

2016 WESTERN CRAFT EXHIBITION REPORT

KOROIVOLU PARK NADI 24TH – 26TH NOVEMBER, 2017



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Fiji Arts Council

Handicrafts provide an ideal avenue for creative, independent entrepreneurs and offers employment for rural and urban women as it can allow women to work at home while tending to their children and household responsibilities. In many cases formal handicraft production is based on traditional skills passed down from women and men from generation to generation

2016 WESTERN CRAFT EXHIBITION:

1.0 Introduction:

The Western Craft Exhibition has been an annual event organized by the Fiji Arts Council for the past twenty- three years (23) and has been possible through the ongoing sponsorship of British American Tobacco Company since early 1980's. The three days event was held from Thursday 24th to Saturday 26th November at Koroivolu Park in central Nadi.

The assistance of the Department of Heritage & Arts in cosponsoring the event since 2014 has been very applauding.

This year's event was Officially Opened by Mr. Joe Gray, Manager Operations and Customer Services Airports, Fiji Limited.

The Western Craft Fair was another highlight and particularly significant occasion this year as the Ministry of Industry and Trade (MITT) and Ministry of Women and Poverty Alleviation (MOW) have again partnered with Fiji Arts Council in continuing to develop and strengthen the handicraft sector and to increase its capacity to meet tourism market demands.

Renewals of Fijian Crafted Licenses to handicraft recipients by MITT and working in close collaboration with MOW in the preparation of the 2017 National Women's Expo has been ongoing and will continue in 2017. Such activities energizes our craft sector, bringing employment opportunities to artisan communities, help identify our unique cultures and strengthen our efforts to generate income from such activities.

2.0 Official Opening:

The Official Opening held on Thursday 24th November was witnessed by more than 100 viewers and notable representatives from the main Retail shops of Nadi such as Tapoos, Motibhais, Jacks Handicrafts, Prouds, Hoteliers, and Government Ministries, supporting stakeholders, craft families and friends.

The Director Fiji Arts Council Mr. Peni Cavuilagi began the formalities of the program by introducing the Chief Guest before inviting him to deliver his speech before the presentation of Prizes and Certificates.

The Chief Guest in his inspiring words of support and encouragement to the practitioners stating *"that craft industries increases family incomes and provide an ideal avenue for creative, independent entrepreneurs and offers employment for rural and urban women as it can allow women to work at home while tending to their children and household responsibilities. In many cases formal handicraft production is based on traditional skills passed down from women and men from generation to generation."* He stated that he will always welcome to support such initiatives whenever possible.



Awarding of Prizes and Certificates at the Official Opening of the Western Craft Exhibition by the Chief Guest Mr. Joe Gray

The representative of both British American Tobacco and Department of Heritage and Arts assisted the Chief Guest in the Presentation of prizes and Certificates.



Presentation of Prizes by Senior Cultural Enterprise Officer Mr. Maciusela Betei and Representative of British American Tobacco during the Official Opening presentation

Later the Craft Development Officer Ms. Tuvuki expressed her words of thanks to the Chief Guest for availing himself, likewise to members of the public, and supporters for their attendance and the exhibitors for their participation in the annual event. A group photo of Prize Getters and Chief Guest was held before personally meeting the Crafts practitioners and their families in their own stalls and later treated for refreshments.



Prize Getters with their Certificates poses with the Chief Guest Mr. Joe Gray and other invited Guests

3.0 Exhibitors:

The Fiji Arts Council had booked 40 Tables which was anticipated for more than 80 participants to attend, unfortunately only 57 Exhibitors attended. The attendance dropped by 50% compared to 2015 participation. The non- attendance of participants from the Northern Division due to the effect of Cyclone Winston was the main reason as most of them were still in their rehabilitating period. Most of their raw materials were completely damaged. This did not deter the attendance of those in the Tailevu, Nausori, Suva, Sigatoka and Nadi corridors for their participation.

The attendance of three **(3) new Women's group** all the way from Saioko, Nabukadra and Nadogoloa villages in the province of Ra were very encouraging. They have also registered their women's group during the event. The women's group that total to more than 15 women in each village ***had undergone Handicraft training from September 2016 organized by Partners in Community Development Fiji(PCDF)through the training done by two FAC Licensed Practitioners .***

The Women showcased and sold their recycled jewelries and screen printed sulus in the three days and managed to collect sales as follows –

<i>Saioko Women's Group</i>	- \$266.00
<i>Nabukadra Women's Group</i>	- \$263.00
<i>Nadogoloa Women's Group</i>	- \$310.00

It was amazing to observe the interest of women in such initiatives and for them to witness at first hand the positive impacts in participating in such worthwhile initiatives.



