

Ka-viaz

Preserving & Promoting Artisanal techniques

By Heng Fuu Richard Yeh

This product system spreads awareness of regional Taiwanese crafts to a global audience while sparking tribal children's interest in traditional processes and creating opportunities for indigenous people. Part of the funds raised will go toward scholarships to benefit tribal youth.

NFP
TribeAsia - An online marketing group promoting Taiwan's indigenous handicrafts

Guatemala Project - Project with similar mission of mine preserving and providing a market for the locals

Professional Individuals

Sangay Choden - A master weaver from the village of khoma in northeastern Bhutan

Nidhi Srinivas - An expert in cultivating and managing Indian culture of institutions, subjectivity, and the nature of knowledge

金阿路 (Jin A Ru) - One of the oldest master Bunun weavers from Shin Shan County in Taiwan

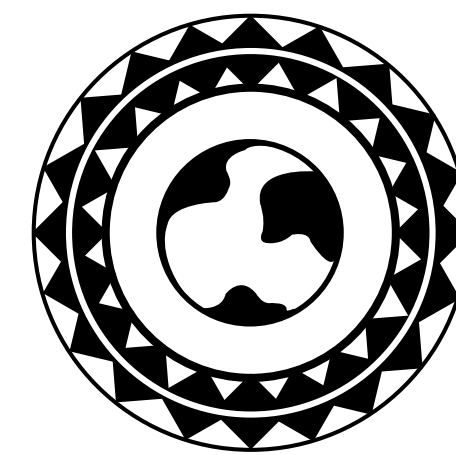
Geography

The indigenous tribes in Taiwan were the original inhabitants. Nowadays the population of indigenous people in Taiwan is 2% of Taiwan's total population. This includes fourteen tribes with fourteen different languages. In addition, each tribe has their own unique culture and distinct rituals. It is really important for them to pass on their traditions and the artisanal techniques to future generations and to help the indigenous people find their own cultural heritage and further strengthen it. It is equally important to let the world know about their cultures.

