



# GRATITUDE CRAFT I

*COLOURFUL WAYS TO SAY THANK YOU!*



Director Isabella Wesoly, Ealing Business Expo 2019

EALING BUSINESS EXPO 2019: Display of gifts for community enterprise/skills learning, after winning a stand in a business community raffle. The brand name was one of a series of emergences, from Isabella's days in e-commerce (2003-2011) via a holistic shop 'Is Harmony' on eBay UK.\*

In 2009, at eBay (UK) University, a key note speaker advocated brand development in order 'to survive in e-commerce'. Trademark advice received via HM.Gov Intellectual Property, via a networking event in the old Truman Brewery.



**BNC GIFTS®** (GIFTWARE, EDUCATION, ENTERTAINMENT)

The acronym stands for 'blue naga collections' and relates one of two sidereal channels that emerged from the eBay holistic shop Is Harmony. The second emergence (on eBay UK) occurred after Isabella observed mimicry of her designs and so her 3rd eBay channel focused on craft kits and accessories. Exploiting that others were copying designs, she invested in materials for kits and advocated mimicry! Thus a 3<sup>rd</sup> eBay outlet opened, called 'Crystalis Biz' and (after closing all 3 channels, to focus on brand development) adopted the name, for craft education/enterprise.



\* Is Harmony also traded at holistic events in West London, after initial sales at Chelsea Health & Holistic show in the town hall, 2002/3 (via Psychic Events, with whom her first trade was selling handmade flower essences that were inspired by a book entitled 'Healing with the Spirit of Plants' - purchased at The Eden Project in Cornwall, 2002.

## INTRODUCTION

### GRATITUDE CRAFT - 10 COLOURFUL WAYS TO SAY

# THANK YOU!

With potential to create the 10 gifts listed below, our thematic kits include:

**Mixed Colours & Tones**  
**- Elemental/Astrological Themes**  
&  
**'Dragon Tones'**

- Pendants
- Earrings
- Mobile/Handbag Charms
- Meditation / Rosary Beads
- Key Rings/ Luggage / USB Tags
- Bracelets / Anklets
- Brooches
- Rings
- Art Of Glass
- Altarpiece

DESIGN CRAFT (what) Gift making, **GRATITUDE = KEY**

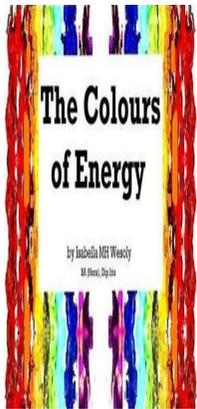
LOCATION  
(where)  
West London

community  
to all  
**CULTURAL  
QUARTERS**

'FIELDS of  
COLOUR'



7 C's of FEELING



via  
inter-dependent  
communities



Make & Share

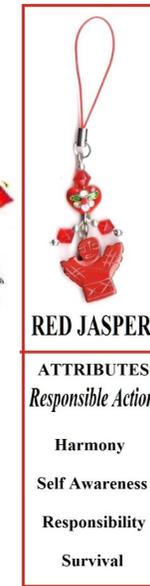


Tools required



Crystalliz Biz

FOSTERING CREATIVITY



RED JASPER

ATTRIBUTES  
Responsible Action

Harmony

Self Awareness

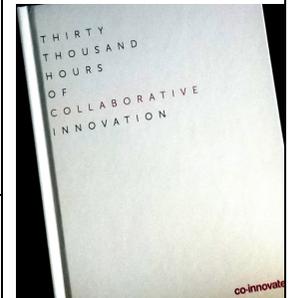
Responsibility

Survival

RESOURCES (how)  
G, M & M

WORDS & PICTURES

Unique elements,  
products in  
themselves lend to  
overall theme, which  
in turn assist in  
marketing



One of our kits was  
tested by Kathryn Espino,  
at Brunel University, via  
CO-Innovate



SPACE CIRCLES TIME  
(when)  
HOME CRAFT  
Any Time  
COMMUNITIES  
Or  
SOCIAALLY DISTANCED SPACE

PURPOSE (why)

To wear, hold in prayer meditation, hang on wall/window

VALUE

'COST BENEFIT REVOLUTION'

Does it reflect values of societies?

Mark Carney, TRL 2020 3, *From Covid to Crisis*, BBC

Maximise benefit to welfare. Econ health & social consequences

COLLABORATION  
(who)

DIVERSITY

In COMMUNITY

ARTS

music, visual arts, storytelling

SOCIAL JUSTICE

Sophia Harman 'have we built an economy that values care?'

