

REPORT
NATIONAL CRAFT EXHIBITION
12th -20th AUGUST, 2017



ACKNOWLEDGEMENT

Fiji Arts Council would like acknowledge the presents of the Honorable Minister for Women, Children and Poverty Alleviation MrsMereseiniVuniwaqa for being the chief guest for the official opening of the 2017 National Craft Exhibition. Her opening remark was an empowerment and also post challenge to the artisans to keep working hard and tried to achieve excellence in as far as producing high quality local crafts.

Acknowledgement also goes to the British American Tobacco for the financial assistance that enables the Fiji Arts Council to organize this year's exhibition and also meet the Artisans who has the potential in producing high quality products and eligible for recommendation for Fijian Crafted Licensesin this year National Craft Exhibition. .

Also like to acknowledge the government through the Department of Heritage & Arts in supporting the Fiji Arts Council all along this year's event. Without their support this year's event would also not been possible.

CONTENTS

BACKGROUND 4

INTRODUCTION: 4

OFFICIAL OPENING 5

 Fijian Crafted Licenses 5

NATIONAL CRAFT EXHIBITION SPONSORSHIP 6

 British American Tobacco 6

 Department of Heritage & Arts..... 6

AWARD WINNERS. 6

 Traditional Crafts Person of the Year. 9

 Contemporary Craftsperson of the Year. 9

ARTISANS ATTENDED THE EXHIBITION 10

 Artisans Attended the Exhibition representing Divisions 10

 Exhibition Sales 11

 Graph showing increase and decrease of sale in the 2017 Exhibition 11

 Percentage of daily Sales 12

 Visitors Attending Both during the Exhibition. 12

 Graph showing the fluctuating number of visitor entering our booth..... 12

ORTHER ENGAGE DURING THE NATIONAL CRAFT EXHIBITION 12

 Decoration of the Fiji One booth. 12

 Decoration of the Fiji Broadcasting Commision Stage during the Closing of the hibicus ground 2- FAC won the most entertaing booth. 13

 Booths Security 13

EVALUATION OF THE 2017 NATIONAL CRAFT EXHIBITION 14

 Question 1- Did you enjoy the Craft Exhibition..... 14

 Question 2. What do you think about the venue. 14

 Question 3- What do you think of the accommodation?..... 15

 Question 4- Were you be able to sell most of your products? 15

RECOMMENDATION: 16

BACKGROUND

The National Craft Exhibition is an annual event that Artisans from all over Fiji look forward to every year. Women's groups and lone members from used this exhibition as a platform to showcase their talent and also sell their local products.

The event also enables the Fiji Arts Council to meet with the Practitioners who has the potential in producing high quality products and eligible for recommendation to qualify for *Fijian Crafted Licenses*. The ongoing event that has been successfully staged by the Fiji Arts Council threeconsecutive years has become a body of Arts that showcase unique traditional and contemporary crafts from all over Fiji and given the opportunity to be viewed and appreciated by locals and international community.

INTRODUCTION:

This year's National Craft Exhibition will be held at the Hibiscus Festival grounds at the Vodafone Arena Suva on Saturday 12th to Saturday 19th August 2017. It is a cultural event that raises the profile of emerging and established craft practitioners who are registered members of the Fiji Arts Council and the Fiji Craft Society.

More than 100 Craft practitioners from all over Fiji will be participating in this event; it is the biggest craft exhibition ever since the event establishment by the Fiji Arts Council. 2017 National Crafts Exhibition also highlights that membership of the Fiji Craft Society is growing every year and this exhibition is an opportunity where new members showcased their craft and introduce themselves to the new arena in giving them opportunity where they can sell their product at a national event. This year's event also marks the diversity and style of work submitted which reflects the changing face of contemporary Fijian craft.

It also recognizes the outstanding artistic achievement where Fiji Arts Council awards Prizes to the crafters in specific categories. The Craft Exhibition and awards also assist the preservation of traditional crafts and knowledge, the outstanding skill and the innovation of craftspeople in Fiji.

