

PB APT-392

1993 000

PROGRAM PERFORMANCE REPORT:

QUARTER ENDING 1/9/93

EXPORT ENHANCEMENT PROGRAM / HUNGARY

IMPLEMENTED BY AID TO ARTISANS

EUR-0032.A-00-1022-00

1800032



HUNGARY



Aid to Artisans

Officers

James S. Plaut
Chairman/Founder
Clare Brett Smith
President/Chief Executive Officer
Dacey Lewis
Vice President
Timothy R. Lyman
Secretary
Burges Smith
Treasurer
Ross Losch
Assistant Treasurer

Directors

Austin Dunham Barney, II
Rita L. Bowlov
Samuel E. Bunker
M. Joan Chalmers
Martha Alter Chen
Susan Davis
Judith Espinar
Patricia H. Ferguson
Mary Garland
Robert D. Graff
Carol LeWitt
Ly G. Minton
Valler F. Morris, Jr.
Jean Stephenson
Jan Storper
Jack B. Straus, Jr.
Barbara Wallace

**PROGRAM PERFORMANCE REPORT:
EXPORT ENHANCEMENT PROGRAM/HUNGARY
IMPLEMENTED BY AID TO ARTISANS**

QUARTER ENDING 1/9/93

COOPERATING AGREEMENT EUR-0032-A-00-1022-00

PIO/T No. : 180-0032-3-1183692
Appropriation No. : 72-11X1010
Budget Plan Code : QAIX-91-33180-IG-12
Allotment No. : 184-63-180-01-69-11
Total Estimated Amount : \$400,000
Total Obligated Amount : \$400,000
Technical Office : ENE/EUR, J. McEnaney
Funding Source : AID/FM/CMP
DUNS No. : 19-679-9894
TIN : 04-2577837

Aid to Artisans, Inc.
Executive Offices:
80 Mountain Spring Road
Farmington, CT
06032 USA
(203) 677-1645
FAX (203) 676-2170

Office of the Chairman:
64 Fairgreen Place
Chestnut Hill, MA
02167 USA
(617) 277-7220

Aid to Artisans is a non-profit organization established to facilitate the production and marketing of crafts made throughout the world by disadvantaged artisans

A tax-exempt organization under 501(C)(3) of the Internal Revenue Code.

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	1
I. PRODUCT DEVELOPMENT	
Buyers to Hungary.....	3
New Products Under Development.....	4
Export Partners.....	6
II. MARKETING AND PROMOTIONAL ACTIVITIES	
Hungarian Foreign Trade Company Visits New York.....	7
Marketing Highlights.....	8
Master Potters Show.....	9
Other Marketing Activities.....	10
The Market Cycle.....	11
Order Summary/Update.....	11
III. BUSINESS TRAINING ACTIVITIES	
Needs Assessment.....	12
Needs Assessment Findings.....	13
Needs Assessment Recommendations.....	14
ATA/SUNY Fellowships.....	15
IV. CASE EXAMPLES: Issues of Risk	
Mariska.....	16
EEE Group, Inc.....	17
V. PROGRAM ADMINISTRATION	
Program Interface.....	19
Credit Issues: Advocacy Work by ATA.....	20
Meetings with USAID.....	21
Budget Narrative Summary.....	22
VI. APPENDIX	
Hungary Trip Itinerary, D. Lewis.....	23
Tentative Itinerary, SUNY/ATA Fellows...	25
Press Reviews.....	26
Marketing Materials.....	31
Catalog Pages/ATA Export Products.....	33

EXECUTIVE SUMMARY

Aid to Artisans has completed the seventh quarter of our two-year Export Enhancement Program in Hungary. This project continues to generate export opportunities, stimulate business enterprise, provide practical strategies for functioning in a competitive market economy, create awareness of Hungarian culture and human resources, and focus attention on marginalized sectors of the population, specifically women and artisans.

Project efforts are directed at product design and development, export marketing, and small business operation within the artisan industry sector of the economy. The program provides professional expertise and operates within the real world of business.

Program activity during the past quarter includes the following:

- Export Marketing: Recruiting U.S. buyers to tour Hungarian production facilities and initiate business relationships with artisan industry producers; introducing Hungarian products into the U.S. marketplace; providing meaningful support services to inexperienced export-import enterprises.
- Product Development: Providing design and product development expertise for ceramics and textile artisan industries, working in collaboration with Hungarian counterparts, with a special focus on designing for the American market.
- Business Training: Conducting informal business workshops; performing a Needs Assessment for Hungarian artisans, managers, and entrepreneurs in cooperation with SUNY's Center for Private Enterprise Development.
- Cultural Awareness: Organizing and promoting an exhibition of artwork by Hungarian Master Potters; generating public and media awareness of Hungarian culture and its people, and heightening awareness of USAID's presence in Hungary.

INTRODUCTION

The Export Enhancement Program/Hungary is a 2-year direct intervention effort targeted at the artisan sector; this constituency is largely female and rural, and historically entrepreneurial. This program functions as a model which promotes the following:

- Export market development
- Job retention and cottage industry employment
- Entrepreneurial ventures
- Maintenance of the social safety net

The program consists of three interrelated components: 1) Product design and development; 2) Practical business training; 3) Export marketing.

The Aid to Artisans approach is a mixed strategy:

- 1) Applied expertise through short-term consultancies conducted by experts
- 2) Intensive marketing activities;
- 3) Active participation of the U.S. private sector;
- 4) Informal business counseling and direct assistance;
- 5) Program monitoring through Hungarian-American liaison;
- 6) Networking with other non-profit organizations engaged in development work both in Hungary and elsewhere.

Specific program participants and beneficiaries include Hungarian artisans, artisan enterprise managers, foreign trade organizations engaged in exporting artisan products, cultural organizations directly involved with artisans, and related entrepreneurs. It is estimated that there are over 80,000 artisans in Hungary, the majority of whom are women whose incomes are critical.

