very grateful to Coats Crafts UK for their continued support of the project, donating Anchor threads, needles and scissors to the project. The calico cloth for the embroidery was supplied by the National Trust's Quarry Bank Mill in Cheshire.



For further information and images, please contact Lucy Mayfield on 020 8943 1229 ext 26 or email lmayfield@embroiderersguild.com.



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Notes for Editors

- The Embroiderers' Guild is the UK's leading craft organisation and educational charity which promotes embroidery as being all work stitched or derived from stitch.
- Coats Crafts UK is the largest needlecraft, handknitting and haberdashery company in the UK, offering products to craft businesses across the UK and exporting to 22 countries. Market leading own brands within the portfolio are Anchor, Sylko, Drima, Opti and Patons. Coats Crafts UK is part of the world leading thread company Coats plc, which has operations in 63 countries.
- The National Trust's Quarry Bank Mill is a Georgian water-powered cotton mill still spinning and weaving cotton which is sold in the mill shop. Home to Europe's largest water wheel, Quarry Bank incorporates living history demonstrations of the development of the textile industry, from hand spinning to factory weaving. For details visit www.nationaltrust.org.uk/placestovisit
- The previous record for the World's Longest Embroidery was held by Margaret S Pollard (Great Britain) who single-handedly stitched scenes from C.S. Lewis's Narnia stories, 407.8 metres in length (1,338 ft)
- The winner of the guess the length competition, held at the 2004 Knitting & Stitching Shows, is Kath Queally, who guessed the exact length correctly, 605.55 metres. She wins a box of Anchor threads generously donated by Coats Crafts UK, a year's Membership to the Embroiderers' Guild, and a day out at the National Trust's Quarry Bank Mill.

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