

# Handmade greetings carry a personal touch

**By Michelle DeCrescenzo**

UNION-TRIBUNE COMMUNITY NEWS WRITER

January 8, 2005

DEL MAR – Satin rosebuds, frilly lace, handmade paper and pieces of bark take card making to new heights under the guidance of artist Alessandra Colfi.

Students in HeArt of Card Making classes choose from these materials and more when they design and create elaborate greeting cards.

Colfi has her own line of art cards called Cardissima! Her creations are embellished with tiny collages featuring items such as leopard print bikinis with miniature pink bows, lavender bouquets and heart-shaped wreaths made of natural materials.

The next three-hour class is Wednesday, with several more classes scheduled in the next few weeks, at Shiho Gallery, 2002 Jimmy Durante Blvd., Del Mar.

Making cards expresses one's creative side in a playful way, Colfi said. She said she calls her classes "playshops," because it isn't work, it's play.

"A lot of people feel intimidated and that they are not artists," Colfi said. "Making cards is a playful way to approach art."

With 15 years in the fashion industry working in design, buying and sales for companies such as La Perla Fashion, Colfi's creative outlet came in the form of tiny collages made in her hotel rooms during business trips with materials she had on hand. She realized the miniature art would translate well into greeting cards.

The process proved therapeutic, she said, taking her mind off the stresses of her day.

With relaxation in mind, Colfi guides students through a short meditation at the start of the class, so they can visualize someone special for whom to make the card and envision a design that would represent that person or be meaningful to that person.

"Teaching the classes is an opportunity to share a creative outlet with others," she said. "To quiet the mind and relax."

Beverly Weurding hosted a HeArt of Card Making Playshop at her home, and invited her friends and neighbors. She said Colfi offers great ideas to get people started and, "Once you make the first card, you are on to the next card."

After taking the class, she made more than 60 Christmas cards and sent them to friends and family. Weurding received numerous phone calls once the cards were received.

"Once you make one card, and it's so appreciated, you really don't want to go back to Hallmark," she said.

To register for a class call (858) 735-5708. For more information, go to [www.alessandracolfi.com](http://www.alessandracolfi.com).

*A class feature is published each Saturday. Do you have a story idea? Contact Michelle DeCrescenzo at [michelle.decrescenzo@uniontrib.com](mailto:michelle.decrescenzo@uniontrib.com) or (760) 476-8221. Material also may be sent by fax to (619) 260-5091, or mailed to The San Diego Union-Tribune, 5130 Avenida Encinas, Carlsbad, CA 92008.*

**What:** The HeArt of Card Making Playshop  
**Where:** Shiho Gallery, 2002 Jimmy Durante Blvd., Del Mar  
**When:** 6:30 to 9:30 p.m. Wednesday. Also Jan. 19 and 26, Feb. 2 and 9.  
**Cost:** \$35 each class; materials included  
**To register:** (858) 735-5708

