



**Jamieson & Smith**  
100% Shetland Wool from the Shetland Islands

## Shetland Wool Holiday

As part of Shetland Wool Week 2011

**11th – 16th October 2011**

Join Jamieson & Smith in Shetland to experience Real Shetland Wool and explore its place in the islands' heritage, textile industry and local crofting community.

The guided holiday includes knitting masterclasses in Fair Isle and Shetland Fine Lace, demonstrations of wool handling, workshops in hand-spinning and weaving, and exclusive access to textile artefacts and pieces of fragile heirloom knitting—all while exploring Shetland's wild landscape. Hotel accommodation in the historic main town of Lerwick is also included.

Price of £790 includes knitting materials and a goody bag full of gorgeous Shetland gifts.

(Single Supplement £96. The holiday price does not include travel to Shetland or evening meals marked with \*.)

For more details call +44 (0)1595 693 579 or visit [www.shetlandwoolbrokers.co.uk](http://www.shetlandwoolbrokers.co.uk).

In association with Promote Shetland  
and The Campaign for Wool.

**SHETLAND**  
PRIDE OF PLACE



To find out more about Shetland visit  
[www.SHETLAND.org](http://www.SHETLAND.org)



THE CAMPAIGN FOR WOOL  
PATRON: HRH THE PRINCE OF WALES

**Jamieson & Smith**

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## EVENT ITINERARY

### Tuesday 11th October – History and Heritage

- Meet and greet with tea and cakes at the Jamieson & Smith store.
- Lunch at the Shetland Museum and Archives.
- Exclusive viewing of the textile collection at the Shetland Museum and Archives from Dr. Carol Christiansen.
- Evening of traditional Shetland soup and bannocks, relaxing with woolly things and gathering materials for the following day.

### Wednesday 12th October – The Wild

- Visit a local crofter to see Shetland Sheep in their native environment on the hill.
- Fair Isle masterclass with lunch and afternoon tea in Eshaness, drawing inspiration from the beautiful surroundings and coastal landscape.
- Return to Lerwick for a demonstration of grading and sorting from Oliver Henry.
- Evening meal\* and continuing with the days projects.

### Thursday 13th October – Fine Lace

- Visit to Shetland's most northerly isle to see the renowned Shetland Lace collection at the Unst Heritage Centre; Shetland Lace masterclass.
- Weaving Workshop with lunch and afternoon tea at the Centre for Creative Industries in the island of Yell.
- Back to Lerwick for an evening meal\* at a local restaurant and then free time to continue with the days projects.

### Friday 14th October – Around about Town

- Visit to the Shetland Working Textiles Museum at the Böd of Gremista, and a demonstration and workshop of hand-spinning from the Guild of Spinners, Weavers and Dyers.
- Lunch, a walk at the Sands of Sound beach in Lerwick and then shopping time in the town centre.
- The launch of Jamieson & Smith's anniversary book, attended by featured hand-knit designers, and a closing celebration of Shetland Wool Week 2011 in a beautiful venue.

### Saturday 15th October

- The leaving day, free time.