There are 38 artisan cooperatives in Hungary, which employ an average of 150 to 300 people. Aid to Artisans has surveyed 20 coops, and has identified 14 with sufficient entrepreneurial talent and managerial skills to warrant assistance and with whom ATA is now working. ATA also works with 3 foreign trade organizations, and approximately 35 micro-enterprises, in addition to cultural organizations.

I. PRODUCT DEVELOPMENT

BUYERS TO HUNGARY

Developing new products which are attuned to the export market continues to be a major focus of the Export Enhancement Program in Hungary. Aid to Artisans continued with its highly successful strategy of recruiting U.S. buyers to travel to Hungary where, guided by ATA, they investigate the production capabilities of the Hungarian artisans. The "Buyers to Hungary" program component accomplishes the following:

- Matches serious U.S. buyers with a wide range of Hungarian artisan producer groups
- Initiates hands-on product design and development activities with Hungarian designers for specific export customers
- Provides U.S. importers and manufacturers with an overview of the diverse artisan production resources available in Hungary, expanding the range and volume of export products

New buyers participating in the Buyers to Hungary component during the 7th quarter included

- 1) Nitza Etra-Dagen and Anna Goldman, an Israeli-based manufacturer with operations in Europe, the Middle East, and the U.S.;
- 2) Pamela Ferrari of Ferrari Luciano, whose Italian-U.S. company manufactures an interior/decorative accessory line.

ATA's product development consultant Docey Lewis spent one week with each set of buyers, escorting them to selected artisan producer sites where practical product development activities were undertaken; the intensive workshops and related tours provide a thorough introduction to doing business with Hungarian artisan producer groups, and are the first steps in establishing new commercial export relationships. The buyers worked with the following artisan cooperatives:

- Debrecen Cooperative
- Heves Cooperative
- Mezokovesd Matyo Coopertive
- Bekeszentandras Cooperative

(Please see appendix for detailed itinerary.)

OTHER BUYER VISITS TO HUNGARY DURING 7th QUARTER

EEE Group, Inc. Judy Espinar travelled to Hungary during October; the purpose of her trip was to work closely with the various Hungarian artisans and coops which will be producing her new line of ceramics. (See previous quarterly report for a complete description of this venture.) Ms. Espinar met with Aid to Artisans' product development consultant, Docey Lewis, while in Hungary on October 24th. Energies have focused on 1) developing product samples; 2) working out pricing strategies; 3) solving production problems; 4) analyzing product safety (use of non-toxic glazes).

Mesa International: Aid to Artisans provided Mesa with artisan producer information-- sites, contacts, and referrals to support services-- for its recent trip to Hungary. Mesa is producing a comprehensive line of ceramic wares at several non-project sites, and is investigating the potential of expanding its production activities to 2 program sites: Kaposvar and Hodmezovasarhely. Mesa ships 1 container per month, which represents tremendous potential orders for project participants. The Mesa buyer, Nancy McKenzie, travels frequently to Hungary; she was in country October 28 - November 8, and returned January 27th.

NEW PRODUCTS UNDER DEVELOPMENT

A number of new products, along with new designs for current product lines were initiated by ATA's Docey Lewis during this quarter and include the following:

- Embroidered trims for use in children's clothing
- Embroidered fabric for women's blouses
- Wool slippers
- Cut-felt wool pillows
- Wool carpets
- Additional Christmas ornaments
- Clay votive candle holders
- Embroided belts

New products also continue to be developed by the program's private sector partners working closely with the various Hungarian artisan producer groups.

MARISKA: A U.S. company specializing in ceramics and kitchenware, Mariska has expanded into linens and domestics, which promises to stimulate production for the power loom artisan factories. A sampling of new products currently in development includes:

- Textiles: - Linen table cloths
- Table napkins and napkin rings
- Cotton rugs and table runners
- Dish towells
- Specialty items: tea cozies and wine slips
- Pillows
- Ceramics: - Teapots
- Broadened line of informal dinnerware
- Mixing bowls and semi-utility items

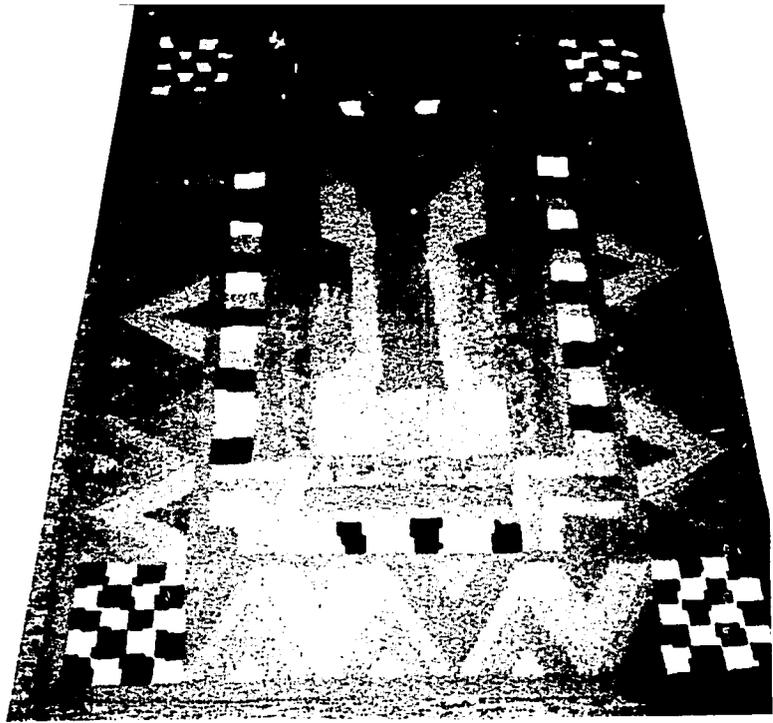
SAMII CLOTHES: This Vermont-based company is owned and operated by Gay Ellis, clothing designer and employs rural women on a cottage-industry basis. Ms. Ellis has been developing a line of Hungarian clothing since last year. The product line is now complete, and marketing is in high gear. The new line is called "Lanya", which means mother and daughter in Hungarian. It includes:

