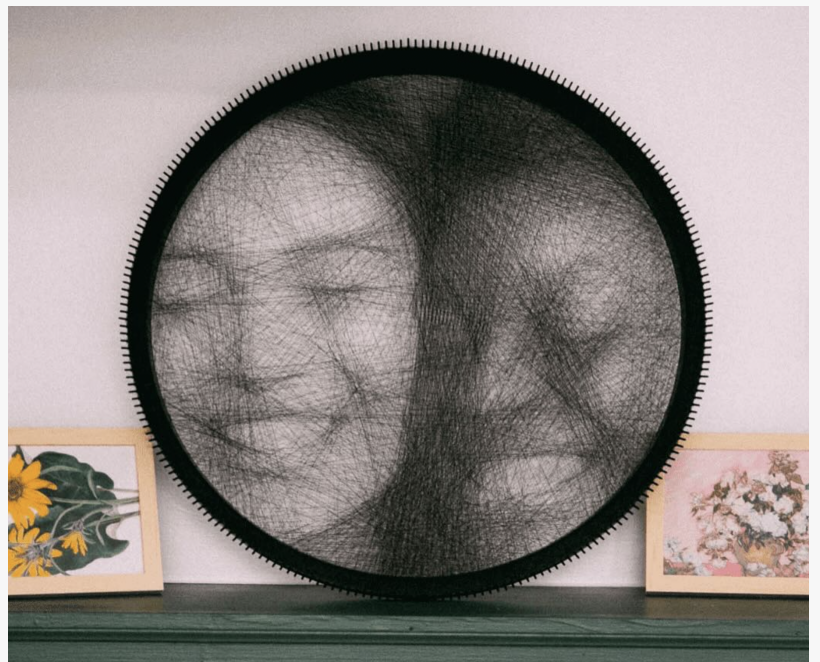


Threaditate Launches Custom Kit That Turns Any Photo Into String Art Portraits

Threaditate's patented photo-to-string-art kit turns any photo into string art in one relaxing guided sitting - no design skill, nails, or templates required.

ATLANTA, GA, UNITED STATES, September 14, 2026 / EINPresswire.com/ -- Heartistry LLC today announced the direct-to-consumer launch of Threaditate, a [personalized string art](#) kit that uses a patented software system to convert any photograph into a finished [string art picture](#), guided by a patent-pending loom that lets a maker finish threading in half the time of a nail board. The \$89 kit ships within 24 hours from the company's Huntsville, Alabama fulfillment partner and is available now at Threaditate.com.



Finished string art portrait created from a photo using the relaxing Threaditate string art kit

Traditional string art requires hundreds of hand-placed nails, a stressful template, and hours of counting and flossing thread between tightly spaced nail heads. Threaditate replaces these frustrations with a reusable loom and a companion app that reads an uploaded photo and converts it into a single continuous threading sequence for the artist to follow easily. A precision wand and the app's relaxing screen-optional, voice-guided instructions walk the maker through the piece step by step, so the imaging happens in the artist's device in hand, rather than being printed for pen and paper tedium.

"Most people rule themselves out of string art because they think it takes talent," said Patrick Bennett, co-founder of Threaditate. "We put that skill into the loom and the app instead of the person holding the thread. You upload a photo - your dog, your kid, your parent - then relax your mind and body weaving while hours feel like minutes, and walk away in one sitting with a piece of string art you made. No nails, no templates, no art degree. Built for string artists, by string artists, to calmly fix the frustrating parts of string art."

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Upload string art from a photo, then relax your mind and body while hours feel like minutes, then hang or gift an art piece you made yourself. Built to calmly fix the frustrating parts of string art.”

Patrick Bennett

Threaditate's angled, headless pins are spaced much wider than standard nail heads, reducing the effort each step demands and cutting threading time to three seconds per step - about half the pace of a traditional nail board. The loom itself snaps together with no tools required. Every fifth and tenth pin carries a clock-face landmark shape, so makers can navigate the circle easily without looking at a screen, allowing a reduced cognitive load that adds up significantly across thousands of steps. The kit is screen-optional by design: once a project is uploaded, the shaped pin landmarks and numbers become the guide, and the included packaging converts into an easel for ergonomic

use, or work mounted to a wall for more stability. An on-screen tutorial walks first-time makers through setup, and the app's voice navigation lets them work in a flow state that is unlike any other craft. Thread, a spool holder, phone stand, and mounting hardware are included, so the full path from photo to finished piece happens with one box and no additional purchases. The guided, forgiving-by-design process was also built to double as a calming, fidget-friendly stimulating activity, including for makers using it as a mind-body focus tool recovery session to self soothe from a long day of stress.

The software system behind the loom - which maps a photograph onto a continuous single-thread path and issues step-by-step guidance - is protected under U.S. Utility Patent No. 12,423,349, with a pending continuation application extending that protection. Threaditate's software

uses algorithms, not generative AI, so the only artist is you. The loom hardware itself is the subject of a separate pending patent application.

Threaditate began on Kickstarter under the name String Ring, where it drew over 2,000 backers and presold over 3,500 units before the company completed a rebrand and moved its storefront to Threaditate.com. The product is the result of seven years of research and development refining the thread-guidance mechanism and the software behind it.

Each kit includes the loom, thread, wand, easel, mounting accessories, full app access with adjustable pacing and voice options, and enough thread for multiple pieces per kit. The string art kit has found early traction as a gift item, with customers building custom art pieces from wedding photos, pet portraits, newborn announcements, and anniversary snapshots - turning a single image into a keepsake meant to be displayed.

Heartistry LLC, based in Atlanta, Georgia, is the parent company behind Threaditate, a personalized string art kit from any photo that uses a patented software system and a patent-pending loom to turn personal photographs into finished string art pictures.

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