Authentic Fijian handicrafts representing the artistic skills of men, women and youths who use their hands to create items of beauty – masi, mats, *kuta-mat* weaving, *wamere* weaving, pottery ,textiles products and many more. Significantly, the artisans express their unique skills of Fijian culture through arts which make the achievement for this year's event raised to another level.

OFFICIAL OPENING

The official opening was held on Saturday 12th August at 10.00am by the Honorable Minister for Women, Children and Poverty Alleviation Mrs Mereseini Vuniwaqa. After her opening remarks she also presented the Fiji Crafted License and also the two main awards of the year the Traditional and Contemporary Craftsperson of 2017.

In her opening remarks she stressed the importance of empowering women to use their God-given talent in promoting locally made products in Fiji. She also embraced the efforts put on by women in Fiji that contribute to policy and legislative frameworks in Fiji. In addition to her speech she acknowledged the sponsor from the British American Tobacco and the Ministry of Education through the Department of Heritage and Arts in supporting this annual event. She also congratulated the staff of Fiji Arts Council for making the successful 2017 National Craft Exhibition a successful event.

Fijian Crafted Licenses

Fijian Crafted brand aims to empower Fijian citizens and provide them with an avenue for income generation. Artists and craftspeople form part of the micro, small and medium enterprises sector which contributes approximately 10 per cent towards the Fijian economy. With the Fijian Made branding, visitors are able to identify authentic Fijian-made arts and crafts by looking for the Fijian Crafted logo before purchase. During the opening of the 2017 National Craft Exhibition, 47 crafters received the Fijian Crafted licenses where 29 are from the Eastern Division (Kadavu, Lau and Lomaiviti). Their license was presented to them by the Honorable Minister for Women, Children and Poverty Alleviation Ministry Mrs Mereseini Vuniwaqa.



The Chief Guest with women's' from the eastern division who received their Fijian Crafted licenses during the 2017 National Craft Exhibition.

The issuing of license in this year's exhibition also marks well-founded working relationship of the Fiji Arts Council with Ministry of Industry, Trade and Tourism, Ministry of Women, Poverty Alleviation, Pacific Island Forum through Ministry of Foreign Affairs, and other relevant

Stakeholders and large Retailers that required our assistance has been very inspiring. This has opened a lot of doors of continuing to promote Fijian Crafted Branding of local handicrafts to all levels National, Regional and international communities at large and outlying Islands which has given us the opportunity to witness the initiative and creativity of crafters, men and women that needs to be further developed.

NATIONAL CRAFT EXHIBITION SPONSORSHIP

British American Tobacco

As usual the British American Tobacco has been the active sponsor for the National Craft Exhibition in the past three years. This year they donated \$20,000.00 to sponsor the 2017 event. MrsMelikiTuinamuanathe Cultural Affairs Officer of the British American Tobacco also attend the opening ceremony and she officially presented the prizes to the category winner. Although the Company has been sponsoring the exhibition from the past years, Fiji Arts Council wishes to acknowledge and congratulate the Company for their significant assistance and great advantages given to the Fijian Crafters which has enabled them to make a difference in their craft businesses.

In an unofficial chat with her she states that this years’ crafts exhibition is an achievement itself. She was impressed with the number of artisan attended the exhibition and also quality and the diversity of craft talent in Fiji.

Department of Heritage & Arts

The support of the government in donating \$10,000.00 sponsorship from the Department of Heritage & Arts also shows the interest of the nation in empowering our local artisans in producing high quality craft as a way of generation income to support their families and also our national economy.

AWARD WINNERS.

This year’s National Craft Exhibition was outstanding as it is recorded as the most diverse exhibition from all the exhibitions hosted by the Fiji Arts Council. This is in reference to the number artisan attended the crafts competition and the quality of craft they gave in to be competed. Their creativity and knowledge diversity add value to the event and also gives hard time to the judges to make their decision on the winners.

