

WOVNS Honored As First Ever 'Toyota Maker' at The Fifth Annual Martha Stewart American Made Summit

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NEW YORK (Oct. 24, 2016) — Toyota, partnering with Meredith Corporation’s *Martha Stewart Living* magazine, celebrated its first “Toyota Maker” Honoree at the Fifth Annual Martha Stewart American Made Summit on Saturday. This recognition spotlights an up-and-coming American company that is driving positive solutions in their industry and community. [WOVNS](#), founded by Makers **Dena and Chelsea Molnar**, was recognized at the summit and awarded a \$10,000 grant by Toyota.

The first platform of its kind, WOVS is a San Francisco/Maui-based company that is both a textile studio and technology platform. Their method takes an industrial manufacturing process, Jacquard weaving, and makes it accessible to everyone by allowing individuals to upload digital files and translate them into custom woven textiles. Working with U.S. textile manufacturers, WOVS has developed a patent pending system that enables textile production in quantities as small as a single yard. The scalability of Jacquard weaving enables WOVS customers to easily transition from experimenting with new designs such as DIY home decor projects to producing larger quantities of fabric for custom lines of apparel, for example.

“Toyota is thrilled to recognize and celebrate our first-ever Toyota Makers, Dena and Chelsea Molnar with WOVS, for the work they have done to revolutionize textile production with their innovative technique,” says Nancy Inouye, national media manager, Toyota Motor Sales, U.S.A. “We applaud the work they and so many makers have done to influence and cultivate entrepreneurship in America, reinvigorating the nation’s economy.”

Toyota has proudly built more than 22 million vehicles in America since 1986 and is responsible for nearly 365,000 U.S. jobs. Throughout the United States, Toyota has 10 manufacturing facilities, three of which produce the best-selling car in America for more than a decade, The Camry.

Martha Stewart American Made is a nationally recognized platform led by Martha Stewart and the *Martha Stewart Living* editors that highlights the next generation of American artisans; celebrating those who have turned their passions across the fields of Food, Style, Design, and Technology into businesses. This year’s event included networking and roundtable discussions, targeted learning sessions, and an American food tasting cocktail party. Attendees mingled with other makers from across the country at the Toyota Networking Lounge while creating customized leather cuffs at the Craft Station.

“*Martha Stewart Living* is very excited to be working with Toyota on their first “Toyota Maker” program,” says VP/Publisher of *Martha Stewart Living*, Daren Mazzucca. “Martha Stewart American Made is such an incredible event and inspires many across the country, and we are proud to support WOVS in their entrepreneurial pursuits.”