



Hand Sewn Moc Toe, a student stitching directly on the shoe last.

“Shoe School on the Road”

One & Two Day Seminars and Presentations Conducted at Your :

- Corporate Headquarters
- Company Conventions
- Local Meeting Facility

Shoe Retail Seminar Topics:

- Fit = Comfort = Repeat Sales
- Design Better Fitting Shoe Lasts
- Understanding Your Customers Feet
- Using Technology to Create Better Fit

Advanced Concepts Seminar:

- 2D/3D CAD Computer Technology
- Technology and the Perfect Fit
- Independent Technology Evaluation
- Distance Learning & Multi-Media

ShoeSchool

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Phone & Fax: 360.385.6164
Website: www.ShoeSchool.com
Email: **Contact Us** from our **Website**

Location:

Port Townsend, Washington is a Victorian Seaport Village, located on the Olympic Peninsula, a 2 hour drive or 30 minute commuter flight, north from Seattle.

Schedule:

“Introduction to Shoemaking” is offered several times a year. Refer to ‘Current Schedule’ for dates and program offering.

Shoe School “Alumni”

Corporate Participants:

- Lands’ End
- L.L. Bean
- Eddie Bauer
- Merrell Boot
- W.L. Gore
- R3D Reserach
- National Institute of Standards
- Ferragamo
- Adidas

Individuals:

- Orthopedic Surgeon - Atlanta
- Campus Security Officer - San Diego
- Jewelry Designer - San Francisco
- Wedding Shoe Craftsman - Hawaii
- CPA - Reno
- Automobile Design Engineer - Detroit
- Retired Chemist - Oklahoma
- Costume Designer - Albuquerque
- Computer Programmer - Japan
- Shoe Designer - Washington DC
- Certified Pedorthist - Seattle
- Fashion Designer - New York
- Retired Computer Technician - Jersey
- Research Team - Brazil



Shoe School

“Introduction to Shoemaking“

5 DAY HANDS ON WORKSHOP

Make a pair of shoes for your own feet!

Introduction to The Business of Shoemaking

3 DAY PRIVATE CONSULTING WORKSHOP

Make a sample shoe!

ShoeSchool.com™

Established in 1981, Tenderfoot Shoe School remains dedicated to the preservation, sharing and furthering of the knowledge and skills, related to the Ancient Art of Designing Hand Crafted Footwear.

Ancient Techniques and Modern Technology are mutually beneficial, when properly applied and balanced.



Pattern Design Directly on the Shoe Last.



Cement Construction and Adhesives are best understood with experience.

Who is the Workshop for?

Executives from non shoemaking backgrounds who need a basic understanding of footwear design and construction techniques.

Sales, Design and Quality Control Staff who could utilize practical skills and knowledge.

Retail and Distribution Staff who need a basic understanding of the process and technology of shoemaking.

Newcomers to the Footwear Industry who need a quick overview of the processes involved in shoemaking.

Students of Fashion Retail & Design requiring a foundation of footwear construction and manufacturing techniques.

Anyone interested in gaining first hand experience in designing and handcrafting a pair of shoes from start to finish.

COURSE OUTLINE OF TOPICS

The Foot:

The basic relationship of the foot to the rest of the body. How the foot works with an emphasis on how the foot relates to the shoe.

The Shoe Last:

The solid form that a shoe is molded on is called a "Shoe Last". The most important aspect of proper fitting footwear is the design, volume and shape of the shoe last.

Measuring & Fitting:

The first step to understanding the relationship of the foot and shoe.

Pattern Design & Grading:

A pattern shell for each last must be fit and graded to insure proper fit and function of the finished shoe. Style lines are applied to the pattern shell to create individual designs.

Cutting Dies:

Steel Rule Cutting Dies are an essential element in the mass production process. They are an exact copy of the pattern drawing.



Selecting Materials:

Each component is examined and analyzed, for proper application in regard to the function and style of the shoes being created. (upper & lining leather, insoles & outsoles, heel counters, toe boxes, etc.)

Insoles and Support:

One of the most important parts of a shoe is the bottom. This is the area of the foot that supports the entire weight and movement of the body.

Hand Tools & Machines:

An opportunity to gain first hand experience working with traditional hand tools and machinery used to make footwear.

REQUIREMENTS OF PARTICIPANTS

Previous Experience and Skills

No prior experience of any kind is required to participate in the "Introduction to Shoemaking" workshop.