TRADITIONAL SECTION WATER VESSEL 1 ST PRIZE :ApenisaBainivalu	TRADITIONAL SECTION WATER VESSEL 2 ND PRIZE: No Awards
TRADITIONAL SECTION COOKING POT 1 ST PRIZE:AmeliaLesumai	TRADITIONAL SECTION COOKING POT 2 ND PRIZE:SenivaltiNawawabalvu

TRADITIONAL SECTION DARI 1 ST PRIZE:SenivalatiNawawabalavu	TRADITIONAL SECTION DARI 2 ND PRIZE:No Awards
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TRADITIONAL SECTION VAKABATI 1 ST PRIZE: RigietaNuku	TRADITIONAL SECTION VAKABATI 2 ND PRIZE:MerelesitaBoteilagi
TRADITIONAL SECTION I COCO 1 ST PRIZE: ElinaLewai	TRADITIONAL SECTION I COCO 2 ND PRIZE:VavaLasarusa
TRADITIONAL SECTION DAVODAVO VOLIKORO 1 ST PRIZE: MikaeleSovasova:	TRADITIONAL SECTION DAVODAVO VOLIKORO 2 ND PRIZE: AkositaRavoka

TRADITIONAL SECTION KUTA DAVODAVO 1 ST PRIZE:MataiasiQaroro	TRADITIONAL SECTION KUTA DAVODAVO 2 ND PRIZE: MataiasiQaroro
TRADITIONAL SECTION KUTA VAKABATI 1 ST PRIZE:No Awards	TRADITIONAL SECTION KUTA VAKABATI 2 ND PRIZE: No awards

TRADITIONAL SECTION ROTUMAN FANS 1 ST PRIZE:LuisaMaKrava	TRADITIONAL SECTION ROTUMAN FANS 2 ND PRIZE: No Awards
TRADITIONAL SECTION DAKU FANS 1 ST PRIZE: SenijuriTagi	TRADITIONAL SECTION DAKU FANS 2 ND PRIZE: SenijuriTagi
TRADITIONAL SECTION NATEWA FANS 1 ST PRIZE:AkositaRavoka	TRADITIONAL SECTION NATEWA FANS 2 ND PRIZE: MikaeleSovasova
TRADITIONAL SECTION RABI/KIOA FANS 1 ST PRIZE:LisiMalologa	TRADITIONAL SECTION RABI/KIOA FANS 2 ND PRIZE:MereTimoteo

TRADITIONAL SECTION SHOPPING BASKET 1 ST PRIZE:NemaiSamanunu	TRADITIONAL SECTION SHOPPING BASKET 2 ND PRIZE:LanietaKoroi
TRADITIONAL SECTION LAUNDRY BASKET 1 ST PRIZE: RosiTekairaba	TRADITIONAL SECTION LAUNDRY BASKET 2 ND PRIZE: MaricaBulimasei

TRADITIONAL SECTION WEDDING SET - BROWN 1 ST PRIZE:LusiaLikucagi	TRADITIONAL SECTION WEDDING SET - BROWN 2 ND PRIZE:Sanita Vu
WEDDING SET – BLACK AND WHITE 1 ST PRIZE: SelaiBuasala	WEDDING SET – BLACK AND WHITE 2 ND PRIZE: PasepaVaiqaravi
TRADITIONAL SECTION PRINTED MASI 1 ST PRIZE:AkositaRavoka	TRADITIONAL SECTION PRINTED MASI 2 ND PRIZE: SelaiBausala
TRADITIONAL SECTION ISALA 1 ST PRIZE: Sanita Vu	TRADITIONAL SECTION ISALA 2 ND PRIZE: Sanita Vu

