



FOR IMMEDIATE RELEASE  
September

Branch Gallery  
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## Alt-Fibres

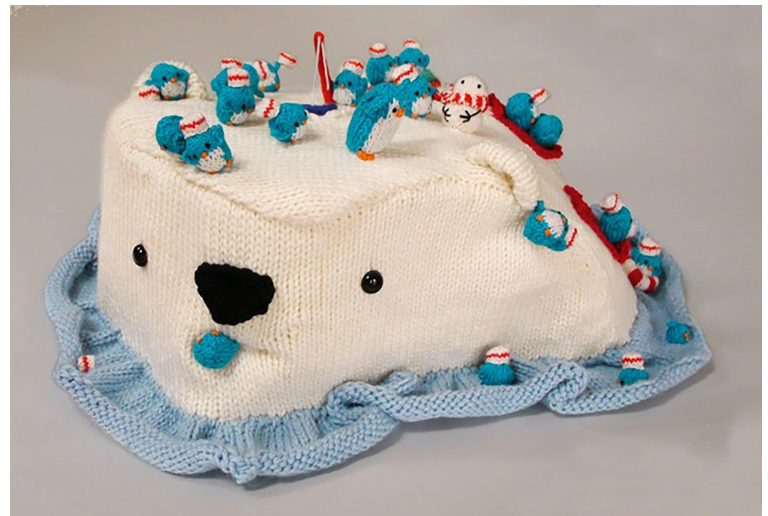
### Grand Re-Opening for The Knitting Tree, L.A.

October 1-October 9, 2016

Reception: October 1 from 11am to 7pm



Twinkie Chan, *Burger Scarf*



Anna Hrachovec (Mochimochi Land),  
*Polar Picnic Mochimochi Style*

**Inglewood, CA** - The Branch Gallery is pleased to announce their upcoming exhibition, *Alt-Fibres*, which will celebrate The Knitting Tree, L.A.'s move to Inglewood. This exhibition centers on lifelike, three-dimensional sculptures created using crochet and knitting techniques. Featuring work by crochet artist Twinkie Chan, local artist Ben Cuevas, and Anna Hrachovec from Mochimochi Land, this exhibition illustrates innovative ways to use yarn and craft.

Work on view includes Twinkie Chan's whimsical food-themed accessories, Ben Cuevas' detailed internal organs, and Anna Hrachovec's intricately knit mini-environments and figures.

The opening reception will include a book signing event with Twinkie Chan, and a large boutique with locally handmade, one-of-a-kind pieces, including: wall hangings, scarves, jewelry, and more.



Ben Cuevas, *Heart*

MORE

### **About Branch Gallery**

The Branch Gallery is a fiber-based art space in Los Angeles. The gallery emphasizes both exhibition and education in its 1500 square feet of multifaceted space. Providing opportunities exclusively for the fiber arts, the Branch Gallery allows fiber artists to share their work and techniques with the broader Los Angeles arts community. Stimulating more attention to fiber as a fine art, along with its presence as a craft, will inspire others to create their own tactile fiber experiences. Located in the City of Inglewood, the Branch Gallery is west of the 405 on Manchester Blvd. Inglewood has become known for its vibrant arts district and budding arts scene (as reflected in [this](#) New York Times article and [this](#) LA Business Journal Article ).

*The Branch Gallery is a project of The Knitting Tree, L.A., a fiber retail space recently relocated to Los Angeles' Inglewood.*

[thebranchgallery.com](http://thebranchgallery.com)

### **About The Knitting Tree, L.A.**

The Knitting Tree, L.A. is Inglewood's local sanctuary for fiber arts enthusiasts of all skill levels. We offer an extensive selection of high-quality yarns and supplies for knitting, crochet, spinning, weaving, and needle felting, as well as hands-on instruction by skilled artisans of diverse backgrounds. Our passion is contagious, inspiring beginners to embrace new skills, while challenging more advanced fiber artists to expand their creative horizons.

*Fertile soil for yarn enthusiasts of all strands to "Grow Here"!*

[theknittingtreela.com](http://theknittingtreela.com)

### **About Twinkie Chan**

Twinkie Chan designs and crochets fun, food-themed accessories like cupcake scarves, hamburger mitts, and hot dog purses. She lives in San Francisco with two happy pups and an infamous rainbow wall of yarn. Twinkie's unique work has been featured online, in print, and on television, from BuzzFeed to Mollie Makes to Crochet Today to HGTV. She has partnered with craft companies such as Michaels Stores, Lion Brand Yarn, Yarnspirations, and the Craft Yarn Council on to help promote their products and campaigns. Twinkie encourages everyone to have fun with their crafting and their fashion so that we can all feel yummy and make the world a yummiier place.

[twinkiechan.com/](http://twinkiechan.com/)

### **About Ben Cuevas**

Ben Cuevas is a Los Angeles based interdisciplinary artist whose work spans a wide range of mediums including installation, sculpture, fiber, photography, video, performance, and sound. Often incorporating several of these elements into any given piece, he makes use of digital media as a means of documentation. In light of its pluralistic qualities, he sees his work as a reflection on the condition of embodiment, exploring what it means to have a body, to inhabit a body, to be a body incarnated in, and interacting with this world.

[bencuevas.com](http://bencuevas.com)

### **About Anna Hrachovec/Mochimochi Land**

Mochimochi Land was launched in 2007 as a place where knitted toys and people can live together in a spirit of tolerance. You too can advance human-toy understanding by knitting a new friend! The characters that inhabit Mochimochi Land are original designs by Anna Hrachovec, a knitter who lives in Chicago. Anna finds inspiration in characters like Hello Kitty, TV shows like *Pee-Wee's Playhouse*, and illustrators like Dr Seuss. Anna's knitted toys have been seen on Nickelodeon, featured on The Martha Stewart Show (twice), and featured in the Chicago Tribune and on Boing Boing, among other publications. She has written five books of patterns, the newest of which, *Adventures in Mochimochi Land*, is a combination storybook and pattern book.

[Mochimochiland.com](http://Mochimochiland.com)

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