Members of the 3 Village Groups (Saioko, Nabukadra and Nadogoloa) showcases the results of the new skills taught by Mrs. Naulivou (recycled jewelries)and Marica Lomasalato (screen printing) - 2 Fiji Arts Council Licensed Recipients

It gave them the opportunity to develop and strengthen co-operation amongst one another so that they were able to promote their work, gain recognition, participate in the market place and make greater contributions to income generation

An opportunity for them to meet each other to share their skills and experiences amongst themselves and work together as a large group that has similar interests and passion in their everyday lives.



New creations of products have been showcased such as lampstand produced from bamboo and coconut shells covered with local designed material – Flowers made from fish scales and local seashells showcasing their creativity using local Fijian local materials

This year’s event has been spectacular, with a display of creative craftsmanship and unique talents showcased by men and women practitioners who are renowned of their own specialties in the different genres of art and craft that they represent. Individual Artists, community groups and collectives who hand craft their own work and are registered members of the Fiji Craft Society. This is one of the criteria that is strictly adhered to in order to raise the professional standard of such craft exhibition that is organized by the Fiji Arts Council.

3.01 New Registered Members

The participation of 6 women in the Western Craft Exhibition – 2 women represented each village, also confirmed new membership to the Fiji Craft Society – The breakdown of members are as follows :

Nadogoloa Village	- 29
Saioko Village	- 20
Nabukadra	- <u>20</u>

Total New Members = 69 Women

The 69 Women had also attended the Craft upgrading skills that was organized by the Partners in Community Development Fiji (PCDF) from 13TH – 14TH September, 2016

3.02 Collaboration with other Ministries

The Participants also had the opportunity to hear a presentation from Mrs. Rusieli Mua, The Manager Integrated Human Resource Development Program Western Division which is a branch of Ministry of Industry and Trade and Tourism in Lautoka on some of the funding assistance they provide to assist women's group in furthering their development . Officers of the Ministry of Women and Poverty Alleviation representing their Western Division Office were able to discuss with Exhibitors on their preparation towards the upcoming National Women's Expo 2017

3.02 Daily Visitors Records

<u>DATES</u>	<u>LOCAL VISITORS</u>	<u>TOURISTS</u>	<u>RETAILERS</u>	<u>TOTAL VISITORS PER DAY</u>
<u>24/11</u>	98	46	6	150
<u>25/11</u>	90	8	8	106
<u>26/11</u>	69	8	NIL	77
<u>TOTAL</u>	257	62	14	333

4.0 2016 Western Craft Exhibition Prize Getters

Table states the list of Prize getters in the various craft categories that were placed for the competition

WESTERN CRAFT EXHIBITION 2016

COMPETITIONS AWARDS

NOS	CATEGORY	1ST PRIZE	2ND PRIZE
	TRADITIONAL SECTION		
1	COOKING POTS	AMELIA LESUMAI	KELESITA TASERE
2	DARI	KELESITA TASERE	KELESITA TASERE

	WEAVING: MATS		
3	VAKABATI	RIGIETA NUKU	RIGIETA NUKU
4	I COCO	RIGIETA NUKU	SERUWAIA CIRIVAKABOLA
5	DAODAVO VOLIKORO	VILIMAINA LEA	NO AWARDS
	MASI		
6	WEDDIND SET (BROWN)	IGATOLO TOKASE	UNISE BERA BALEINABOLA
7	WEDDING SET (WHITE & Black)	WATI VULI MARAIWAI	IGATOLO TOKASE
8	PRINTED MASI (6' X 4')	WATI VULI MARAWAI	SELAI BUASAL
9	PRINTED MASI (9' X 6')	KASANITA VU	IGATOLO TOKASE
10	GATU	NO AWARDS	NO AWARDS
11	WOOD CARVING: LALI	JOTAME TUKANA	EMANI VEITAMANI KOTO
12	TANOVA	TAILASA MAVOA	NO AWARDS
NOS	CATEGORY	1ST PRIZE	2ND PRIZE
1	CONTEMPORARY SECTION		
A	TIE & DYE		
B	LIVING ROOM CURTAINS (8)	TORIKA MATAKADA	MAVOA DAWAI
C	CUSHION COVERS (5)	SALOTE SIGANISUCU	KARALAINI NAISILISILI
2	PATCHWORK		
A	CUSHION COVERS (5)	TORIKA MATAKADA	TAINA DAUNIVALU
B	SINGLE BED SIZE WITH 2 PILLOW CASES	MARIA TUILAKEPA	LATILETA NIUDAMU
3	SCREEN PRINTING		
A	TABLE CLOTH	MAVOA DAWAI	SALOTE SIGANISUCU
B	LIVING ROOM CURTAINS (8)	LAITE GUCAKE	MARAIA RAIWALUI
C	CUSHIONS COVERS (5)	SALOTE SIGANISUCU	SALOTE SIGANISUCU
4	CROCHET		
A	TABLE CLOTH COVER WITH 2 DOLLIES	TAINA BAINIVALU	NO AWARDS