TRADITIONAL SECTION SEDRE NI WAIWAI 1 ST PRIZE: JimioneTuragabeci	TRADITIONAL SECTION SEDRE WAIWAI 2 ND PRIZE:FeretiJikotani
TRADITIONAL SECTION NA I KANAKANA 1 ST PRIZE:PaulaLiga	TRADITIONAL SECTION NA I KANAKANA 2 ND PRIZE: JimioneTuragabeci
TRADITIONAL SECTION SEDRE MAGIMAGI 1 ST PRIZE:SanailaReki	TRADITIONAL SECTION SEDRE MAGIMAGI 2 ND PRIZE:TomasiVuli
CONTEMPORARY SECTION MINIATURE WATER VESSEL 1 ST PRIZE: SanivalatiNawawabalavu	CONTEMPORARY SECTION MINIATURE WATER VESSEL 2 ND PRIZE:ApenisaBainivalu

CONTEMPORARY SECTION FLOWER VASE 1 ST PRIZE:SanivalatiNawawabalavu	CONTEMPORARY SECTION FLOWER VASE 2 ND PRIZE: ApenisaBainivalu
CONTEMPORARY SECTION POT PLANT HOLDERS (SET OF 3) 1 ST PRIZE:SalomeMidra	CONTEMPORARY SECTION POT PLANT HOLDERS (SET OF 3) 2 ND PRIZE:KinisimereKawea
CONTEMPORARY SECTION WASTE PAPER BASKET (SET OF 2) 1 ST PRIZE:KinisimereKawea	CONTEMPORARY SECTION WASTE PAPER BASKET (SET OF 2) 2 ND PRIZE: Rosalia Mere
CONTEMPORARY SECTION WALL HANGING 1 ST PRIZE:SeruwaiaCirivakabola	CONTEMPORARY SECTION WALL HANGING 2 ND PRIZE:RaluveCakacaka
CONTEMPORARY SECTION LAMP SHADE 1 ST PRIZE:FilomenaTaina	CONTEMPORARY SECTION LAMP SHADE 2 ND PRIZE: SereanaNaulivou
CONTEMPORARY SECTION VASE WITH FLOWERS 1 ST PRIZE:SeruwaiaCirivakabola	CONTEMPORARY SECTION VASE WITH FLOWERS 2 ND PRIZE:RaluveCakacaka
CONTEMPORARY SECTION BASKETS (HANDBAGS) 1 ST PRIZE:Laisani Mara	CONTEMPORARY SECTION BASKET (HAND BAGS) 2 ND PRIZE: NeomaiVakarau
CONTEMPORARY SECTION CLUTCH PURSE (SET OF 2) 1 ST PRIZE:AnaseiniWaqatabu	CONTEMPORARY SECTION CLUTCH PURSE (SET OF 2) 2 ND PRIZE: AnaseiniWaqatabu

CONTEMPORARY SECTION JEWELLERY 1 ST PRIZE:IvaAdiraica	CONTEMPORARY SECTION JEWELLERY 2 ND PRIZE: LusieManagreve
CONTEMPORARY SECTION SCREEN PRINTING – LIVING ROOM CURTAINS 1 ST PRIZE :SaloteSiganisucu	CONTEMPORARY SECTION SCREEN PRINTING – LIVING ROOM CURTAINS 2 ND PRIZE:Vani Truscott

