



# FEATURED MEMBER

## Collective Craft

Stone Carving, Wood Carving, Pattachitra Painting  
Cuttack, Odisha and Delhi, NCR

Collective Craft is an artisan-centric design studio which was started in Odisha. The studio specializes in applying traditional crafts skills on contemporary products as well as in space design and installations. They work towards creating environment friendly and responsible design solutions.

The design studio is based in New Delhi, where designers conceptualize, plan and design products. The artisans are based in Odisha, working alongside designers and architects to meticulously handcraft the products. The company follows fair wage practices and also takes care of ergonomics at work for the artisans. They have a trained team of senior artisans to manage the quality aspect of their products.

Apart from making installations and designing spaces, Collective Craft also specializes in making home and lifestyle accessories like trays, boxes, coasters and tea lights.



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## Exotic Echo

Loin Loom Weaving  
Dimapur and Phek, Nagaland

Exotic Echo is an initiative co-founded and lead by Ms. Sonnie Kath who hails from Diezephe handicraft village Dimapur, Nagaland. Belonging to Rengma Naga tribe, an indigenous tribe of Nagaland, Ms. Kath wanted to give the local loin loom textiles an identity, hence Exotic Echo was founded.

Exotic Echo functions out of a common facility center (CFC) in Diezephe near Dimapur, Nagaland. They specialize in weaving traditional as well as contemporary Naga loin loom fabrics. They collect and distribute work from their CFC engaging more than 85 women weavers and employing more than 200 workers. All products of Exotic Echo are 100 % handmade. Exotic Echo also works with locally available organic cotton and natural dyes. Exotic Echo holds International Loin Loom Festival every year in Dimapur, during the first week of December to promote loin loom weaving.

They combine textile with natural leather to make purses, handbags backpacks, necklaces, home and lifestyle accessories like table runners, table mats, cushion covers etc.. They also make womenswear like skirts and jackets.



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## Purkal Stree Shakti Samiti

Patch work, Applique', Quilting  
Dehradun, Uttarakhand

Purkal Stree Shakti Samiti (PSSS) is a registered Society dedicated to enhancing the lives of local women of Purkal and Jharipani village near Dehradun since 2003. They are located in the foothills of the Himalayas and are a member of Fair Trade Forum-India.

PSSS provides training to housewives, enabling them to live with dignity and pride. They have successfully trained 90+ artisans in patch work, appliqué and hand quilting skills. They have a design and management team to ensure smooth production and to maintain consistent quality of work. They work with indian prints and mostly natural fibre based fabrics like cotton and silks.

One can find a wide variety of cushion covers, stoles, bags, pouches, quilts, stationery and household accessories at PSSS. With AIACA's support under their Craftmark programme, they have recently ventured into making garments. These garments have been showcased in 'Lakmé Fashion Week winter/festive 2017' show on sustainable fashion day.





## MARKET WATCH

Spruce up your work wardrobe with authentic Phulkari straight from Punjab! If you like what you see - **write to us at [marketing@aiacaonline.org](mailto:marketing@aiacaonline.org)** to see more styles, colour variations and designs!

# Craftmark Activities

## HANDS-ON CRAFT EXPERIENCE

As a part of Craftmark's initiative to spread awareness about handicrafts and the experience of hand crafting, a hands-on workshop for four craft enthusiasts, was organized in November'17.

Four Craftmark members, Kayef Stitching, Awdhesh Kumar, Forline and R B Fabrics from Rajasthan and Gujarat region were engaged for this workshop. The participants tried hand quilting, hand block printing, shibori and extra weft weaving during the four day workshop. The take-away from each workshop was a handmade piece made by the participants themselves and a unique experience!

Our craftmark members, on the other hand, found the workshop to be a good value addition for their team. Master weaver Dayalal Kudecha from Forline, shares that he feels more confident about organizing and conducting more such workshops now.



# Exhibitions



**Basant Bazaar 2018** – 15<sup>th</sup> to 26<sup>th</sup> Feb'18 | Dastkar Nature Bazaar, Andheria Modh, Anuvrat Marg, New Delhi.

**Crafting Design for Living Spaces** – 15<sup>th</sup> to 18<sup>th</sup> Feb'18 | Visual Arts Gallery, Indian Habitat Center, New Delhi.

**Kala Ghoda Art Festival** - 8th to 11th Feb''18 | KalaGhoda, Mumbai

**IHGF Delhi Fair- Spring 2018** – 23<sup>rd</sup> to 27<sup>th</sup> Feb'18 | India Expo Centre and Mart, Greater Noida Expressway, New Delhi.

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