- The Szur: Based on the traditional Hungarian shepherd's cloak; outerwear for women
- Lanya Coat: Gay Ellis's interpretation of the shepherd's cloak; adults and children outerwear
- Velveteen Opera Coat: for girls
- Lanya Blanket: Child's blanket or shawl

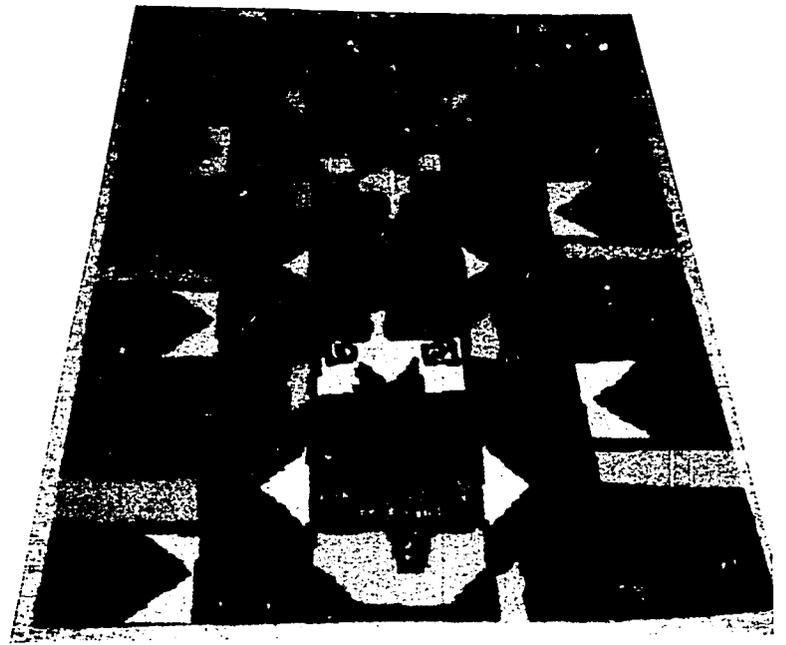
Aid to Artisan's product development consultant provided on-site monitoring and consultative services to assure the smooth production of the product prototypes which were under production at several sites. Issues arose with regard to the quality of the domestic (Hungarian) felt; attempts to dye the felt were unsuccessful, and the decision to import U.S.-made felt was made.

Ms. Ellis reports that the process of importing raw materials to Hungary required that a 40% bond be posted; this will theoretically be recovered when the finished goods are exported to the U.S.

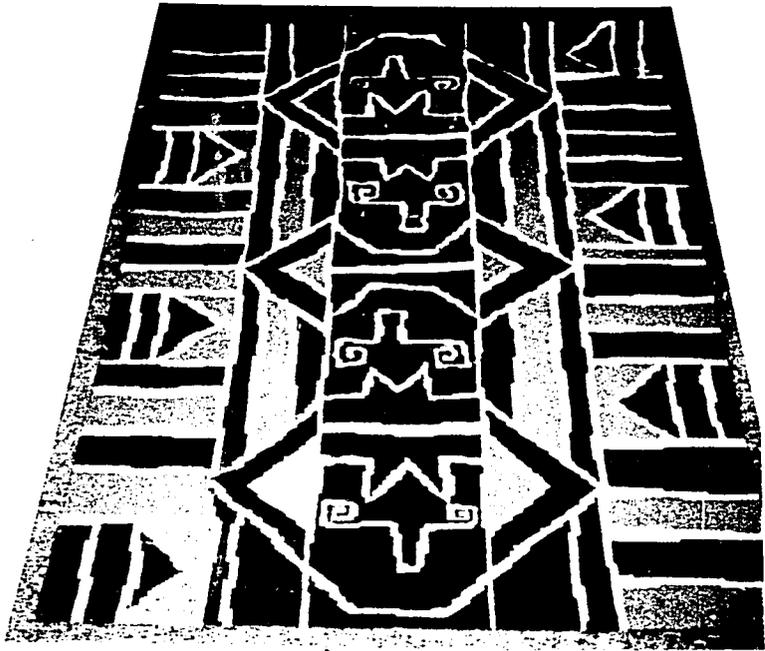
A wool rug collection designed by ATA's chief product design consultant, Docey Lewis. These wool rugs are being marketed through AMS Imports and ATA; they will be produced by carpet weaving cooperatives representing 150 Hungarian weavers. A Hungarian export enterprise, KelimArt, will handle the export.



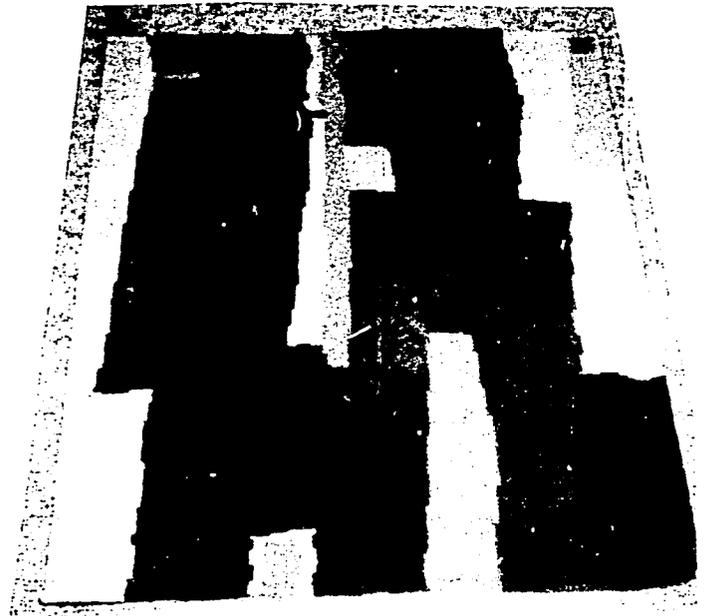
DL-01 ± 4' x 6'



DL-03 ± 4' x 6'



DL-02 ± 4' x 6'



DL-04 ± 3' x 4 1/4'

designed by Docey Lewis for Aid to Artisans

DL

EXPORT PARTNERS

The Export Enhancement Program in Hungary has consistently sought commercial export partners who would be appropriate matches for the Hungarian artisans, their products, and production capabilities. One of the keys to meaningful, sustainable export markets is to find export partners who will become deeply involved with the producers, invest in product development, and seek a long-term commitment with the Hungarians. It has been ATA's experience that often, smaller companies are more apt to form these long-term relationships which provide some degree of stability for the artisans.