CONTEMPORARY SECTION SCREEN PRINTING - BACKDROP 1 ST PRIZE:WatiMarawai	CONTEMPORARY SECTION SCREEN PRINTING - BACKDROP 2 ND PRIZE: SaloteSiganisucu
CONTEMPORARY SECTION PATCHWORK OR QUILT SINGLE BED SIZE COVER WITH 2 PILLOW CASES 1 ST PRIZE: Hookers Women Club	CONTEMPORARY SECTION PATCHWORK OR QUILT SINGLE BED SIZE COVER WITH 2 PILLOW CASES 2 ND PRIZE: VasemacaMebaniyaubula
CONTEMPORARY SECTION PATCHWORK OR QUILT CUSHION COVERS 1 ST PRIZE: WatiMarawai	CONTEMPORARY SECTION PATCHWORK OR QUILT CUSHION COVERS 2 ND PRIZE: TainaDaunivalu
CONTEMPORARY SECTION TIE & DYE TABLE COVER 1 ST PRIZE: SamuelaCabe	CONTEMPORARY SECTION TIE & DYE TABLE COVER 2 ND PRIZE:SetaitaMatadradra
CONTEMPORARY SECTION TIE & DYE LIVING ROOM CURTAINS 1 ST PRIZE: SamuelaCabe	CONTEMPORARY SECTION TIE & DYE LIVING ROOM CURTAINS 2 ND PRIZE: SaloteSiganisucu
CONTEMPORARY SECTION CROCHETS – COFFEE TABLE COVER 1 ST PRIZE: MeresianaFugawai	CONTEMPORARY SECTION CROCHETS – COFFEE TABLE COVER 2 ND PRIZE: MeritaAneru
CONTEMPORARY SECTION CROCHETS – NEW CONCEPT 1 ST PRIZE: KalesiBaleula	CONTEMPORARY SECTION CROCHETS – NEW CONCEPT 2 ND PRIZE: KalesiBaleula

Traditional Crafts Person of the Year.

The award was given to Mataiasi Qaroro as he has dedicated long service to the development of his own craft and achieved excellence. He also distinguishes his contribution to the development and sustainability of the traditional skills that his vanua is renowned for.

Contemporary Craftsperson of the Year.

The award was given to MrSenivalatiNawawabbalavu as he has shown innovation and creativity by exploring new materials , patterns and styles as well as utilizing traditional skills and materials. The award celebrates inspiration, uniqueness and excellence of the producer's products

The main awards receiver this year marks the significance of our cultures and traditions through the preservations of our traditional knowledge and skills are something that all craft practitioners should uphold at all times so that we do not lose it easily. They also enunciate the importance of the knowledge and skills that they are the bearers of is something that needs to be the taught and transferred to the young generation in this 21st Century. In addition, it was also noticed that the

two recipients of the award do have prides of the crafts they are mastered in as it is the identity of their vanua.



Mr Senivalati Nawawabalavu the Contemporary Craftsperson of the Year.

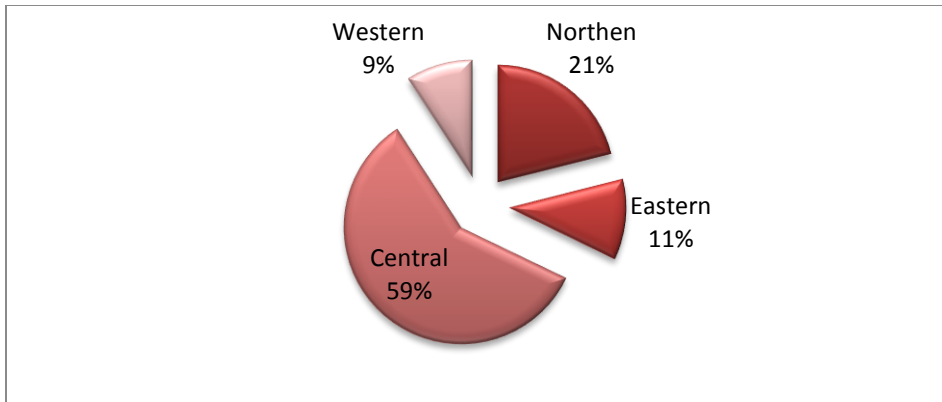
ARTISANS ATTENDED THE EXHIBITION

This year’s National Craft Exhibition was the biggest local exhibition hosted by the Fiji Arts Council since the establishment of the event. More than 80 artisans attended where some of them came in to do their registration during the event. Even though the weather was not on our side the secretariat team keeps receiving new artisans’ who want to registration and those who were interested in buying a table to sell their product on Thursday 18/08/2017 which was the second last day of the exhibition.