5	HOME & LEISURE		
A	POTTERY & CEREMICS:ANY CREATION MADE OUT OF CLAY	NO AWARDS	SENIVALTI NAWAWABALAVU
B	MINIATURE COOKING POTS	AMELIA LSEUMAI	MATELITA VIVUGA
C	FLOWER VASE WITH FLOWERS	SERUWAIA CIRIVAKABOLA	SERUWAIA CIRIVAKABOLA
D	WALL HANGING; (BACKDROP)	LAITE GUCAKE	TORIKA MATAKADA
6	ADORNMENTS		
A	HANDBAGS	ANASEINI WAQATABU	NEOMAI VAKARAU
B	CLUTCH PURSE	NEOMAI WAQATABU	ANASEINI WAQATABU
7	JEWELLERY :		
A	CLAY	VANUA CLAY	SENIVALATI NAWAWABALAVU
B	COCONUT SHELLS	SEREANA NAULIVOU	NO AWARDS
C	RECYCLED PAPER	SEREANA NAULIVOU	LAITE GUCAKE



Some of the Craft Categories that entered the Competitions is judged by judges

5.0 SALES RECORD FOR EXHIBITORS

Although there were 57 exhibitors that participated we managed to collect only 23 sales records. The list of sales for the 23 exhibitors is tabled below which totaled to **\$8314.00**

Name of Exhibition:		WESTERN CRAFT EXHIBITION	-	-		
Date of Exhibition:		24th - 26th August, 2016	-	-		
Venue:		Koroivoulu Park, Nadi	-	-		
No.	Name of Artist	Item	Price	No. Sold	Amount	Total
1	Akanisi Dekinimaseivalu	Eggs Warmer	\$ 5.00	4	\$ 20.00	
	Contemporary Craft					\$20.00
2	Amelia Lesumai	Necklace	\$5.00	4	\$ 20.00	
	Potter	Necklace	\$ 10.00	4	\$ 40.00	
		Small Pots	\$ 5.00	2	\$ 10.00	
		Turtles	\$ 10.00	1	\$ 10.00	
		Isa	\$ 5.00	5	\$ 20.00	
					\$ 100.00	\$ 100.00
3	Ana Maria	Lamp Stand	\$ 50.00	1	\$ 50.00	
		Beach Mat	\$ 70.00	1	\$ 70.00	
		Small Fans	\$ 1.00	8	\$ 8.00	
		Mat	\$ 140.00	1	\$ 140.00	
					\$ 268.00	\$ 268.00
4	Igatolo Tokase	6' X 2' Black n White	\$30.00	1	\$ 30.00	
	Masi Maker	18' X 12'	\$ 6.00	4	\$ 24.00	
		3' x 2'	\$ 25.00	1	\$ 25.00	
		6' x 2'	\$ 60.00	1	\$ 60.00	
		20' x 18'	\$ 20.00	2	\$ 40.00	