As of the end of the 7th quarter, the majority of the Export Enhancement Program's commercial export partners are demonstrating such commitments. The following companies continue to be involved in major product development and export:

- EEE Group, Inc.
- AMC, Inc.
- Chandler Four Corners
- Samii Clothes
- Esprit
- The Sandor Collection
- Mesa International
- Mariska
- Marian Clayden

Please see the previous Program Performance Report for the Export Enhancement Program/Hungary (Quarter Ending 10/9/92) for a complete description of these companies.

II. MARKETING AND PROMOTIONAL ACTIVITIES

HUNGARIAN FOREIGN TRADE COMPANY VISITS NEW YORK

KelimaArt is the export arm of a group of Hungarian carpet weaving cooperatives representing 150 weavers and three separate factories. In December, this foreign trade organization sent two representatives, Teriz Akkar and Erno Czuczi, to New York to investigate potential market niches on the East Coast. Aid to Artisans arranged for appointments, provided consultative services, and met with Akkar and Czuczi in New York in December. Aid to Artisans arranged for the representatives to visit the following New York companies and make product presentations:

- ABC Carpet
- AMS Imports
- Stark Carpet
- Macy's
- Patterson, Flynn & Martin

PREPARATION FOR THE NEW YORK INTERNATIONAL GIFT SHOW

Aid to Artisans' marketing and promotion staff worked on preparations for the up-coming international gift fair in New York scheduled for February. A wide range of Hungarian products from many different artisan producer groups will be showcased. ATA is preparing display materials, press kits, and merchandising aids. A special Hungarian product hang tag is included in the Report Appendix.

OTHER TRADE SHOW REPRESENTATION

During the past quarter, Hungarian artisan products were marketed by private sector program partners including Mariska, The Sandor Collection, Chandler Four Corners, AMS and AMC. Each of these companies undertakes its own marketing campaign and schedule of trade shows throughout the United States, creating ever-widening exposure for the Hungarian products. Through these private sector initiatives, the Hungarian products were presented at the following:

- New York Tabletop Show
- Atlanta Carpet Market
- Chicago Gift Show

MARKETING HIGHLIGHTS: PRIVATE SECTOR

CHANDLER FOUR CORNERS: Chandler prepared direct mail promotional/sales materials and placed a magazine advertisement for the high-end line of tapestry pillows. Henry Chandler plans to present the Hungary products at the New York Textile Show in spring.

MARISKA: Karyna Heffernan, owner, prepared color catalog tear sheets and undertook limited direct mailings; the company also participated in the NY Tabletop Show.

ASSOCIATED MERCHANDISING CORPORATION (AMC): This buying consortium which serves 700 department stores held its Christmas trade show during the week of January 25th; ATA's product development consultant, Ms. Lewis, attended 1 day of the show to observe buyers' reactions to the extensive new line of Hungarian ornaments developed during the past two quarters. Preliminary feedback indicates that the line was received well; Bloomingdales and Dayton-Hudson both expressed interest in the line. Details on orders placed at the show will appear in the next quarterly report.

SAMII CLOTHES: Owner-designer Gay Ellis will participate in the Outdoor Retailers Winter Show in Salt Lake City, Utah in late January. Ms. Ellis has received strong interest in the new line from a major retail mail order catalog, Garnet Hill; another account, the Boston Museum of Fine Arts Catalog, is eager to carry the line. (Details will appear in next quarterly report.) The company is preparing a whole new catalog which will feature the new line.

MASTER POTTERS SHOW

Aid to Artisans organized the "Magyar Keramiak" or Master Potters of Hungary show, which featured work by 12 superbly talented artisans who have been awarded the prestigious "Master Potter" title by the Hungarian government. The purpose of this event is to showcase Hungarian talent, promote awareness of the Export Enhancement Program, and stimulate commercial interest in Hungarian culture and products.

The show had its premiere in New York at Ceramica, a Manhattan-based retail and wholesale business specializing in imported ceramic wares, during in October. During the 7th quarter, the following activities took place:

- Show opened at the Clay Angel in Santa Fe November 21
- Show opened at the Clay Angel in Oregon on November 27th
- Museum of International Folkart, Santa Fe: Clare Smith, ATA President/CEO, presented a public lecture on ATA/AID work in Hungary

The Hungarian Master Potters Show received extensive media coverage which includes the following:

- Rio/Albuquerque Journal November 19, 1992
- Pasatiempo November 20, 1992
- The New Mexican November 20, 1992
- Journal North December 1, 1992
- Ceramics Monthly Magazine November 1992

