



By Martha Reeder
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GOINGGRAY

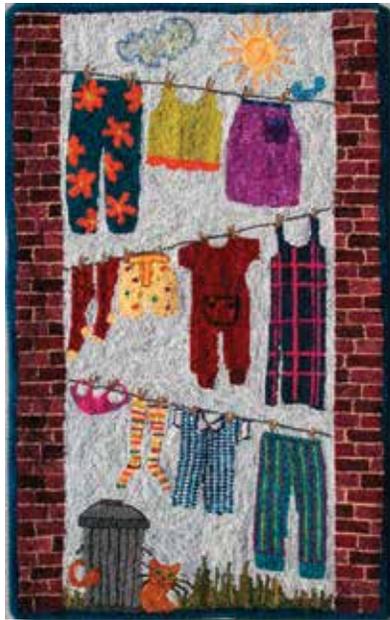


VENDOR'S VOICE WITH MARTHA REEDER OF GOINGGRAY

It began with a clothesline....

I am a third-generation rug hooker. My maternal grandmother and my mother hooked rugs. My grandmother even enlisted my grandfather to help her with a larger rug she wanted to finish. I entered the rug hooking community in 1993 after spending most my time in other textile pursuits such as sewing and quilting to needlepoint and knitting. Rug hooking piqued my interest as it tapped into my need for more creativity.

Through our community education program, I was able to find a teacher, Norene Elliot, and under her instruction, hooked my first chair pad. Over the next ten years, I participated in several camps and took from many teachers. It was after a few workshops with teacher Bev Conway, that I started to want to take things in a different direction. I loved her colors and creativity, and it was then I decided I wanted to delve into designs of my own and work in a very colorful palette. Hampered by an "I can't draw" attitude, I reached out to my very artistic sister, Liz Quebe, and asked her to draw a pattern of clothes hanging on a clothesline. My sister had spent her career in marketing rather than in art, but in retirement was returning to her paints. After a few tweaks, we had a pattern! It would later be known as **Monday Monday** as that was wash day at our



in a niche between traditional rug patterns and primitive ones. Many of our designs have a sense of whimsy, well defined details, and are just plain fun to hook. In the spring of 2004, bringing just

25 patterns and a small catalog, we headed to the Hopkins, Minnesota hook-in for our debut. We were received with great enthusiasm. Now **GoingGray** offers over 200 patterns, but truly, it all began with a clothesline.



house when we were growing up. Armed with my pattern, I headed up to northern Minnesota to a camp where Jan Mostrom was teaching. Much to my surprise, interest in the origin of the pattern was high.

In the latter months of 2003, **GoingGray** was launched. The name, **GoingGray**, is a tribute to our maiden name and our true hair color. Our goal was to offer something a bit different, and fit

After attending a few hook-ins with Liz and me, my brother-in-law, Jerry felt many of the rugs he saw should be hung rather than placed on the floor. A retired architect, he came up with a design for a non-compression rug hanger which makes hanging a rug extremely easy. He set about to offer these in many colors of milk paint and wood types. After observing me and others at hook-ins working on crudely made rug frames, his next endeavor was a



lap frame that was ventilated, could be angled, and was extremely comfortable to work on. Aesthetics are important to him, and he felt the wood tools used in such a tactile art as rug hooking should be as beautiful as the product they yielded. A floor stand was designed later, as well as a gorgeous cutting caddy. Our business is truly a family affair.

GoingGray has been fortunate to vend at many venues in many parts of the country. In past years, you may have seen us at ATHA and McGown biennials, and SAUDER VILLAGE. We have been regulars at regional hook-ins throughout the Midwest from Minneapolis to Kansas City to St Louis for many years.

Although the travels can be fun, many of our customers have found their way to **GoingGray** through the website, www.goinggray.com. It is such a wonderful tool to grow the rug hooking community. We encourage customers to send us their completed **GoingGray** rugs to post. It is fun for us and others to see different interpretations, plus the contributing rug hookers are instantly famous! Last year we launched a **Facebook** page, and intend to use it to become more interactive with fellow rug hookers.

Most of the time, you will find me in my **GoingGray** studio which is located in my home in Rochester, MN. It is a fully stocked rug hooking studio with all the **GoingGray** offerings as well as hooks, Beeline Cutters™, and WOOL! I have oodles of as is and hand-dyed wools that I have dyed. My studio can be bustling at times. Once a month, I hold a gathering called *Monday @ Martha's* where

there is much work on our current projects as well as a lot of chatter and opinions! Other times, the rug hookers visit my studio by appointment when in need of help with a current or new project.

Because of a clothesline I find myself in a 14-year-old



business which has brought family closer and brought many new rug hooking friends. Somehow, I still find the time, mostly in the evenings, to do what I love the most, hooking a rug with my beloved standard poodle at my feet. ❤️

To learn more about **GoingGray**, visit our website www.goinggray.com, our Facebook page, or contact martha.goinggray@gmail.com

Also visit www.troutcreekstudios.com to see Liz's paintings and Jerry's other works in wood