		3' x 3'	\$ 25.00	2	\$ 50.00	
		5' x 2'	\$ 25.00	1	\$ 25.00	
		18' X 12'	\$ 4.00	6	\$ 24.00	
		6' x 4'	\$ 80.00	1	\$ 80.00	
					\$ 358.00	\$ 358.00
5	lowale Gu Maraiwai	Decoration	\$ 12.00	1	\$ 12.00	
	Comtemporary	Decoration	\$ 15.00	1	\$ 15.00	
					\$ 27.00	\$ 27.00
6	Keresi Dautu	Angel (1cm)	\$ 1.00	10	\$ 10.00	
	Contemporary	Angel (2cm)	\$ 2.00	11	\$ 22.00	
		Angel (5cm)	\$ 5.00	7	\$ 35.00	
		Angel	\$ 4.00	4	\$ 16.00	
		Fan (voivoi)	\$ 20.00	1	\$ 20.00	
		Angel	\$ 10.00	10	\$ 100.00	
					\$ 203.00	\$ 203.00
7	Laite Gucake	Bamboo Fan	\$ 5.00	2	\$ 10.00	
	Adornment	Bamboo Fan	\$ 10.00	5	\$ 50.00	
		Dilo Necklace	\$ 5.00	1	\$ 5.00	
		Dilo Necklace	\$ 10.00	19	\$ 190.00	
		Crochet	\$ 10.00	2	\$ 20.00	
		Table Cover	\$ 30.00	2	\$ 60.00	
		Dilo Necklace	\$ 10.00	10	\$ 100.00	
		Bamboo Fan	\$ 10.00	5	\$ 50.00	

		Dilo Necklace	\$ 10.00	3	\$ 10.00	
		Backdrop	\$ 100.00	1	\$ 100.00	
						\$ 595.00
8	Maraia Raiwalui	Table cloth/6 servitte	\$ 60.00	1 set	\$ 60.00	
	Textiles	cushion cover	\$ 10.00	6 pcs	\$ 60.00	
		cushion cover	\$ 5.00	5 pcs	\$ 50.00	
		christmas wreath	\$ 25.00	1	\$ 25.00	
		cushion cover	\$ 16.00	2	\$ 32.00	
						\$ 227.00
9	Mere Tualau	civa necklace	\$ 20.00	2	\$ 40.00	
	Jewelry	earings	\$ 5.00	3	\$ 15.00	
		belt magimagi	\$ 30.00	1	\$ 30.00	
		belt	\$20.00	1	\$ 20.00	\$ 105.00
10	Mere Werekoro	6' x 2' masi kuvui	\$40.00	1	\$40.00	
	Masi maker	6' x 2' black & white	\$30.00	1	\$30.00	
		Gatu	\$300.00	1	\$300.00	
		8' x 6' pcs	\$120.00	1	\$120.00	
		wedding set	\$150.00	1	\$150.00	
		7' x 5'	\$180.00	2	\$180.00	
						\$820.00
11	Nabukadra Women	set necklace	\$15.00	4	\$60.00	
	jewelry (recycle paper)	necklace	\$10.00	5	\$50.00	
		necklace	\$8.00	1	\$8.00	
		necklace	\$10.00	2	\$20.00	
		earring	\$5.00	1	\$5.00	
		set necklace	\$15.00	1	\$15.00	

		necklace	\$10.00	4	\$40.00	
		earring	\$5.00	3	\$15.00	
		necklace	\$10.00	5	\$50.00	
						\$263.00
12	Nadogoloa Women	jewelry set	\$10.00	13	\$130.00	
	recycle paper-jewelry		\$10.00	10	\$100.00	
			\$10.00	8	\$80	
						\$310.00
13	Pasepa Veiqaravi	Wedding set	\$200.00	1	\$200.00	
	Masi					\$200.00
14	Regina Crocker contemporary	hats	\$2.00	17	\$24.00	
		hat	\$20.00	1	\$20.00	
		fans	\$5.00	5	\$25.00	
			\$10.00	6	\$60.00	
		xmas wreath	\$25.00	1	\$25.00	
		bundle of rose (vau)	\$20.00	1	\$20.00	
		magimagi necklace	\$15.00	3	\$45.00	
						\$219.00
15	Rigietia Nuku Weaver	sasa broom	\$8.00	3	\$24.00	
		Coco	\$100.00	1	\$100.00	
		davodavo	\$90	2	\$180.00	
		tie & dye	\$30.00	1	\$30.00	
		Coco	\$200.00	1	\$200.00	
		vabati 15	\$350.00	1	\$350.00	
		volikoro	\$200.00	1	\$200.00	
		volikoro	\$80.00	1	\$80.00	
		virgin oil	\$10.00	1	\$10.00	
		saluwaki oil	\$15.00	1	\$15.00	
		saluwaki oil	\$20.00	1	\$20.00	
		davodavo	\$80.00	1	\$80.00	
		coco	\$150.00	1	\$150.00	
		vabati20 katu 1	\$200.00	1	\$200.00	