Each individual will come to the workshop with various skill levels of design and handcrafting in many mediums such as fibers, wood, metal, leather, etc.

During the workshop session we will have ample opportunity to share and exchange the ideas, special skills and experience that each student brings with them.

Positive Attitude

The purpose of the "Introduction Programs" is to give an overview of the entire process of Designing and Handcrafting Footwear, employing Old World Craftsmanship and Modern Technology.

The most important requirement is a positive attitude. It is also important to remember that the workshop is a very limited time to develop all the skills required to make perfectly crafted footwear. It takes years of practice to Master the Craft.

The shoes you make during the "Introduction to Shoemaking" workshop will be made to fit your own feet.

The shoe in the "Introduction to the Business of Shoemaking" workshop is just a sample and is not made to fit your foot.

COMMENTS FROM STUDENTS

" I have a new appreciation of the complexity of footwear and in particular- custom shoes"

Susan, Chicago

"Excellent course layout and execution"

Ed, San Diego

"The atmosphere was positive and easy going, which makes a good environment for learning..."

Gigi, Washington

"Excellent course, I learned a lot of useful information for my job"

Tracy, Maryland

" I gained more than a fundamental understanding of shoe making...key factors on fit and the foot, too!"

Elaine, Maine

ACCOMMODATIONS

Port Townsend, a Victorian seaport, is a popular tourist destination with many excellent restaurants and inns.



We will make arrangements as an "accommodation package" to ensure your visit will be a memorable one.

Port Townsend is approximately 2 hours from Seattle, depending on the Ferry Schedule and the time of year. Check with us for details and travel plans.

5 Day Hands-On Workshop “INTRODUCTION TO SHOEMAKING”

Arrival in Port Townsend the **NIGHT BEFORE** the workshop begins.

6:00 PM - Reception Dinner and Evening Program

Day 1	8:30	Meet at Manresa Castle	
	8:45	... “Orientation” ... Tools & Materials Lunch	
	1:30	Workshop Re-opens ... Bag Design ...The Foot & The Shoe Last	
	6:30	Dinner	
Day 2	8:30	Workshop Opens ... Designing on the Last ... Pattern Making Lunch	
	1:30	Workshop Re-opens ... Cutting / Steel Rule Dies ... Work Work Work	
	6:30	Dinner	
	8:30	Workshop Opens ... Shoe Components ... Assembly & Stitching Techniques ... Work Work Work Lunch	
Day 3	1:30	Workshop Re-opens ... Make Shoes ... Work Work Work	
	6:30	Dinner	
	Day 4	8:30	Workshop Opens ... Hand Lasting ... Make Shoes ... Work Work Work Lunch
		1:30	Workshop Re-opens ... Make Shoes
4:00		Workshop Closes ... Machine Demonstrations	
6:30		Dinner	
Day 5	8:30	Workshop Opens ... Bottom Work ... Finishing the Shoe	
	5:00	Pack It Up.... Workshop Closes	

3 Day Consulting Workshop

“Introduction to the Business of Shoemaking”

Weekend “Crash Course” Daily Schedule

8:30Workshop Opens
12:00Lunch
1:30Workshop Resumes
6:00Workshop Closes

Day 1 Before the Workshop Begins

To qualify for this program we ask that you submit a detailed plan of the subject matter that you would like to cover during the workshop, preferably 3 weeks in advance.

We would like to have samples, photos, sketches or prototypes of the footwear you are intending to make, as well as an outline of how you plan to set up and operate your business.

As part of our preparation process we will need to have telephone conversations with you, and devote at least one day in preparation for your time here at the workshop, reviewing your documents, samples, or other materials that you may wish to submit. When you arrive we will be prepared with the right information and demonstrations to focus on your project, and maximize your learning experience.

Arrival in Port Townsend the **NIGHT BEFORE** the workshop begins.

Day 2 You Arrive at ShoeSchool for Workshop

Overview of Manual Operations for each step and process in creating custom footwear. Understanding the basic relationship of the Foot to the Shoe Last, and the Finished Shoe.

We will make a complete shoe from original sketch to the finished unit... so the student can see every step of the operations first hand.

Day 3

New business models are being created every day. Explore essential management strategies and the financial planning required for operating a modern Shoe Manufacturing and Marketing Business in the 21st Century.

Questions and Answers applying the information to your own business plan. We will discuss and apply the technical data from Day 1 and 2 to your particular project.