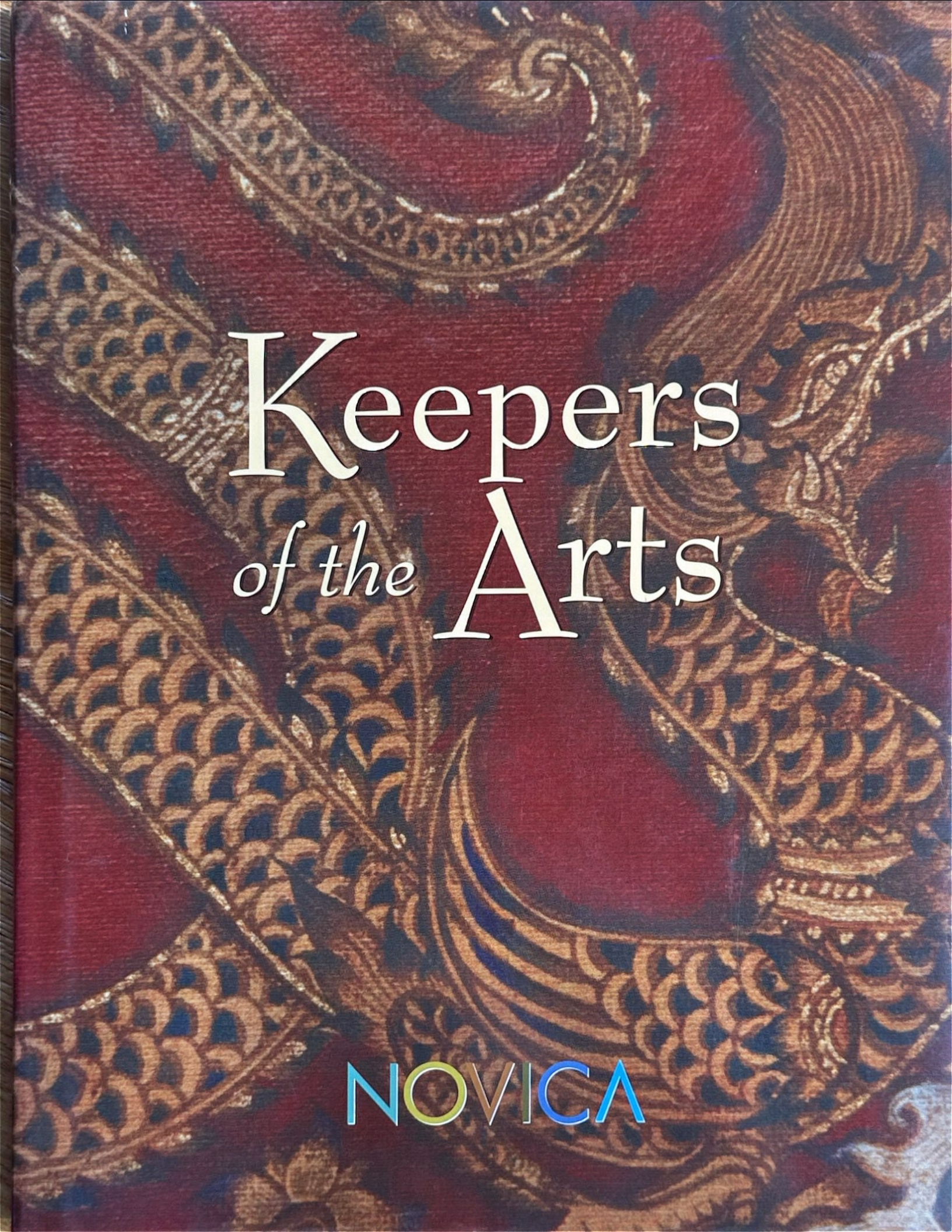


The background of the cover is a rich, deep red fabric with a complex, ornate pattern in gold and dark blue. The pattern features large, swirling, shell-like motifs that resemble stylized scales or intricate floral designs. The gold threads are woven into the pattern, creating a shimmering effect against the red background.

