

THREADS OF LIFE

March 2013 Newsletter

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Dear William,

We are getting ready for this year's field trips as the monsoon season winds down, and are excited to welcome aboard a new field staff from the island of Timor, who we will introduce in an upcoming newsletter. Also coming soon, is news of a natural dye conference we have been invited to speak at in the autumn in the south of France.

But first, in this newsletter: feedback from last month's newsletter, a new and unusual cloth in our Textile of the Month series, Threads of Life on TripAdvisor, news of an upcoming Threads of Life exhibit as part of Ubud's exciting BaliSpirit Festival, and an award for this newsletter!

Feedback from February Newsletter

We received a lot of good feedback from [the long article](#) in last month's newsletter about the challenges being faced by the weavers we work with in West Sulawesi.

One reader said, "I knew you were really out in the field 15 years ago, but I wondered whether you'd just become comfortable retailers; now I see you are still walking your talk."

The truth is, we don't see an end to the work. Where weavers are struggling economically, there is still need for the market support Threads of Life offers. Where weavers are succeeding, natural resource issues follow that success (as in Sulawesi). And in all cases, as Indonesia develops, needed improvements in infrastructure and lifestyle beget further challenges for those who wish to continue expressing their culture and identity through the natural dye weaving arts.



Sulawesi weaver Lilis

Look out for more stories from our partner co-ops in future

(Left to right) Tamu Rambu Hamu Eti and Mai Ngiri of Rindi, Sumba. This image will form the backdrop to our exhibit at the BaliSpirit Festival

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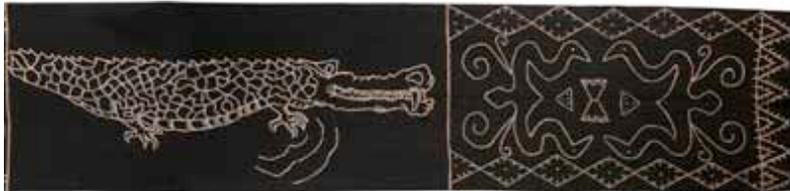
[BaliSpirit Festival](#)

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About Threads of Life

Threads of Life is a fair trade business that uses culture and conservation to alleviate poverty in rural Indonesia. The heirloom-quality textiles and baskets we commission are made with local materials and natural dyes. With the proceeds from the [Threads of Life gallery](#), we help weavers to form independent cooperatives and to manage their resources sustainably.



Textile of the Month

**Sarita ceremonial cloth
Sulawesi island (2012)
Woven and dyed by Lilis
Batik tulis, commercial cotton, natural dyes
54 x 340 cm (21 x 134 inches)**

A Sarita is a wax resist textile used by the Toraja Karataun people of Batuisi and Saluleke in the western mountain range of Toraja as a ceremonial decoration. The black color comes from mud dyes. This cloth depicts the tale of the ancestral hero Kapunan Poki, who is symbolized here as a crocodile and whose shortened tail symbolizes injuries sustained fighting many battles for his people. In mythology, he was last seen at Minanang where two rivers join and it is only the people of this area that are allowed to tell this story. The story was first recorded on cloth when a child sleeping in the forest with his parents urinated on a white blanket. When the blanket dried in the morning the motifs emerged.

To see the textile on threadsoflife.com: [Click here](#). To see the full length of this 3.4 meter cloth, follow the "click to enlarge" link above the main image which only shows half the cloth.



Threads of Life on [TripAdvisor](#)

We recently realized that visitors have been reviewing Threads of Life on TripAdvisor since 2011, and have just set up a business listing so we can dialogue with those generous enough to comment on our gallery.

TripAdvisor, the world's largest travel site, is notorious for owners reviewing their own businesses positively or trashing their competitors: what makes a TripAdvisor listing credible is when there are lots of reviews.

We are currently ranked #1 for shopping in Ubud, and #3 for shopping in Bali, with 8 reviews. To be a really credible draw for the gallery we still need a few more reviews. With as few as 40 reviews we could be #1 in Bali, and a review can be as little as 20 words.

We would greatly appreciate any review comments you are



Donate to The Bebali Foundation

Threads of Life's nonprofit partner, the Bebali Foundation, works with the same communities as Threads of Life to support cooperative development and environmental sustainability. The Bebali Foundation trains weavers in the establishment and maintaining of credit unions, and the sustainable cultivation, harvesting and use of dye plants. Its groundbreaking dye plant and dye recipe identification and documentation is the backbone of ongoing work to safeguard endangered indigenous weaving traditions, and the livelihoods they represent, from extinction. To support the Bebali Foundation, please donate at www.bebali.org via Give2Asia, PayPal, or bank transfer.



Umajati Retreat

Surrounded by tranquil rice fields, Umajati is a lush garden property hosting two elegantly converted 100-year-old Javanese teak wooden homes that provide 21st century living in 19th century houses. Each has a kitchen and several private garden spaces around a shared swimming pool. Umajati is just 10 minutes north of Ubud and offers daily, weekly or monthly rentals hosted by Balinese house-keepers and cooks who specialize in healthy and vegetarian food.

willing to post. Adding a picture of the gallery would be great too, if you have one. Since people in the gallery often say, "I love the work, but what am I going to do with it?", it would be really interesting to have images of how you are using a Threads of Life textile or basket in your home and a few words about what it means to you.

So, [please take a few minutes to add a brief review to Threads of Life's listing at TripAdvisor.](#)

Threads of Life at the [BaliSpirit Festival](#) 22-24 March, ARMA Stage, Ubud

We are excited to be holding an exhibition as part of this years [BaliSpirit Festival](#) in Ubud. The festival features daytime classes in yoga, movement and the healing arts, followed by a music festival over 3 evenings.



We are featured during an opening event on the evening of March 22nd, and will be there each evening for the music festival. Come and see us there!!!

2012 All Star Award for this Newsletter!

Constant Contact, the service that hosts this e-newsletter, has awarded us its 2012 All Star Award for consistently high open rates, click through rates, and low bounce rates.



We wanted to share the news with you and express our gratitude to you, our loyal readers, for helping us receive this honor. Our emails are made with our customers and supporters in mind, so thank you for engaging and interacting with us.

If there are ways we can make this newsletter more interesting for you, please let us know what you would like to see more of!

We look forward to hearing from you in 2013!

Best wishes,

from William, Jean, Pung and everyone at Threads of Life and the Bebali Foundation

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1-bedroom house,
USD 190 per night.

2-bedroom house,
USD 245 per night.

Weekly and monthly rates are available on request.

Threads of Life on TEDx



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