BBC TRL 2020 3 'Covid to Crisis'

MC: What can we do to invest more effectively in care, knowing that this issue is only going to increase...

Tough issues around care have been dodged... we have window where big issues around solidarity ... sustainability care

CONSTRAINTS & OPPORTUNITY

COVID CLIMATE CHANGE & CREDIT

**The information set out here is explained further on the next pages...**



# Crystalis Biz

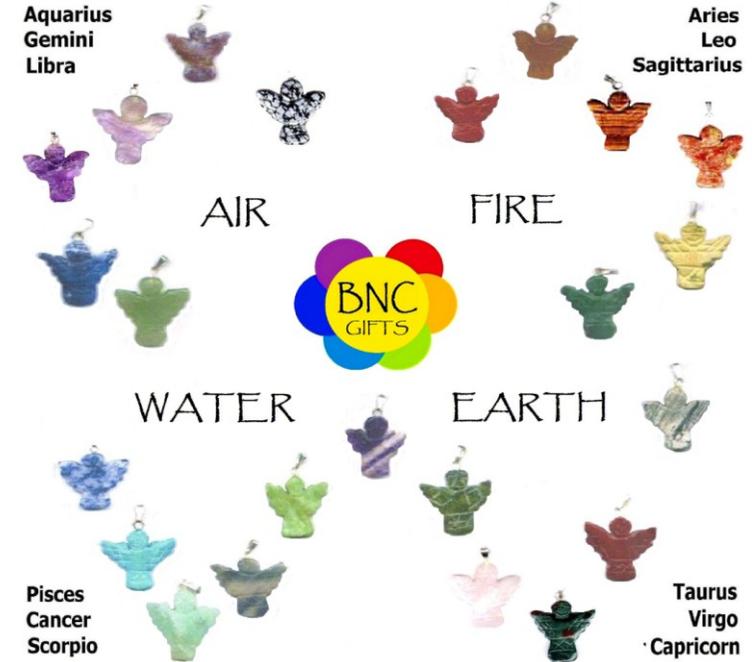


**FOSTERING CREATIVITY**

A selection of mixed gemstone pendants (ready to wear/sell) and beads, which can be added to accessories for multiple gifts ideas.

Assorted beads of mixed material, including gemstone, glass, wood and metal.

## MIXED COLOURS & TONES ELEMENTAL/ASTROLOGICAL THEMES



Air: Indigo , Green, Purple, Black & White  
 Fire: Brown, Yellow, Orange, Red  
 Earth: Black & White, Green, Brown, Crimson  
 Water: Turquoise, Teal, Green, Grey, Transparent

Range of motifs, as well as angels!

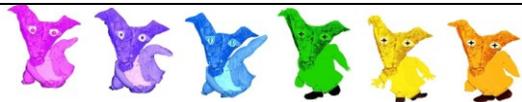
Our uniquely awesome dragon, the Magnatract, demonstrates via Instagram, IGTV and in a draft sketch on the All Bright Club (free, inspirational) website.

While Magnatract was searching for purpose, the ‘Spirit of Sound’ came upon the waves of seeking... but now that the Magnatract has emerged from the proverbial ‘rabbit hole’, the single tones of fellowship await orders!



## DRAGON TONES

- COURAGE (BLACK, WHITE, RED)**
- CREATIVITY (BROWN, ORANGE)**
- CONFIDENCE (YELLOW & GOLD)**
- CARING (GREEN)**
- COMPASSIONATE (TURQUOISE, TEAL)**
- CLARITY (INDIGO/BLUE)**
- CO-OPERATIVE (PURPLE, PINK)**



see next page for draft sketches, from the storyline of tones

## From the Story of Istaria & The Magnatrac (& forming from the formless)



Istaria stood before the Eindoaz, she could see all that she'd been magnetized to;  
stones, circles and distant shores; mists of time and creative passions.  
Plus a golden egg to secure future ventures. All these things now seemed lost.  
Magnatrac morphed from the portal hub and released the spirit of being.

© Isabella Wesoly, 11th August 2013



© Isabella Wesoly, 11th August 2013

### OVERTONES & RESONANCE... 'bridge between worlds'



Istaria pointed to the dark shape at the bottom of the red cross and said

'I sort of recognize this, what is it?'

'Esta centro todos.. humanitario'  
said the Magnatrac.

