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Martha Stewart

Highlight Video Transcript



How did an interest in decorating, cooking and managing a home power a sweeping new vision of personal identity and lifestyle?

Martha Stewart has helped millions of individuals to see how they can infuse their lives with style and grace. The rise of Martha Stewart Omnimedia, a highly personal vision, brings together a wide range of disparate interests into a unified whole. Stewart's creative excellence and acute awareness of emerging social trends has helped keep her fresh and relevant for more than a quarter century.

Through the years, American homemaking has experienced quite an evolution. Everyday living – and the way we entertain – have been continuously reinvented.

A lot of that reinvention bears the stamp of one woman. Martha Stewart taught us how to organize the home – decorate it – and turn simple ingredients into gourmet fare.

She became more than a mentor. She became a brand. And she turned the art of living well into an industry.



Top: Firestone Farm parlor, Greenfield Village. Bottom left: Ford Home kitchen, Greenfield Village. Bottom right: Robert Frost Home dining room, Greenfield Village.

Martha Stewart, Chef, Gardener, Designer, Author and unrivaed authority on how to run a home.

01:01:14

I am a teacher. I think that my real value in this world is to be a really good teacher on a vast subject matter of living.

01:01:25

The title of the magazine, the first magazine developed in 1990, was Living. And I envisioned that subject matter as limitless. Involving everything to do with the home, inside and outside the home. And really involving everything the homemaker has to know, has to deal with on a daily basis. So, it's a vast subject. And it is limitless. And you can do it and do it and do it and do it, and work on that subject matter forever, and pretty much not repeat yourself.

Filling a Void

02:02:02

I wrote this book in 1982. Published in the autumn of '82. And this book, really to me, was a book that was missing from the marketplace. I like to call it filling a void. And many of the things I do fill a void. Something . . . it's created something that isn't there. That's needed and wanted.

02:02:23

I took the idea to the publisher . . .

02:02:27

. . . And they said, "We would like a book that's black-and-white pictures. You know, not too many recipes. Not too complicated." And I said "No, no, no, no, no. There are plenty of books like that. I want to do a book that's really three books. And this book is a recipe book. It is a story book. And it is also visually a beautiful photography book." And in color. Had to be all color. And they hadn't done that before. Not like this.



Martha Stewart

"I am a teacher. I think that my real value in this world is to be a really good teacher on a vast subject matter of living."

— Martha Stewart



Martha Stewart's first book, *Entertaining*, has become a classic.

Being the Market

03:03:02

I was that market. And I am a book reader. I am a user of recipes. I am the housewife. I'm the homemaker. I'm just that. And I've always tried to stay true to that. And I think that that's how my relationship with my customer base, my readership, has grown and grown and grown.

Know Your Audience

04:03:26

... in 1987, I signed a contract, a very important contract for me, with Kmart. Kmart, the largest retailer of its kind, at the time, in the world. ...

04:03:39

And I joined them as a creative designer in lifestyle. ... And I started with sheets and towels. And I actually met a lot of resistance. The Junior League in Connecticut canceled my appearances as speaker. And I said, "Why are you canceling?" And they said, "Well, we don't want anybody that's affiliated with mass market, with Kmart, speaking to our audience. We don't shop at Kmart." And I said, "Oh well, someday you will." Guess what? They're not only shopping at Kmart, they're shopping at Target and at Walmart and at Costco and at every place like that.

Trust Your Ideas. Believe in Your Products.

05:04:23

You have to stick up for your own ideas. You have to stick up for your beliefs. It's like any kind of business. If you have really strong feelings and really strong design sensibilities, you have to persevere in those sensibilities. Otherwise, you will be run over, you know, like some giant trailer truck coming and just flattening you. And eliminating your creativity. And that happens. I mean, it does happen.



Martha Stewart talks to the studio audience during a taping of her show.

"You have to stick up for your own ideas. You have to stick up for your beliefs. "
— Martha Stewart



Emmy Awards on display in the offices of Martha Stewart Television Studios.

Stay Curious

06:04:54

... the world changes, technology changes the way we do things, every single minute of every single day. Embrace technology. Embrace change. Try to stay curious. I think that's the biggest message. Retain your curiosity, no matter what. Always, there's something to read, something to look at, something to learn all the time.



Martha Stewart and a guest on the studio stage.

Martha Stewart has a lot more to say.
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Martha Stewart