Artisans Attended the Exhibition representing Divisions

Northern	Eastern	Central	Western
21%	11%	59%	9%

Graph showing numbers on artisan representing each division.



2017 craft exhibition was dominated by the artisans of the central division. This is because their accessibility to transportation.

Exhibition Sales

2017 National Craft Exhibition was recorded to be the biggest sale ever achieved from all Exhibition hosted by the council. The 80 Artisan make more than \$28,491.00 during the six day event where as they make the most income of \$ 5450.50 Saturday 12/08/2017. However, the weather and the location was a contest to the sales, people keep flocking in the Fiji Arts Council tent to take a look at the quality and buy crafts during the six day event.

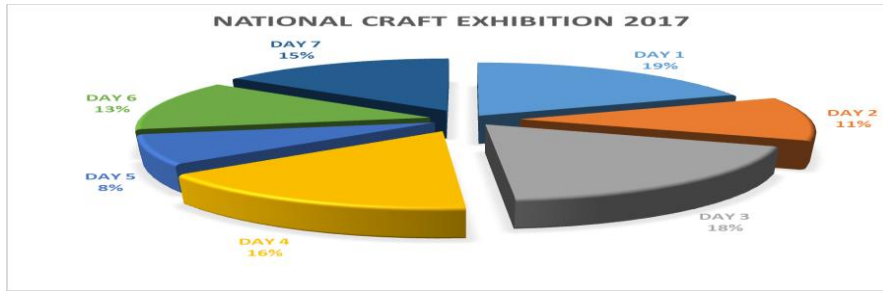
Sales of the 2017 National Craft Exhibition

2017 National Craft Exhibition Sales Record						
Day1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
\$5,450.50	\$3,201.50	\$5,232.50	\$4,532.50	\$2,112.50	\$3,676.50	\$4,285.00
Total Sale during the National Craft Exhibition \$28,491.00						

Graph showing increase and decrease of sale in the 2017 Exhibition



Percentage of daily Sales

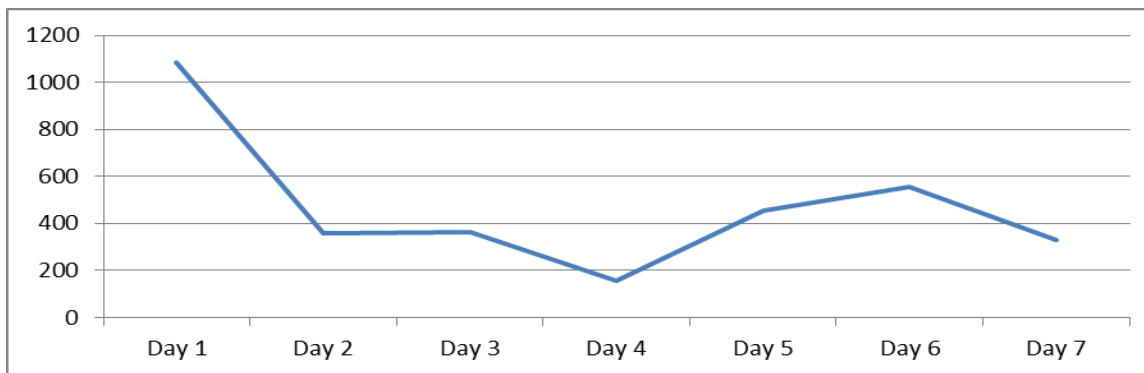


There was a decrease in sale within the middle of the week since it was raining and people find it difficult to reach. Day 5 weather was the worst.

Visitors Attending Both during the Exhibition.

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
1087	357	361	158	454	556	329

Graph showing the fluctuating number of visitor entering our booth



Comparing the amount of sale during the exhibition we can say that it is slightly equal to the amount of sale and income made during the event. But it is different from the number of people entering the Hibiscus venue where it keeps increasing toward the end of the week. We believe that if the tent was located within the main ground that it would be different story at all.