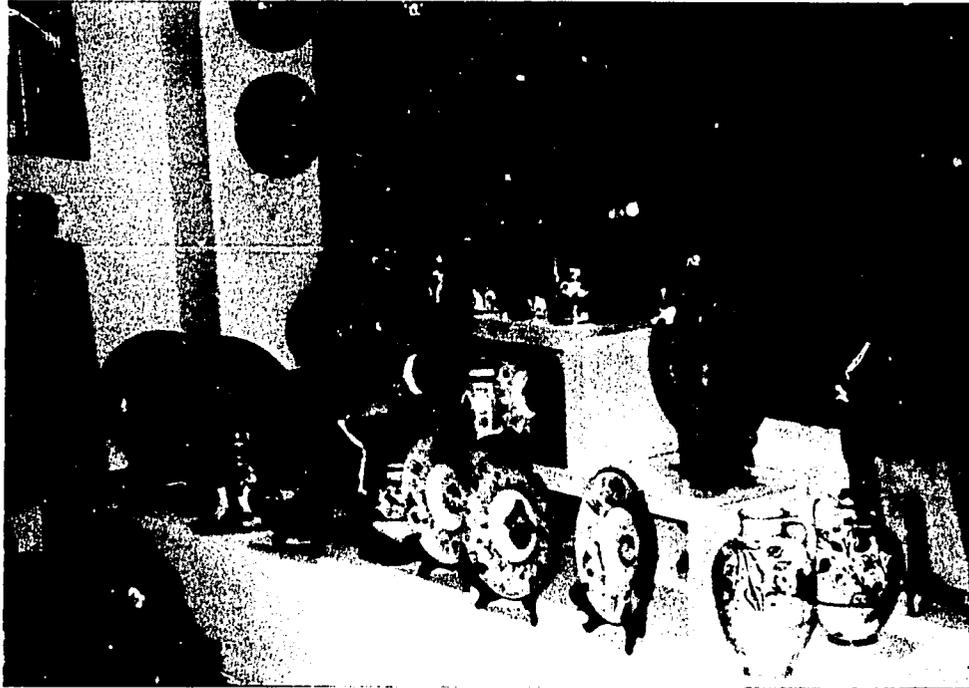
(All articles are included in the report appendix.)

Major promotional materials for the Master Potters Show were designed and produced and distributed by Aid to Artisans; these include a color poster and postcard, which were included in the previous quarterly report.

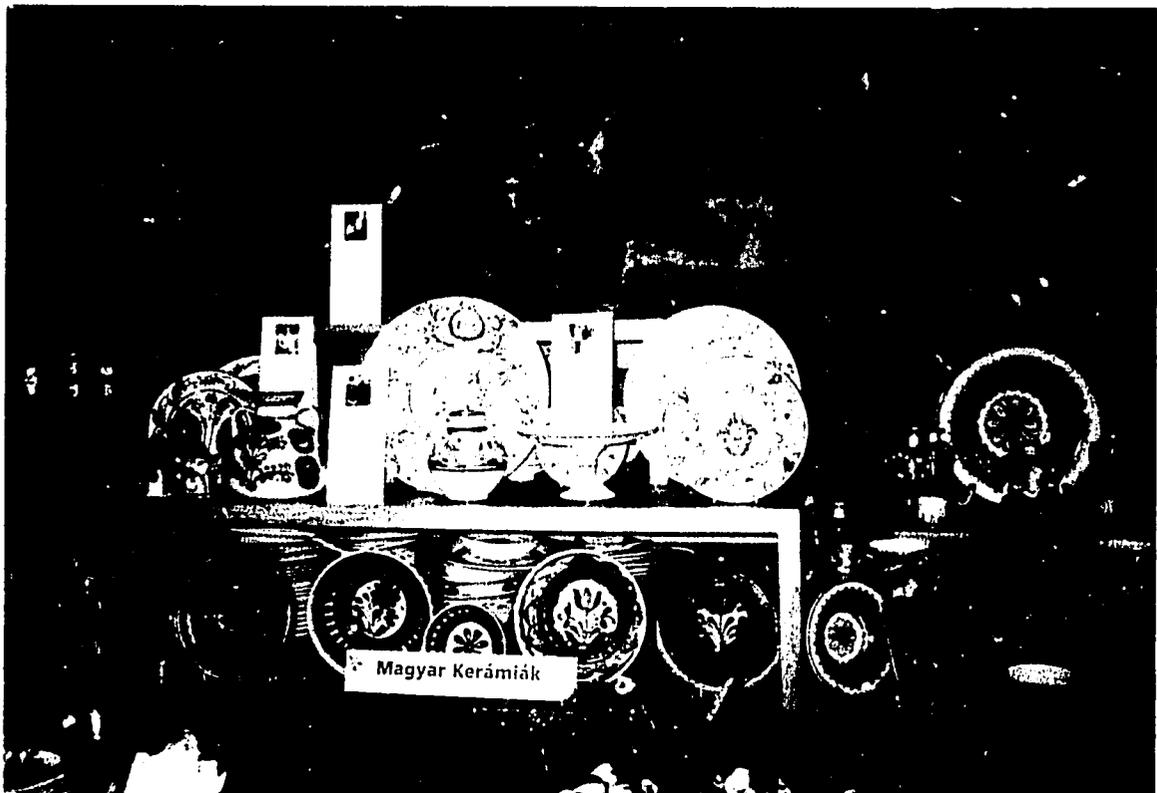


Master Potters Show: Installation at Ceramica
New York City

9a



Master Potters Show: Installation at The Clay Angel
Santa Fe, New Mexico



Master Potters Show: Installation at The Clay Angel
Ashland, Oregon

PLANNED: MASTER POTTERS EXHIBITION at the
AMERICAN EMBASSY, BUDAPEST

Interest in the potters and their extraordinary work is very high. The U.S. Ambassador to Hungary and his wife, Lourana Thomas, have enthusiastically endorsed a reception honoring the Hungarian Master Potters; Aid to Artisans will provide coordination for this event which is scheduled for May at the U.S. embassy residence in Budapest.

PLANNED: EXHIBITION AT MISSION TRADERS,
WASHINGTON, D.C.

Mission Traders is a respected retail store with a unique objective: "To pay craftspeople fair prices for their goods, support community development projects with the shop's profits, and offer opportunities to customers to learn about the craftspeople and their works." ATA plans a showing of the Master Potters of Hungary show in the spring of 1993 at Mission Traders.

OTHER MARKETING ACTIVITIES

MACY'S NEW YORK: During the quarter, an ATA marketing representative met with Audrey Schlaepfer and Jeffrey Leute, buyers in Macy's New York office. Macy's is interested in working with Aid to Artisans on a comprehensive product line to be produced in Hungary.