Keepers *of the* Arts

NOVICA

"Novica helps artists
craftsmen and artists
around the world
lowers the cost of e
and increases profit
artisans the mod
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say, it's allowing it

Catherine Ryan, 1
serve

Keepers of the Arts

Extraordinarily talented people.

Diverse, inspired cultures.

Tremendous creativity.

Artists have dramatically defined, redefined and
cataloged the progress of our earth's history.

Some push the boundaries of culture wide open,
broadening our horizons and painting our future.

Others work painstakingly to practice and perfect the
ancient arts — ensuring that our world's many and diverse
cultures will continue to thrive amidst modernity.

We know Picasso, Miró, Degas, da Vinci.

But who are Tinoco, Cardoso, Sandi and Mina?

They are among today's undiscovered masters.

They are in diverse lands, long isolated by time, distance
and geography.

They are inspired by the rich traditions of their heritage.

They are impassioned by the hope that their creativity may
soon be appreciated far beyond their borders.

They are the *Keepers of the Arts*.



Keepers
of the Arts

NOVICA

*With special thanks to
Michael Barnes, Theresa Stone Pan, Doug Stern
and Kurt Engelson & our friends at Foursome*

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(877) 266-6422

Production, Design, Editorial

Catherine Ryan, text editor and principal photographer

John Ryan, design and production artist

J.J. McCay, editor

Harold Womersley, assistant editor

Marianne Matney, researcher

Andrew Crocker, researcher

Debra Mordkhai, translator

Rich Grubbs, translator

Angie Swarogga at Richard Photo Lab, scans

Vito Baldassanti at Chroma Printing Corporation, printing

Keepers of the Arts

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Cover painting "Nack in the Circle" by Euphemie Mahieu, Thailand
(courtesy private collection of Frances Hoffmann)

