



# KALINAWA ART FOUNDATION

## Buying Indigenous Peoples' Visual Arts

Patrons purchasing Indigenous Peoples' visual arts through the *Kalinawa Art Foundation* may wish to consult the following links from sources in other jurisdictions for background information. This list is in no way conclusive, so please inform us if there are more sources. The links provided below are for information only and do not constitute an endorsement or a recommendation by the *Foundation* of any material on those sites or of any third party products or services offered by, from or through those sites.

- Aboriginal Tourism Australia - buying indigenous art (<http://www.ataust.org.au/artroom.asp?data=060800034D4C4F4975474319655E5F5F4845>) - provides a list of things to look for in Labels and/or Certificates of Authenticity when buying Aboriginal visual art.
- Australian Indigenous Art Trade Association - Questions to ask when buying Australian Aboriginal Art (<http://www.arttrade.com.au/buying.htm>)
- Collecting Aboriginal Art - Songlines Aboriginal Art (<http://www.aboriginal-art.com/collecting.html>) – An extended essay (including a bibliography) written by David Betz, the curator at the Gallery.
- Purchasing Australian Aboriginal Art: A Consumers Guide <http://www.ataust.org.au/downloads/consumer.pdf> – This two page brochure, produced by several key stakeholders in the aboriginal art sector, is aimed at informing consumers in regard to ethical purchase of Indigenous art.

A related issue to purchasing Indigenous Peoples' visual arts is the use of certificates of authenticity or brand marks to provide some assurance about the purchase. As the Indigenous Peoples' visual arts sector evolves in the Philippines, it is expected that this will become the accepted practice with galleries, communities and other agencies developing individual and/or collective certification marks to identify authenticity. While the *Kalinawa Art Foundation* will be an active participant in developing this, it will rely on the cooperation of many different institutions, such as galleries, art schools, community groups, etc.

As one activity to encourage this process, those who purchase Indigenous Peoples' visual arts through the *Kalinawa Art Foundation* receive a personally addressed note that will provide patrons with the following information about their purchases:

- Biographical data on the artist (collected by the *Foundation* during the registration process for events, some of which is also posted on-line);
- The artist's statement about his/her work in general, and as provided, about the specific piece (collected by the *Foundation* during the registration process for events, some of which is also posted on-line); and
- Background information on the specific Indigenous Peoples' group (generally collected from the National Commission on Indigenous Peoples' website at (<http://www.ncip.gov.ph/resources/ethno.php>))

The links below are to institutions in other jurisdictions and provide information on how the practice of using certification and/or other marks of authenticity are used and developed, and are provided for information only. By doing so, the intent of the *Kalinawa Art Foundation*, is to provide access to this information of those purchasing Indigenous Peoples' visual arts, as well as to other institutions and agencies in the Indigenous Peoples' visual art sector.

- Trade mark designed and created by Maori artists (<http://www.toiho.com/>)- "toi iho™ is a registered trade mark used to promote and sell authentic, quality Maori arts and crafts. toi iho™ has also been designed to authenticate exhibitions and performances of Maori arts by Maori artists. The creation of the mark was facilitated by Te Waka Toi, the Maori arts board of Creative New Zealand, in consultation with Maori artists.
- Igloo trademark ([http://www.ainc-inac.gc.ca/pr/ra/intpro/tms\\_e.html](http://www.ainc-inac.gc.ca/pr/ra/intpro/tms_e.html)) - The Government of Canada has registered the symbol of the Igloo as a trademark that identifies Inuit artwork as authentic. Only Inuit artists or their agents can acquire the trademark Igloo stickers or tags. In addition, several other Aboriginal communities and organizations have filed official marks under the Canadian *Trade Marks Act*.
- Respecting Our Culture (Australia) (<http://www.rocprogram.com/>) - developed as "accreditation standards to ensure tourism experiences meet customer expectations in a professional and sustainable way". It is also applied to business as a means of identifying certified Indigenous tourism products, including art.
- Alaska State Council on the Arts Silver Hand Program (<http://www.eed.state.ak.us/aksca/Forms/individuals/SH.pdf>) - The original intent for identifying Alaska Native goods expanded beyond simple consumer protection to include improving the economic position of Alaska Native Artists. The Silver Hand Program is an authentication system designed to protect the consumer, as the Silver Hand label provides a guarantee that an item has been handcrafted exclusively by an Alaskan Native, and the artwork or craft consists, in whole or significant part, of natural materials.