

Grand Opening of Pinspiration

Written by Amanda Rumore

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The social media site, pinterest has quickly dominated the mom scene. Nearly every mom pins. Do you pin? I pin. But the next question, the million-dollar question, is how many of us actually use pinterest as an inspiration for crafting and creating? There's recent data that says social sites like pinterest make women feel inadequate because aspects of their life are not pin-worthy. For the last two years, I have used pinterest for ideas for both my baby showers, nursery and now in planning a birthday bash worthy of a princess, but these pins have produced anxious party planners and require a larger birthday budget. However, my one pinterest endeavor was a disappointing flop.

The truth is, the awesome things on pinterest aren't always for the beginner. We don't necessarily have all the tools and may not realize all the materials needed. But, our New Year's resolution is still to be more creative and passionate and make something pin-worthy.

So, it's needless to say we are absolutely thrilled for the opening of Pinspiration, a world-class, DIY craft studio and wine bar that is coming to High Street in March 2015.



About Pinspiration:

Pinspiration is a hip studio that provides customers access to a variety of high-quality art supplies, materials and tools in a clean, inviting and inspiring place to put it all together. At Pinspiration, you can create your own idea or choose from an array of ever-changing monthly project menus based on the most popular "pinned" social media projects and current craft trends.

The finished venue will include a full-service beer/wine bar, a crafting/project room and Arizona's first splatter room, allowing children and adults to throw paint and capture amazing pictures. They will also have a VIP party room, perfect for events like girl's night out, date nights, corporate events and birthday parties.



The Brains Behind the Concept:

Scottsdale mom, Brooke Roe dreamed of building a community for crafters, like herself to share, create and enjoy. Pinspiration was born as a solution to her real-life problem after spending countless hours on Do-It-Yourself (DIY) craft-focused websites such as Pinterest with few finished projects to show for the time put in. Brooke researched the barriers people had with creativity and productivity and found that lack of space, the expense of tools /specialty equipment, fear of failure, difficulty acquiring supplies and the daunting idea of cleaning up prevented people from acting on their ideas, even when they were deemed high-interest and personally meaningful. Pinspiration removes these common barriers to creativity and makes it easy for every member of the community, young and old, to unleash their inner artist and "try DIY."

Pinspiration is opening March 1 and is located at 5410 E. High Street, Ste 105, Phoenix. For more information including monthly project menus, visit www.pinspirationaz.com.

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