MACY'S BUDAPEST: ATA's marketing representative met with Milan Krstic, Director, R.H. Macy Corporate Buying, Macy's Eastern Europe buying office. The meeting took place in November in Budapest; Olivera Geric also attended.

SMITHSONIAN CATALOG: The Smithsonian Catalog's buyer, Laura Davis, met with ATA marketing representatives to discuss handling Hungarian products. Smithsonian is interested in Christmas ornaments and other holiday paraphernalia.

THE MARKET CYCLE: This reporting quarter falls between major trade show dates; the New York International Gift Show, which used to be held in January, is scheduled for late February this year. Many of Aid to Artisans' importers, manufacturers, and wholesalers are very busy with out of town trade shows, marketing trips, or final preparations for their product lines which will be presented at the NY Gift Show next month. Thus some were not able to provide ATA with the latest order/sales figures or detailed feedback about their business activities. A complete update of sales figures will be included in the next quarterly report.

ORDER SUMMARY/UPDATE

EEE GROUP, INC.: A large order was initiated in the fall, and has had revisions since then, mainly increases in number and selection of items. The original order was estimated at \$18,000, but the revised estimate is now \$23,000 - \$25,000. The total number of pieces scheduled for shipment is 3,401.

CHANDLER FOUR CORNERS: Chandler reports total sales written during the previous quarter (and reported in previous quarterly report to A.I.D.) should be adjusted upwards by \$110; thus the revised figure for last quarter is \$12,381. Orders for the current quarter are reported at \$1,855.

SAMII CLOTHES: This company had placed small orders in Hungary for wool felt trim, (samples only, to be used to make up prototypes) but was unable to provide specific information at the time of this report. The owner was preoccupied with a marketing trip on the West Coast, as well as preparations for the New York launching of her Hungarian line.

THE SANDOR COLLECTION: The owner of Sandor was in Chicago at a trade show at the time of this report; thus detailed information is very limited. Staff reported, however, that Sandor has recently taken an order from Sturbridge Yankee Workshop Catalog for 500 pieces, which represents a \$9,000 order. Details on FOB Hungary orders will be reported next quarter.

III. BUSINESS TRAINING ACTIVITIES

NEEDS ASSESSMENT

Aid to Artisans collaborated with the SUNY Center for Private Enterprise Development Office in Budapest to undertake an assessment of needs and recommendations for formal business and export market training programs which would be specifically designed for the Hungarian artisan industry. The assessment was carried out by Ildiko Polony, Aid to Artisans' Liason for the Export Enhancement Program, during the month of November.

The needs assessment examined the following:

- Interest/attitudes of company managers and micro-enterprise entrepreneurs vis-a-vis formal business training opportunities
- Identification of appropriate training program participants
- Kinds of training, in terms of focus, content, and format
- Strategies for providing training: sources of expertise, collaborative arrangements to deliver training, cost-sharing
- Identification and prioritization of critical support programs required to maximize training

Ms. Polony conducted a comprehensive survey of 11 Hungarian artisan cooperatives, three micro-enterprises, and two export companies; each was interviewed, using a questionnaire which was amplified by informal discussion. The following provided feedback:

- Bekesszentandras Rug Coop
- Debrecen Textile Coop
- Hodmezovasarhely Ceramic Coop
- Heves Textile Coop
- Kalocsa Embroidery Coop
- Kaposvar Ceramics Coop
- Karcag Embroidery Coop
- Karcag Ceramics Coop
- Turi Ceramia KFT, Mezotur
- Turi Rugs KFT, Mezotur
- Lajos & Agnes Kovats; Imre Szucs; Lydia Papai
- Kelimart KFT
- Folkart Trading Company

NEEDS ASSESSMENT (Cont.)

In addition, potential co-sponsors of business programs for artisan industries were interviewed:

- Hungarian Cultural Institute (Magyar Muvelodesi Intezet)
- Folkart Society
- OKISZ, Association of Hungarian Industry (Magyar Iparsovetseg)
- Northern Hungarian Regional Chambers of Commerce
- Hungarian Industrial Arts College
- National Association of Folkart and Handicrafts

NEEDS ASSESSMENT FINDINGS

Managers of cooperatives/companies identified the following business training needs:

1. Affordable, quality training courses in business and financial management, marketing principles, strategic planning and quality control management
2. Sources for obtaining reliable, inexpensive business advice and expertise
3. Information about the U.S. market in terms of consumer taste, pricing parameters, and product specifications
4. Financial support, investment, and loan sources
5. Trade promotion and distribution channels
6. Reliable procurement methods and sources for quality materials

The types of courses which managers identified as appropriate differed somewhat from those cited by micro-enterprise entrepreneurs. Managers' needs include courses which focus on small business management, marketing strategies, strategic planning, financial management, cost accounting, and finance. Entrepreneurs expressed a need for courses covering starting a business, sourcing raw materials, marketing and sales, basic accounting, and retail shop management.

NEEDS ASSESSMENT: RECOMMENDATIONS

The needs assessment report by Ms. Polony made the following recommendations based on its findings:

1. Incorporate artisan industry's business needs into existing SUNY courses offered at the Center for Private Enterprise Development. These courses could include Small Business Management; Marketing for Domestic and Export Markets; Financial Management for the Non-Financial Manager; How to Start Your Own Business; Strategic Planning; How to Export.
2. Develop new courses, seminars, and services to be offered through the SUNY Center for Private Enterprise: Financial and Investment Sources; Pricing Strategies; Computer Uses in Small Business; How to Source Raw Materials; Clothing Construction and Manufacturing; Ceramic Technology and Production Techniques for Small Enterprises.
3. Use the resources of the Small Business Development Center at the SUNY Center to
 - Establish an Artisan Industry Development Foundation
 - Sponsor Hungarian artisans/managers in the SUNY Fellows Program
 - Study the feasibility of a mail order catalog business for Hungarian artisan products
 - Investigate financing, investment, and small loan sources for the artisan industry

Aid to Artisans and SUNY plan to continue collaborating in the future, and have already begun to jointly implement one key recommendation: a SUNY Fellows program for artisans and/or artisan-managers.