ORTHER ENGAGE DURING THE NATIONAL CRAFT EXHIBITION

Decoration of the Fiji One booth.

During the duration of the exhibition staff were also requested the do the set up and decotation of the Bank of Baroda booth that was used by the Fiji One TV live interview in every evening of

the event. Interestingly, in all their afternoon session they always acknowledge the effort and talent of the Fiji Arts Council in producing high quality handicraft and it is also readily available at the National Crafts Exhibition booth. It is also a way in which they make awareness on the work of the Fiji Arts Council and at the same time promote the work of our local artisans.

Decoration of the Fiji Broadcasting Commission Stage during the Closing of the Hibiscus ground 2- FAC won the most entertaining booth.

Artifacts were also requested from the Exhibition booth to be used as background of the FBC stage during the closing ceremony of the Hibiscus ground two. It was during this closing ceremony that the Fiji Arts Council's booth was awarded the most entertaining booth during the 2017 Hibiscus Festival.

Significantly, the more than 100 artisans during this year's National Craft Exhibition evidently showcase unique Fijian arts not only in tangible craft they also draw crowd as they express themselves in dancing and exchange of gift. They also value their traditional relationship in which women's groups from the Lomaiviti group, Cakudrove Bua and Macuatan where they present gifts to each other to mark the uniqueness of their traditional relationship and togetherness.



Women's not only showcase their handicraft they also take part in some entertainment which lead to the Fiji Arts Council booth winning the entertaining booth.

Booths Security

Kabunivanua boys who were given the trust to guard the Fiji Arts Council booth during the National Exhibition week did a tremendous work out through the week. Their work was perfectly done compared to the weather and the condition of the tent that was allocated to us by the Hibiscus committee. They manage to maneuver their work well especially when it time to

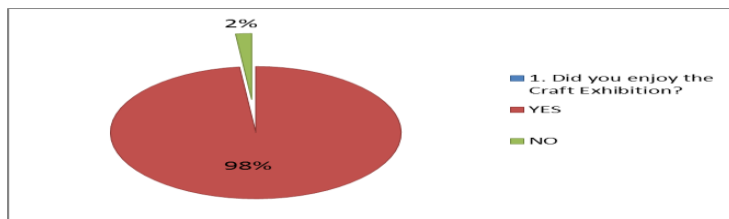
make decision.

I acknowledge the decision and the effort they made in putting the tent down on Saturday 12/08/2017 as they found out the tent cannot with stand the strong wind that was blowing across the exhibition ground that evening. Their decision enables us to save the artifact and most importantly keep every dry.

EVALUATION OF THE 2017 NATIONAL CRAFT EXHIBITION

Question 1- Did you enjoy the Craft Exhibition

Yes	55
No	1

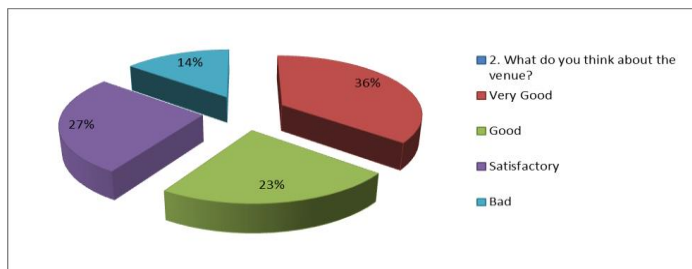


Out of the few artisans who field the evaluation form most of the artisans enjoy the 2017 national craft exhibition as it provide them the opportunity to sale and exhibit their locally made craft.

Question 2. What do you think about the venue.

