



SACHI

Society for Art & Cultural Heritage of India

Invites you to Join a Unique Workshop
with Artisan Designers of Kutch

Learn with the Masters:

Dayalal Atmaram Kudecha

Masterweaver, Kutch

and

Judy Frater

Ashoka Fellow and specialist in Kutch textiles

July 3, 2014, 3-6 p.m.

Hosted by Anita Mehta

26677 Snell Lane, Los Altos Hills, CA 94022

Rsvp: aarti_johri@hotmail.com; 650-400-3696

Limited Space, early reservations recommended

Light refreshments will be served



White, Black, and Pale Indigo Scarf_fine silk cotton yarn, weaving by Dayalal



Red and Indigo Wrap_fine wool silk yarn, weaving by Dayalal



Shades of Gray Striped Shawl_fine cotton yarn, weaving by Dayalal



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Workshop

The Warp and Weft of Kutch

led by

Dayalal Atmaram Kudecha,

Kutch weaver (India)

and

Judy Frater

specialist in Kutch textiles

In a live hand weaving demonstration workshop, Dahyabhai will teach the traditional Kutch supplemental weft designs, using a technique that combines loom control and finger manipulation.

The uniqueness of Kutch weaving is the embellishment of plain weaves with ornamental supplementary wefts, almost like embroidery. Traditional patterns and design motifs created directly on looms are inlaid into the handwoven plain weave cloth.

Traditionally, blankets woven with sheep's wool for the nomadic Rabari community incorporated this style of weaving, characteristic of the Kutch region.

Dahyabhai interprets these same designs made from extra weft into contemporary cloth for saris, scarves, and shawls.

This special opportunity provides participants close interaction with a master artisan in learning the unique tradition of Kutch weaving techniques.



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Acknowledgements:

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Demonstration Workshop will be preceded by

An Illustrated Talk with Judy Frater on

Artisans and Education: A 21st century Perspective on Textiles, Change and NGO's in Kutch

"... in Kutch, the shattering earth brought about profound changes. The 2001 earthquake devastated the area and thrust it into global limelight. The subsequent exposure and new development are mixed blessings . . . particularly for traditional textile artisans", writes Michele Hardy, cultural anthropologist at the University of Calgary, Canada (currently on research leave in Kutch), and Textile Society of America Director of External Relations.

The global exposure and severe needs arising from disrupted work rhythms and resulting adversity in production and marketing of traditional crafts of Kutch (in west India) following the 8.0 earthquake, stimulated changes and inspired new conversations between different craftspeople. "While there have always been relationships between some craftspeople (e.g. weavers and dyers) as well as their patrons, today the dialogue is intensified", explains Hardy. "Weavers are talking with block printers who are talking with tie dyers and embroiderers - who are all talking with designers".

A few NGO's working with textile artisans in the region have significantly altered the landscape.

With respect to the role of design, and especially design education, marketing, and artisan empowerment, Judy Frater, Founder of Kala Raksha Vidyalaya (2005), the first design school for traditional artisans in Kutch, and now, Founder Director of Somaiya Kala Vidya, an institute of education for artisans, combined with her experience of working with women artisans of Kutch for nearly 20 years, has spearheaded a radical shift.

A new level of craft professionalism has surfaced through practical and pertinent education which empowers the artisans. Under her eight- year tenure, Kala Raksha Vidhyalaya rose to international prominence for its unique approach to education of artisans. Kutch artisans are now teaching workshops in Mumbai, Peru, Indonesia and the USA! In building confidence and innovation, and mobilizing creativity and unique aesthetic identities, Frater has nurtured and invigorated artisan families of weavers, block printers, tie dyeing, and especially embroiderers, in the small villages of Kutch.

Through her anthropological perspective, Frater will examine the relationship between tradition and identity through Kutch weaving.



Judy Frater is Founder Director of Somaiya Kala Vidya. Prior to that, she co-Founded Kala Raksha Trust, an enterprise for women artisans, which she guided for 20 years, and founded and directed Kala Raksha Vidhyalaya, the first design school for traditional artisans, located in Kutch, India. Ms. Frater was awarded an Ashoka Fellowship for Social Entrepreneurship in 2003, and the 2009 Sir Misha Black Medal for Distinguished Services to Design Education. She is author of *Threads of Identity: Embroidery and Adornment of the Nomadic Rabaris*. Ms. Frater served as Associate Curator of the Eastern Hemisphere Collections at the Textile Museum, in Washington, DC from 1989-1992.



She will be accompanied by **Dahyalal Kudecha**, a traditional weaver and faculty member of Somaiya Kala Vidya. He is a 2008 Graduate of Kala Raksha Vidhyalaya design school, Kutch and has served on the faculty of Kala Raksha Vidhyalaya as professional weaver. Dahyalal has been practicing traditional Kutch weaving since 1986. In addition to

artisan student teaching, mentoring, supervising and serving as technical advisor to student graduates, he has been engaged in continual design development. Dahyalal has been involved in design development project in collaboration with Srishti School of Art, Design & Technology, Bangalore, has developed product designs for Delhi based and other designers, woven fabrics for export design firm in Ahmedabad, and in 2013 served as a teaching delegate to an international weavers conference in Cusco, Peru.



Somaiya Kala Vidya, a new design school for traditional artisans with direct access to higher education, was co-founded by Judy Frater. It offers workshops nationally and internationally through its graduates in textile crafts which include weaving, block printing, batik, bandhani, embroidery, appliqué and patchwork. Expert traditional artisans of Kutch, educated in design, are well qualified to teach concepts as well as skills. Close interaction with these masters provides a rich and rewarding experience in understanding deep rooted tradition - an unparalleled opportunity to broaden the comprehension of art, craft and design.

**A special display and viewing of
Kutch textiles
will follow the program.**