ATA/SUNY FELLOWSHIPS

Aid to Artisans and the SUNY Center for Private Enterprise Development in Budapest have agreed to cooperatively sponsor two Hungarian artisan Fellows to travel to the U.S. where they will spend 6 weeks.

The SUNY Fellows who will participate include:

- Agnes Kovats: Ms. Kovats and her husband, Lajos Kovats, are accomplished ceramists who have earned the honorific of Master Potter. Both scientists by training (physics and chemical engineering respectively) they have left their academic careers and launched into a family pottery business which now employs 7 people. Ms. Kovats will be accompanied by Mr. Kovats, who will participate in the training program at his own expense.

- Fulop Gabor: Mr. Gabor is a mechanical engineer who also holds a degree in economics with a major in organizational management and development. He presently is the head of the North-Hungarian Chamber of Commerce in Eger, which provides consultative services to domestic and foreign companies. He has a special interest in artisan industries.

Aid to Artisans and the SUNY Center have outlined the following program for the Fellows:

- Week 1 - 4 Business management training program at SUNY/Buffalo
- Week 5 Residency at College of Ceramics, SUNY/Alfred
- Week 6 Craft Marketing/Management Survey and Tour with Aid to Artisans

The ATA portion of the program will consist of the following:

- Visit to the Vermont Crafts Co-op and Farmington Valley Arts Center
- Meetings with ceramists and professional crafts people at their businesses
- Attend the New York International Gift Show
- Visit selected retail and wholesale showrooms
- Visit the Fashion Insititute of Technology, NYC

IV. CASE EXAMPLES: Issues of Risk

The lack of experience of the Hungarian cooperatives in dealing with the export market can create risks for both producer and importer. ATA works to minimize these risks through training and support services, but in the final analysis, business ventures do involve risk.

1. **MARISKA** Mariska is a fledgling American company which began as an importer of Hungarian pottery made by artisans. Aid to Artisans has provided business counseling, product development assistance, and marketing resources to Mariska, since there were so few U.S. companies engaged in this kind of import specialty.

The company, which is approximately a year and a half old, is now steadily broadening its manufacturing/importing scope, diversifying into textiles and other artisan products related to the kitchen. Mariska's marketing investments during the past quarter have grown considerably, as it has attended several trade shows in New York, printed and distributed color catalog pages, and direct-mailed to its growing list of buyers. A small group of American designers are now working with Mariska, which will broaden its product line even further.

In June of 1992, following the NY Gift Show, Mariska accepted an order from the Boston Museum of Fine Arts Catalog for 450 pieces; an order was then placed with the Kaposvar Ceramics Cooperative in Hungary. Kaposvar failed to begin work on the order in a timely fashion, and by November, had produced only 86 pieces. At considerable urging from Mariska, the coop agreed to produce another 90 pieces-- at triple the original price! Mariska will take a loss on the order, the American vendor is not happy, and what would seem to be a decent-sized order will not come to fruition.

Fortunately, this incident is an exception. However, it does draw attention to business risks borne by importers and distributors.

CASE EXAMPLES: Issues of Risk (Cont.)

2. EEE GROUP, Inc.

EEE Group is owned by Judy Espinar, who has committed her business to a substantial investment in exporting and wholesaling the Hungarian pottery made by artisans. Ms. Espinar spent several weeks in Hungary during October/November, working with artisans and coop managers at a variety of sites.

The ceramics coop at Mezotur is the planned production site for a line of wares designed by Kinga Szabo, a leading ceramic artist who once worked at the coop. The coop appears eager to work with EEE Group and Ms. Szabo, and has successfully secured a loan to finance the upgrading of its kiln.

The current problems center around the coop's conservative attitude towards putting Ms. Szabo's designs into production. While their regular wares are competitively priced, they have priced the new designs far too high. Discussions with EEE Group so far have failed to resolve the pricing constraint, and the coop managers do not seem to understand that the future of the order depends on negotiating a more realistic, competitive price.

Ms. Espinar will be testing the products at the New York Gift Show in February, then traveling to Hungary for more negotiations with Mezotur. Ms. Espinar informed ATA that unless the coop gets realistic, she will have to seek an alternative producer.

The main issue seems to be the coop's fear of risk-taking-- undertaking the production of a new line will require artisans to learn new designs and will challenge their skills. They appear to fixate on the increased time it will take artisans to learn the new designs, and insist on pricing the wares as though the learning curve will not straighten out. The insistence on higher prices is their effort to insulate themselves from perceived risks as well as the unknown.

COUNTERPART DEVELOPMENT: Hungarian Designers

ATA consultants met with the following Hungarian organizations and individuals on site in Hungary during the seventh quarter:

- Cultural Foundation for Textile Arts: Magda Paszthy, President. ATA consultant Docey Lewis conducted a portfolio review for 20 members of the foundation on November 2, 1992.

- Millart Design Group. This 7-member design firm met with ATA's consultants and explored ways to work within the project as counterparts, providing design assistance while learning to work with U.S. customers. The consensus is that it will be mutually beneficial, and plans are underway to implement the concept in a third programming year.

- Julia Czglei. ATA visited the professional studio of Ms. Czglei, whose silkscreen business is capable of sophisticated production.

- Klara Balazs. ATA attended a fashion showing of hand knit fashions by this designer.

- Lenke Szechenyi, Agoston Laszlo, Hegyi Laszlo. These entrepreneurial designers met with ATA's product development specialist to discuss opportunities for joint ventures. Ms. Lewis toured an historic building which housed small textile businesses, including a jacquard weaving studio, a silk screen factory, a tapestry studio, and a small dye house. Discussion centered on ATA assistance with design and marketing.

V. PROGRAM ADMINISTRATION

PROGRAM INTERFACE: Aid to Artisans continued to explore ways to maximize its program effect through cooperation with other PVO initiatives in Hungary. During the seventh quarter, ATA met with the following organizations (on site in Hungary) who have programs running in Hungary:

- Peace Corps: Meeting on 11/2/92 with Sandra Willett and Larry Bartlett of the Small Enterprise Development Program and ATA's consultant Docey Lewis and program liason Ildiko Polony. Agreed to provide a master list of artisan cooperatives and to try to place a volunteer on site for 2 years. Peace Corps visited Heves Coop.

