



PHL CONSULATE GENERAL HOSTS MEETING AND PRESSCON FOR PHL PARTICIPANTS TO THE 2016 INTERNATIONAL FOLK ART MARKET (IFAM)

Los Angeles, 06 July 2016 – The Philippine Consulate General hosted a Meeting and Press Conference for the Philippine Delegation to the 2016 International Folk Art Market (IFAM) on 05 July 2016, held at the Conference Room of the Philippine Consulate General.

Members of the delegation include:

1. Ms. Selma Ayim, Hanunuo Mangyan weaver
2. Atty. Ma. Tanya Karina A. Lat, Secretary, Board of Trustees, NTFP Philippines
3. Ms. Ruth P. Canlas, Executive Director, NTFP Philippines
4. Mr. Andres Isabelo Roberto Y. Moran, Liaison Aide, NTFP Philippines; and
5. Ms. Norlie Quesada, Liaison Aide, NTFP Philippines.

This is the 3rd consecutive year that the Philippines is participating in the IFAM: an international recognition of the cultural authenticity and artistic excellence of its indigenous folk art traditions. Out of 571 applications from 83 countries, the Philippine folk artists are part of an esteemed group of 183 folk artists representing 63 countries.

Held every second weekend of July in Santa Fe, New Mexico, the IFAM is the largest celebration of folk art from around the world. It showcases beautiful handmade masterworks from all around the world that draw upon centuries-old traditions and tribal cultures and identities. It is expected to draw around 20,000 visitors, mostly folk art curators, collectors and experts from all over the US and around the world.

The following Philippine indigenous folk art traditions will be featured at the 2016 IFAM/Santa Fe, as represented by non-government organization, Non Timber Forest products (NTFP) Philippines and its marketing arm CustomMade Crafts Center, Inc. (CMCC):

1. The **bayong sinuluyan** baskets of the Mangyan of Mindoro;
2. The **tingkep** baskets of the Pala'wan tribe of Palawan;
3. The **t'nalak** of the T'boli of Lake Sebu;
4. The **hinabol** of the Higaonon of Impasug-ong, Bukidnon; and
5. The **tapis** of the Kalinga tribe.

The Philippines' featured artist this year is Hanunuo Mangyan artist Selma Ayim from Oriental Mindoro. During the press conference, Ms. Ayim described the products made in their area. She also demonstrated "*basket making*" during the event.

The IFAM grosses an average of \$2.5 million in sales a year, with sales per booth averaging \$18,000. IFAM participants have reported that the sales they are able to generate over that weekend are equal to or even more than what they would normally make in an entire year.

More than a selling mission, IFAM provides tremendous opportunity for indigenous weavers and

folk artists all over the world. In fact, the consistent participation of the Philippine delegation in the prestigious IFAM has already motivated international interest in sister-city cultural and academic partnerships along the lines of Galleon Trade mapping, joint commemoration of historic World War II events, and rejuvenation of local textile traditions through the San Francisco-based *Hinabi* projects.

More information about IFAM is available at:

International Folk Art Market/Santa Fe 2016

<https://www.folkartalliance.org/events-programs/international-folk-art-market-santa-fe/>

Those interested about Philippine indigenous folk art may reach the NTFP representatives:

Atty. Tanya Lat
Secretary, Board of Trustees, NTFP Philippines
Cell: (213) 336-1114
Email: likhanglahi.ph@gmail.com

Ms. Ruth Canlas
Executive Director, NTFP Philippines
Cell: (+63) 0917-857-6157
Email: ruthcanlas@yahoo.com



Photo above shows NTFP Board of Trustees Secretary Atty. Ma. Tanya Karina Lat addressing members of the media.



Photo above shows (L-R) NTFP's Ruth Canlas with a powerpoint presentation about the NTFP.



Photo above shows Hanunuo Mangyan weaver Selma Ayim demonstrating how to weave.



Photo above shows (L-R) ABS-CBN Steve Angeles, Tourism Director Richmond Jimenez, Ms. Lydia Solis, Ms. Myrna Aquitania, Ms. Norlie Quesada, Atty. Lat, Ms. Ayim, Acting Head of Post Mary Joy Ramirez, Ms. Canlas, Ms. Evelyn Adamo, Cultural Officer Wilma Bautista, Trade Representative Jose Ma. Dinsay, Mr. Andres Isabelo Roberto Moran.