'But why is it in the circle of stones?'  
she resounded

Magnatrac explained more clearly

'Pelzium is always with us, behind, ahead, beside, within, without. Unseen by most and felt by few, yet everyone works with it. It is to your benefit to always remember where the forces of unity are drawn from'

Istaria felt nurtured by Magnatrac's words.

© Isabella Wesoly, 11th August 2013

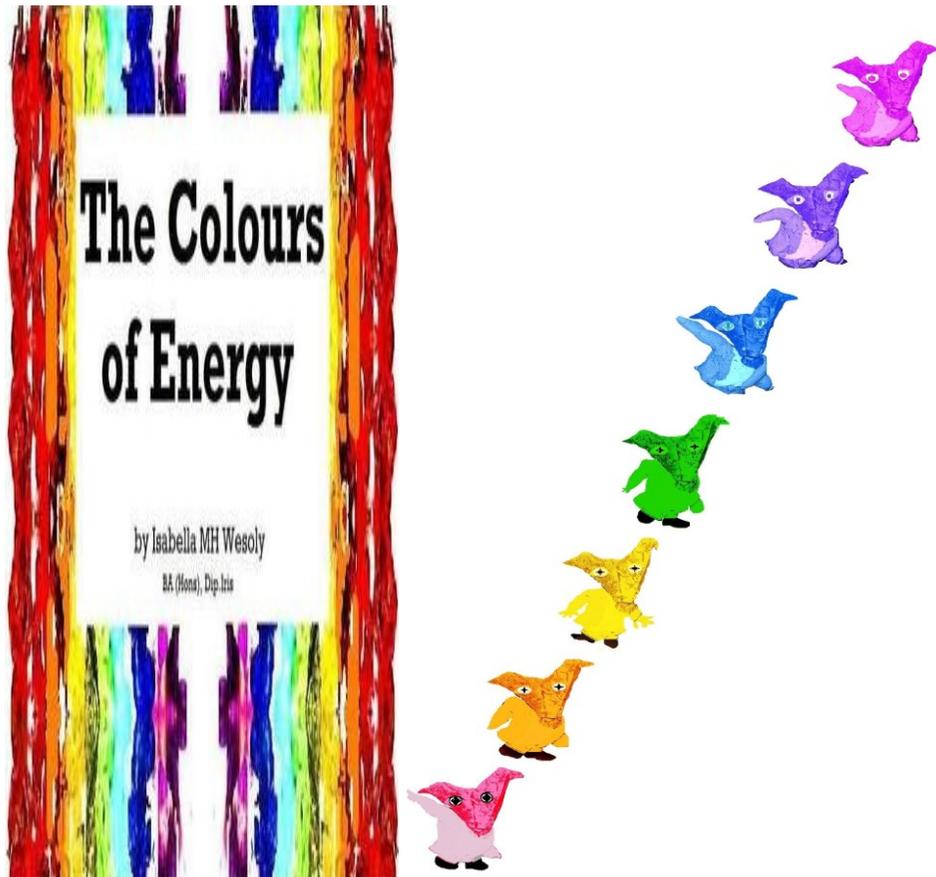


PUBLISHED FOR DESKTOP ON CO-HOST WEBSITE <http://isharmony.com/makingmurals/istariastories.html>