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Contents

FORWARD: 7

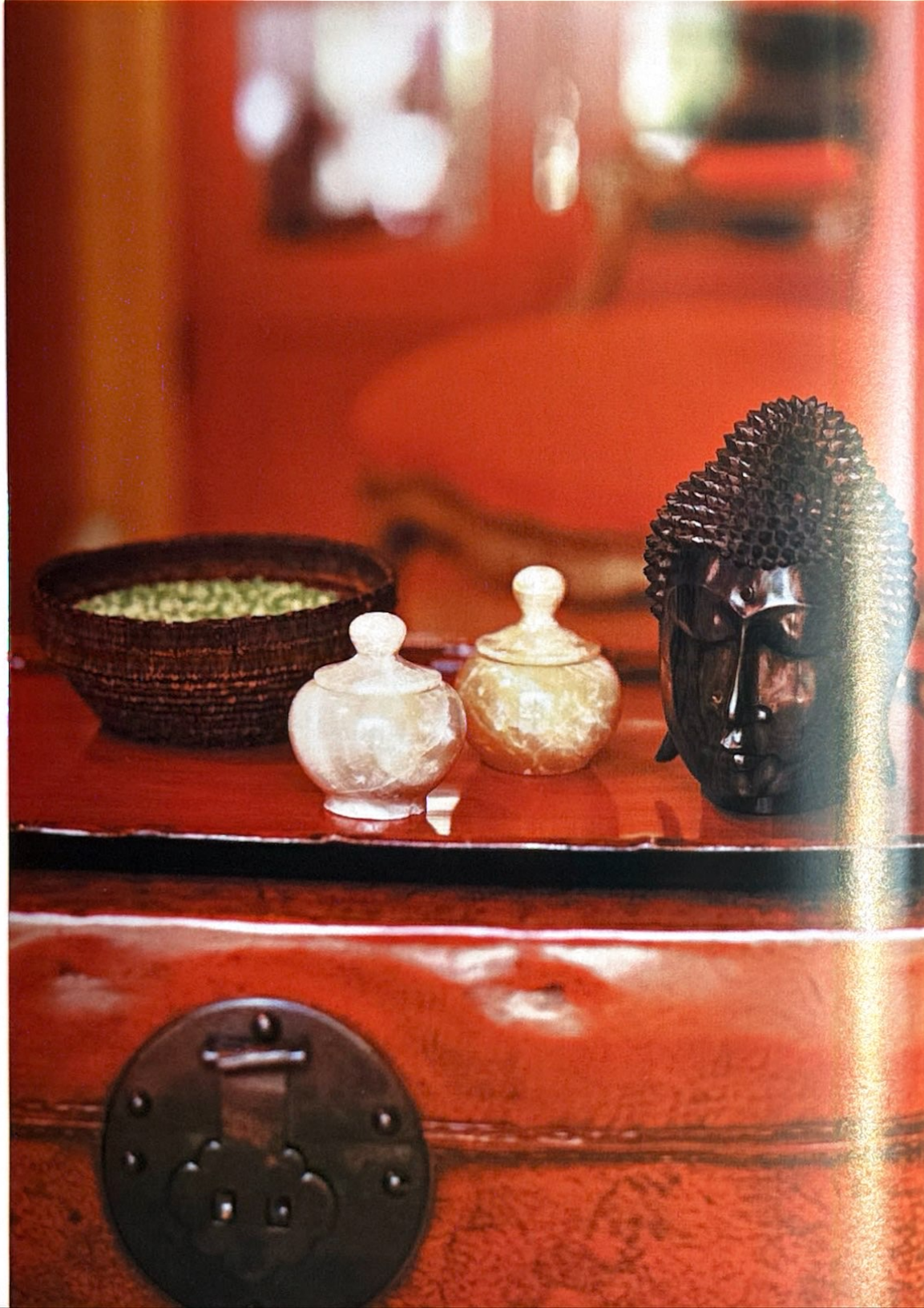
INTRODUCTION: 9

ASIA: 18

AFRICA: 52

LATIN AMERICA: 66

The artists and artisans profiled in *Keepers of the Arts* can be
found on a special landing page at www.novica.com/keepers



FORWARD

Life on the Road

There are so many things in this wonderful world of ours to see, to learn, to feel, to try. I have the good fortune to travel continuously on behalf of Novica, experiencing the diverse richness of the earth's many cultures. I never tire of meeting new people and learning the intricate details of so many fascinating and ancient cultures.

As I have always believed in dreams — and continue to enjoy change — it was not a difficult decision to leave all my former activities and join this brilliant project. Novica provides a way for me to continue helping people; but this time, instead of solving problems, I am able to offer opportunities. Novica serves as an international marketplace where artists who never previously earned fair market prices for their talents can now showcase their traditional cultures and products directly to an enthusiastic worldwide market.

It is very exciting to see the impact we are having on the lives of thousands of artists; not just the 1,800 master artists currently profiled on the Web site, but also the assistants many of these artists have been able to hire as their businesses have grown.

We now have many offices around the world, staffed with truly outstanding human beings — always locals (experts in each region's arts and culture) and always individuals who believe strongly in our mission and our dreams. All of us together are honored to have created and facilitated a new kind of world marketplace focusing on the international recognition of extraordinary talent.

It is a great pleasure to help introduce our customers to other cultures and to read the testimonials they leave online, thanking us for our mission and explaining how purchasing through Novica turns out to be an extraordinary, unexpected cultural experience. I also enjoy revisiting artists who have become successful through Novica. As the artists become successful and recognized in their communities, their children and other young people begin to have a new respect toward traditional cultures and skills. All of this is very exciting, and it is rewarding to hear each new story of how Novica is changing lives around the world. That is what counts in life.

Through Novica, we hope to help demonstrate that it is possible to turn socially responsible ideals into