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Press Contacts:

Frankie Ridolfi, 617.501.1435, Frankie@BookBindingGuy.com

Ashley Crittenden, 617.818.1129, Acrittenden2@gmail.com

www.BookBindingGuy.com

LE MARCHE, LLC RELEASES INSTRUCTIONAL DVD ON HOW TO MAKE ELEGANT JOURNALS WITH SIMPLE TOOLS

CAMBRIDGE, MA (February 9, 2008) – Le Marche, LLC, an independent film and multimedia business, announced the release of “The Book Binding GuySM Video Workshop” at the Winter 2008 Craft and Hobbies Association trade show. The 90-minute DVD is a step-by-step tutorial on how to make elegant journals with simple tools. Featured as a new product in the February 2008 issue of Scrapbook Retailer, the video is aimed at beginners as well as retailers who provide in-store workshops for customers.

“The idea for a DVD on book making came from my personal interest in the craft,” said Frankie Ridolfi, owner of Le Marche, LLC. “I wanted to make a book with soul—something really beautiful that would make writing in it special.” Unable to find a video on book making at local craft stores, he set out to create an artisan quality journal by experimenting and refining his technique for several years. “The recipe I’ve arrived at is pretty simple and the books have gorgeous, classic features. It’s so rewarding to give them as gifts. People’s faces just light up.”

The word “Recipe” is apt because the video is shot in a format similar to a cooking show. While most television programs are carefully scripted, Ridolfi’s goal was to capture spontaneous, authentic questions that viewers would have. To that end, he chose a first-time book maker as his co-host. Ashley Crittenden, a fellow alumnus of Carleton College, in Northfield, MN, had no previous experience with book making, paper crafts or appearing on film.

“It was much easier than I expected,” said Crittenden. “At first I was a little intimidated because these books look so professional, but it helps a lot to have a great teacher.” According to Ridolfi, “There’s a reason crafts like this were traditionally taught through apprenticeship—it’s the best way to learn. People really respond to watching someone go through each step of the process. And with a video, they can watch it again and again. It’s a natural fit for retailers that sell paper and book making supplies.”

The final journal easily fits in a hand bag, though the techniques demonstrated can be used to make books of any size. Included with the Video Workshop are 25 pages of bonus materials with explanations and checklists of the materials and tools needed, templates for small and large journals, suggested sources for book making materials, step-by-step “cheat sheets,” and a primer on printing your own pages.

Ridolfi directed and produced the video, building on over 10 years of professional experience with multimedia and web-based corporate training courses, and a film making certificate he completed in 2006 at Boston University’s Center for Digital Imaging Arts. Teaching on camera comes naturally for him. “Almost everyone in my family is a teacher or an actor,” he said. “And my uncle was a filmmaker who worked at Universal Studios. I think it’s in my genes.” Ridolfi has begun working on a documentary about his mother’s recent ordination as one of the first Roman Catholic Women Priests.