		iri	\$8.00	3	\$24.00	
		honey	\$25.00	1	\$25.00	
		serukau (comb)	\$15.00	1	\$15.00	
		honey	\$25.00	3	\$75.00	
		Iri	\$12.00	1	\$12.00	
		I seru	\$15.00	4	\$60.00	
		Coco	\$350.00	1	\$350.00	
		Coco	\$200.00	1	\$200.00	
						\$2,400.00
16	Sanita Vu	clutch purse	\$5.00	43	\$215.00	
	masi	bookmark	\$1.00	53	\$53.00	
		purse large	\$6.00	5	\$30.00	
		purse small	\$4.00	2	\$8.00	
						\$306.00
17	Sereana Naulivou	necklace set	\$60.00	2	\$120.00	
	jewelry	necklace set	\$30.00	3	\$90.00	
		necklace set	\$60.00	1	\$60.00	
		necklace set	\$15.00	1	\$15.00	
		necklace set	\$8.00	1	\$8.00	
						\$293.00
18	Seruwaia Cirivakabola	christmas wreath	\$40.00	4	\$160.00	
	weaver	wall hanging	\$50.00	1	\$50.00	
		necklace	\$10.00	1	\$10.00	
		birds stand	\$30.00	1	\$30.00	
		necklace	\$15.00	1	\$15.00	
						\$265.00
19	Wati Vuli Maraiwai	iri ni daku	\$25.00	2	\$50.00	
	Masi/screen print	iri ni daku	\$30.00	1	\$30.00	
		wedding set	\$200.00	1	\$200.00	\$280.00
20	Vilimaina Lea	clutch purse	\$45.00	1	\$45.00	

	Weaver	coin purse	\$17.00	1	\$17.00	
		mat	\$100.00	1	\$100.00	
		12 coin purses	\$15.00	12	\$180.00	
		6 cluth purses	\$30.00	6	\$180.00	
						\$522.00
21	Ulamila Veitogavi	beads made of lauci	\$5.00	1	\$5.00	
	contemporary	fan man of civa	\$2.00	1	\$2.00	
		fan man of civa & vau	\$25.00	1	\$25.00	
		necklace sset	\$15.00	1	\$15.00	
		necklace sset	\$20.00	1	\$20.00	
		decoration	\$10.00	1	\$10.00	
		decorations	\$5.00	4	\$20.00	
						\$97.00
21	Saioko Women	necklace set	\$10.00	6	\$60.00	
	recycle paper jewelry	sulu	\$10.00	6	\$60.00	
		earring	\$5.00	4	\$20.00	
		necklace set	\$15.00	4	\$60.00	
		tie & dye	\$8.00	7	\$56.00	
						\$256.00
22	Vanua Clay	Assorted Jewellery made from clay				\$180.00
	TOTAL SALES COLLECTED					\$8,314.00

5.0 Recommendations:

- Strengthening the Craft sector is very significant in the development of our economy- this requires the commitment of time and resources on the part of government and all stakeholders in assisting the sector itself. There is a natural link between handicrafts and Tourism and there is a mutual advantage in building and promoting one sector to support the other

6.0 Acknowledgement:

The Fiji Arts Council expresses its gratitude towards the generous sponsorship of BAT in the past years and again for this year's event which displays THE COMPANY'S commitment in making this event successful. Participants networking and sharing their skills during the three days event which supports FAC vision in developing them further to better standards of Fijian craftsmanship.

Although most Crafters in all Divisions around the country were affected by Cyclone Winston, this did not discourage them in their participation in such initiatives turning out to be huge success. They have shown a great deal of commitment in assisting their own families for their daily income.

Thanks again to the enormous support of BAT and therefore we hope that our affiliations continues in the future and together we keep bringing prosperity to the grassroots people.

Our hearty thanks for the enormous cooperation and support for the Department of Heritage and Arts in the past years which has enabled the Fiji Arts Council to carry out its roles in partnering with other Ministries for the ongoing development of Cultural Industries country wide

A big vakavinavinaka to the Nadi Town Council for their continued support in offering free ground charges for the Koroivolu Park, through the facilitations offered by Mrs. Koroitamana in the past three years. Her tremendous assistance and supporting the Fiji Arts Council in facilitating all preparations for the success of the Western Craft Fair in past years is highly applauded.

And lastly the Staff of Fiji Arts Council Team effort is highly commended and all your support and continued assistance have all contributed to the success of another event.

Vinaka Vakalevu

N. Tuvuki

31st January, 2017