Very good	20
Good	13
Satisfactory	15
Bad	8

Rated in Percentage

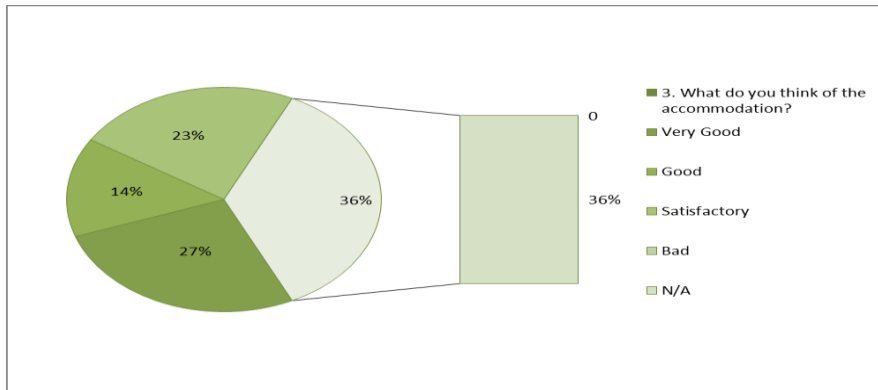


Most of them rated the venue as very good but the location of the tent was not on their side. It was too isolated and visitors find it hard to visit the tent as it was raining in the first few days of the week.

Question 3- What do you think of the accommodation?

Very Good	15
Good	8
Satisfactory	13
Bad	0
N/A	20

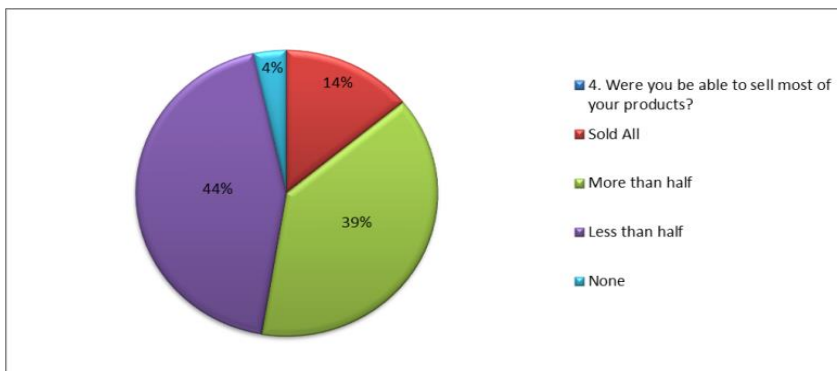
Rate in percentage



From the few artisans who were accommodated at the provided accommodation most of them rated the very good as it was a working distance to the exhibition tent and everything was readily available in the hall.

Question 4- Were you be able to sell most of your products?

Sold All	8
More than half	22
Less than half	25
None	2



Looking at the sales from a wide perspective, we can say that most artisans sold most of their craft within the seven day exhibition. For the two that were identified that they did not sold anything I think that it would better if the Fiji Arts Council can look into it and try to help in a way where we can buy for our business arm. Just to help the artisan enjoy the exhibition and

always be a member of the craft society. Such arrangement can be done secretly after the evaluation.

RECOMMENDATION:

- ✦ FAC need to work in collaboration with other government agencies to ensure customer recognized the event and visit to buy local craft.
- ✦ Fiji Arts Council to work closely with the Hibiscus Committee to ensure good place to locate our booth and also make accessible to buyers of the craft during the craft exhibition.
- ✦ If it is possible for FAC to introduce more exhibition like the National Craft Exhibition as it is the only time and venue where most of the artisan from all over Fiji come to showcase their talent and also have the chance to sale their product.
- ✦ Since their exhibition was held during the rainy week there should be a place where the artisans can access to hot water within the tent provided. This is due to the differences in age group and sometime weather is not on their side.
- ✦ Fiji Arts Council to have its own tent to avoid using old tent.
- ✦ Artisan should be well informed of all the programs and accommodation prior to the begging of the exhibition.
- ✦ To have more exhibition like this and to Fiji Arts Council to select the right people to judge in the competition.
- ✦ Fiji Arts Council Staff need to improve on how they service the artisans.