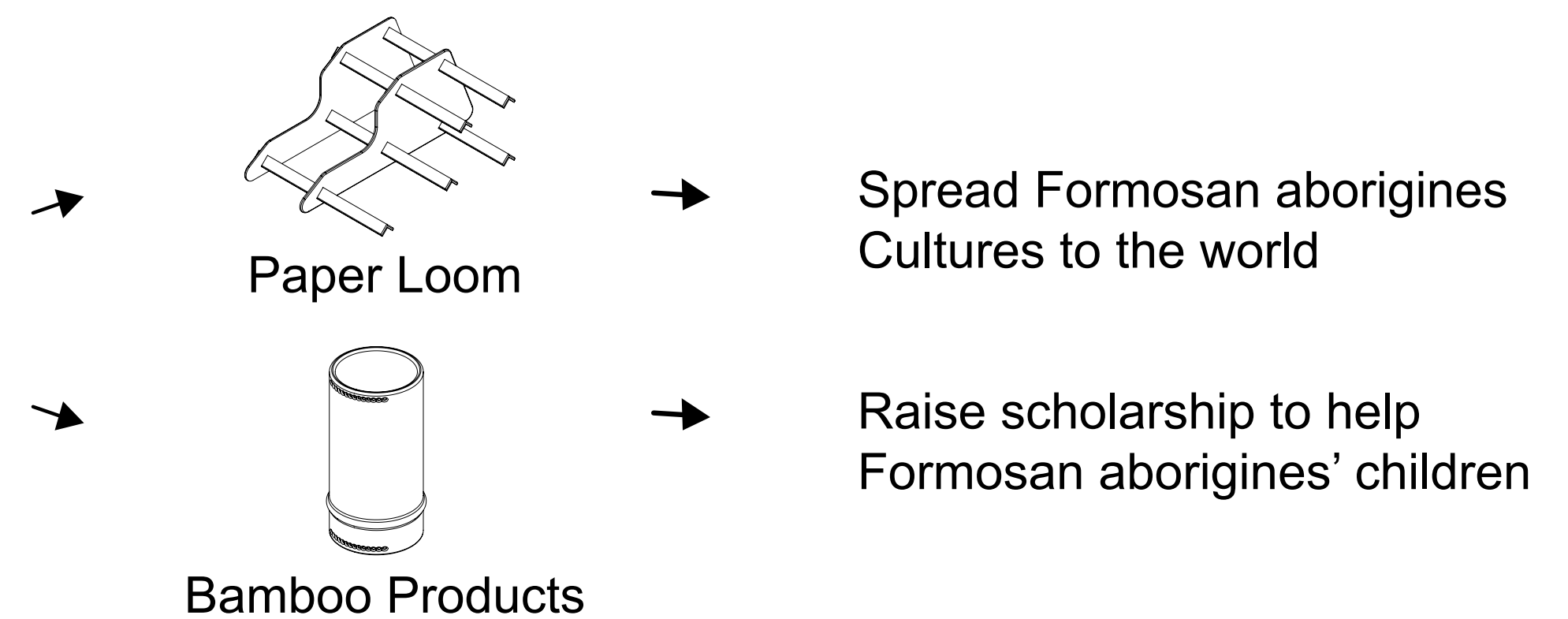
Greater Issues

Currently the young generations from the Tribes disvalue their own culture, and do not want to learn about their own traditional artisanal techniques, or their own cultures. This project will aim to slowly address this problem, by providing tribal youth with a new engaging paper loom that they can build themselves. In addition, a new production line will be introduced to further generate interest and profit. The profits will then be divided towards material costs, salaries and scholarships.

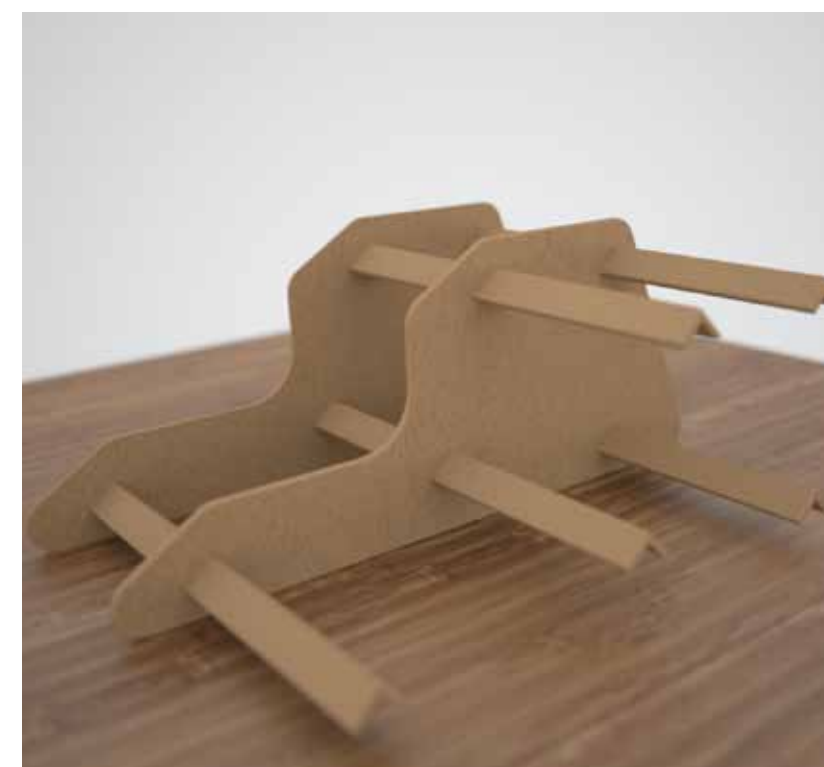
System



Ka-viaz Online



→ System Flow



This paper loom template will trigger the interests of younger generations in the tribe. The paper loom will also be an open source template to promote tribal cultures. People worldwide will be able to print out the paper loom template online, build it, and start weaving.



A new variety of products will be introduced to further generate interest and profit. This is the first product that will be launched. People will be able to buy it online and start weaving their own patterns or traditional patterns on the outside of the cup.

The manufacture of the product will be done in Taiwan, and shipped to NYC and further distributed by fulfillment service. 50% of the profit will go into the manufacture (including cost of materials) another 50% of profit will go directly into the scholarship program.