THIS DOCUMENT IS NOT DESIGNED FOR PRINTING AND SHOULD BE VIEWED VIA DESKTOP/LAPTOP... ECOLOGY MATTERS



# COLOURS & FEELINGS\*



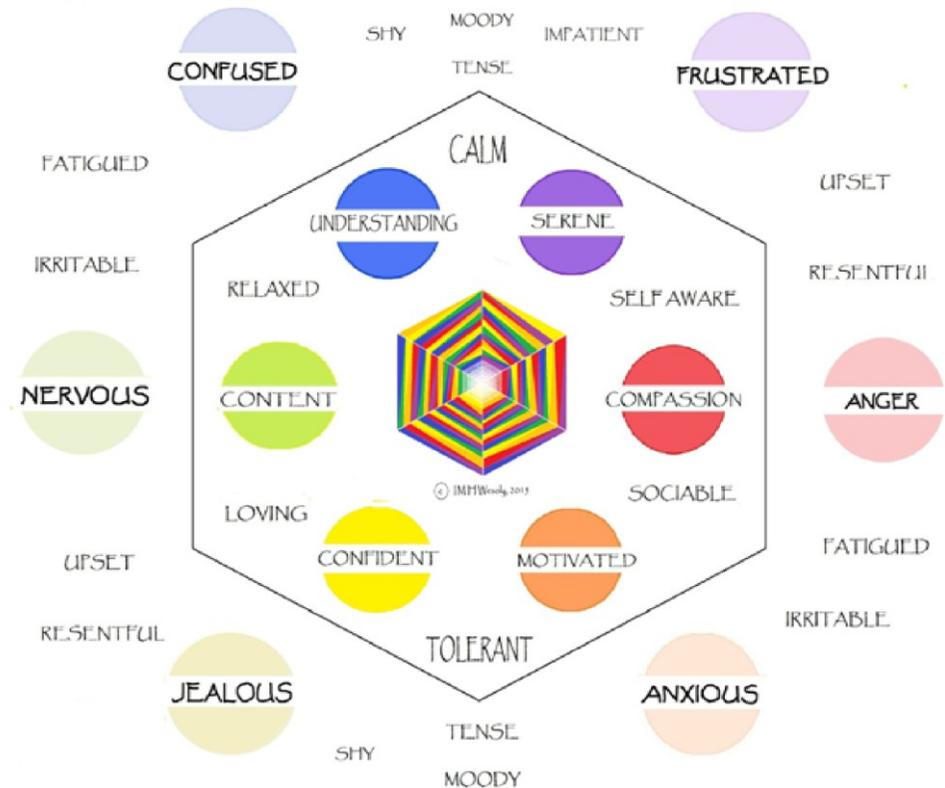
The above leaflet was produced for Is Harmony marketing, free information via' events at Chelsea Health & Holistic Fair, c. 2004

\*Video production, art & music, in collaboration with Dr. David Harrison  
<http://isharmony.com/davidharrison.html>

Working with different tones can have a positive effect on us. Music is key to well being,, there is a significant factor of 7 in relation to musical octaves. We played...

Our research and development includes vibrational resonance, which our colourful dragons allude too. Dragons are not always fiery and fearsome, but also balanced and friendly, it depends on what information we consume... in fact, we are certain that dragons and angels are one and the same thing!

The 'Nature Nurture' debate in psychology finds that both genetics and environment govern our behaviour. Have you ever met a kind dragon, or an angry angel?



Natural gemstones are reputed for their ability to recalibrate our personal energy. Any disharmony within us should be treated by aptly trained therapist/s.

Isabella recruited help from her children, when they were teenagers and noticed a marked difference in their temperament, as they crafted gifts!



## Make & Share

Tools required



Crystalis Biz

FOSTERING CREATIVITY



### Example: PLEDGED RESOURCES for KAMITAN ARTS

A kit of green stone angel pendants and accessories were pledged to North Kensington community groups, during a public meeting held by Westway Arts/Trust, in 2017.

In 2019 Isabella was invited to partake in the creative activities conducted by Kamitan Arts. She had a creative idea concerning the green angel pendants!

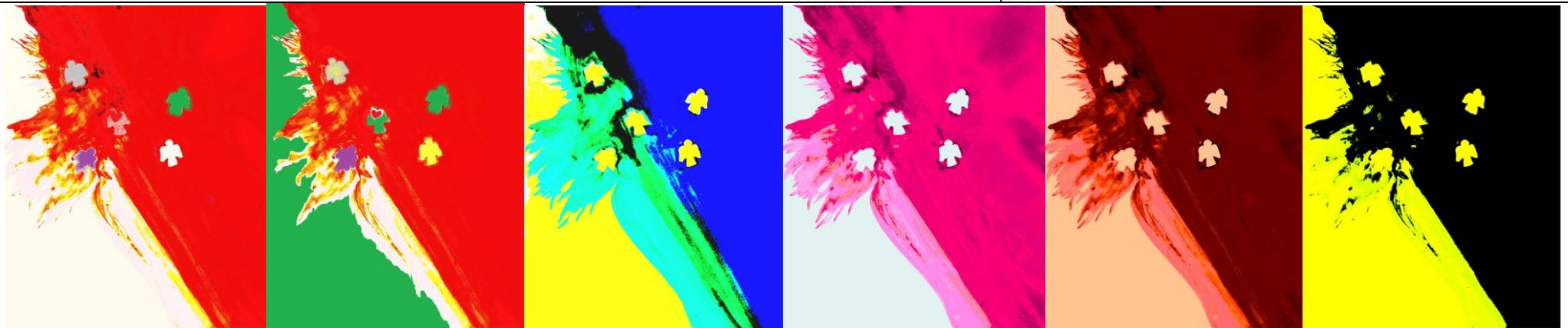
#### Here's how the pledge was used as creative resources:

Isabella drew around the green stone angels and onto a sheet of A4 paper, She chose to paint the background blue and yellow because these are the tones that make green. By mixing the colours directly onto the paper, she achieved a green hue in the central space.

Using a digital photograph of the art work, a range of tones was achieved (below)



ART for CRAFT & GIFT IDEA, free inspiration for Kamitan Arts!



The images created can be used as templates for illustrating stories, or art for art's sake

This method can be adopted using many of the pendants (and a few of the beads) that are included in the **Crystalis Biz Fostering Creativity kits**



Some of the benefits of digital paint are:

**NO SPILLAGE! NEVER RUN OUT OF PAINT! NO BRUSH CLEANING NEEDED! NO PAINT STORAGE!**

**CO-INNOVATE**

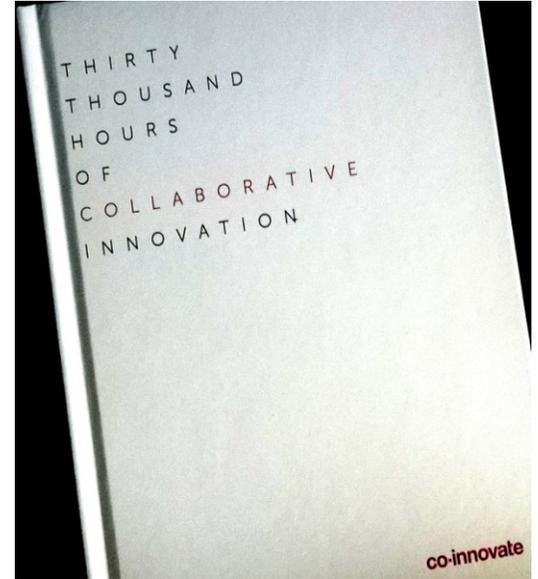


**BRUNEL**  
**2014/2015**

Following a successful networking\* event organised by Co-Innovate (Kingsway, 2014) a first year business undergraduate from Brunel University, agreed to test our craft resources.

Here's what she designed and crafts, following a demonstration given by Isabella (in the academic year 2014/2015)

\*Networking as Making Murals, prior to incorporation



KATHRYN ESPINO BSc crafted designs as an undergraduate, with our 'Crystalis Biz Fostering Creativity' kit



**SOLD! (over 3 consecutive years) at W3 GALLERY**



## 'PEACE, PRAYER, FRIENDSHIP'

### LAST MINUTE GIFTS

BRACELETS, DECORATIVE CHARMS and more ...

Hand made with gemstones  
(natural, manmade, tinted)

**PRICES START @ £5.00**

*Art works from a range of local artists and craft works, are also for sale*

**Pop in for a clear view!**

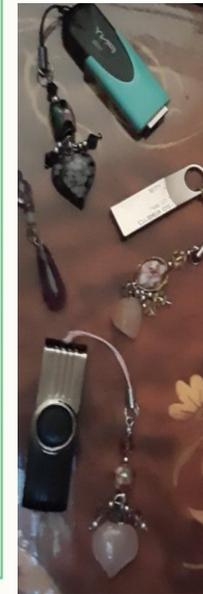
**W3 GALLERY**

**Acton, West London**

**DEC 2019 - JAN 2020**

*see W3 Gallery page for opening hours*

**NEXT DOOR TO THE GEORGE & DRAGON PUBLIC HOUSE**



**RED JASPER**

**ATTRIBUTES**  
*Responsible Action*

**Harmony**

**Self Awareness**

**Responsibility**

**Survival**

Handmade gifts from our kits were sold for 3 consecutive years, at W3 Gallery in Acton (West London)

**THE GIFT CHARMS WERE OUR BEST SELLERS!**

**2017/2018; 2018/2019 & 2019/2020**



THE THEME →

# GRATITUDE CRAFT

## COLOURFUL WAYS TO SAY THANK YOU!

'CRYSTALIS BIZ FOSTERING CREATIVITY' CRAFT KITS

THE KIT →



VIA

**IS HARMONY LTD**

ALL VISUAL ARTS PROVIDED BY MAKING MURALS LIMITED  
CO-LICENSEES FOR THE BNC GIFTS ® BRAND  
Working In partnership for

THE KIT DISTRIBUTOR →  
CO-LICENSEES (PARTNERSHIPS) →

THE INSPIRATION/EDUCATION CHANNEL →



THE BRAND →



GIFTWARE, EDUCATION, ENTERTAINMENT