- International Management Center: Meeting on 11/8/92 with Roland Champagne; discussed credit/finance for artisan cooperatives

- International Executive Service Corps: ATA's project liason, Ildiko Polony, met twice during the quarter to track arrangements made by IESC to bring a marketing specialist to work at Heves cooperative for a 3-week period.

- Citizens Democracy Corps, Inc.: ATA's project liason, Ildiko Polony, met twice during the quarter with CDC's Executive Director, Steve Benko, and William H. Binney, Business Entrepreneur Program Director.

- Hungarian American Enterprise Fund: ATA's program liason, Ildiko Polony, met with Charles Huebner, Executive Director, at his request. The purpose of the meeting: to identify a potential sponsor for a small loans program in Hungary which would meet the needs of artisan coops/companies.

CREDIT ISSUES: ADVOCACY WORK BY AID TO ARTISANS

The issues of credit access for micro and small artisan enterprises continues to represent a program constraint to the Export Enhancement Program/Hungary. Aid to Artisans continues to focus attention on the problem through the following strategies:

- Educating development assistance agencies about credit access issues as they affect women and artisans in Hungary
- Raising the consciousness of agencies involved in creating new banking and finance resources in Hungary
- Networking with PVO's who may be able to provide meaningful, practical assistance and resources
- Acting as a catalyst to bring the various potential resources together to generate action

During the seventh quarter, ATA networked with the following organizations on this issue:

- Hungarian-American Enterprise fund
- Appropriate Technology International (ATI)
- Overseas Private Investment Corporation
- B & B Foundation/B'nai Brith
- The Soros Foundation
- Rockefeller Brothers Fund
- Citibank Budapest
- Women's World Banking

Attention centered not only on policy issues, but also on accessing immediate lending resources to deserving Hungarian artisan industries identified by ATA as having critical windows of opportunity for accepting significant export orders-- such as the Mezotur Ceramics Cooperative, in need of \$70,000 for replacing an out-dated kiln.

ATA is encouraged that its networking activities may have produced results on behalf of Mezotur; the factory reports that it has secured a loan. Details were not available at the time of this report, but will be provided in the next report.

MEETINGS WITH USAID: ATA staff and consultants continued to provide AID with program updates; the following meetings took place during the last quarter:

- AID's Hungary Representative Office: Meeting on 11/2/92 with Karyl Morrison and Gabor Erdi, Project Specialist, and ATA consultant Docey Lewis; project briefing.

- AID'S Hungary Representative Office: Meetings with David Cowles, Karyl Morrison, Laura Faux-Gable, Zoltan Varkony, James Watson, and ATA project liason, Ildiko Polony.

- U.S. Ambassador to Hungary: ATA's program liason, Ildiko Polony, attended the monthly meeting of program representatives from U.S. assistance programs operating in Hungary which was chaired by Ambassador Thomas.

- USAID, Washington, D.C.: ATA's Projects Coordinator, Karla Hostetler, and ATA consultant, Kate Kerr, met on January 14th with John McEnaney, PVO Coordinator, and Vera Meenan, Project Officer, to provide a program update on the Export Enhancement Program/Hungary.

- WID/AID, Washington, D.C.: ATA consultant Kate Kerr met on January 14th with Tulin Pulley, Director, and Mari Clark, to provide a project update.

BUDGET NARRATIVE SUMMARY

Aid to Artisans' activities during the seventh quarter can be broken down into the following categories:

CONSULTANTS' SALARIES: The total amount spent for consultants' salaries during this quarter was \$ 7,500. ATA's in-kind contribution was \$ 3,735. Program consultants during the quarter were Docey Lewis, Chief Product Development Consultant, and Ildiko Polony, Project Liason, and Kate Kerr, Monitoring/Development.

HUNGARY SALARIES: The total amount spent for the salaries of Hungarian program participants for the quarter was \$2,567. The majority of this was used for interpreter/guide services.

TRAVEL EXPENSES: The total amount spent on out-of-country travel to Hungary during the 7th quarter was \$4,599. Aid to Artisans' in-kind contribution for travel was \$12,500. The major source of this in-kind is attributed to the travel costs borne by the Buyers to Hungary participants from the private sector.

PROGRAM EXPENSES: The total amount of expenditures related to programming was \$2,151. Program costs include conducting workshops at artisan cooperatives, materials costs for prototypes, and marketing/promotional expenses.

HEADQUARTER SALARIES AND OVERTIME: The total amount spent on ATA staff salaries and overtime for the 7th quarter was \$8,372. ATA calculates that \$4,464 was contributed in-kind.

DIRECT OVERHEAD COSTS: ATA's direct overhead costs for this quarter were \$311. This includes direct utilities and communications costs.

HEADQUARTERS TRAVEL COSTS: The total cost for the headquarter's travel during the 7th quarter was \$2,792.

PROGRAM MONITORING AND EVALUATION: The total cost for the program monitoring and evaluation for the 7th quarter was \$1,600.

APPENDIX

HUNGARY TRIP

Aid to Artisans/Docey Lewis

October 21 through November 10, 1992

Wednesday, Oct. 21

DL departs NY JFK AA#2978 6:10 PM

Thursday, Oct. 22

DL arrives Budapest Malev/AA#2978 12:55 PM. Checks in at Panorama Hotel. Meeting with Pal, if available. Confirm itinerary.

Friday, Oct. 23

9 AM meet with Folk Art (Klara Fuzer, Aniko Dombradi) to view AMC samples. 11:00 AM for rest of day work with Pal on balance of AMC samples (wooly felt sheep/terra cotta/Luca items). Visit suppliers as necessary. Dinner with Ildiko, if available.

Saturday, Oct. 24

AMC follow-up continued w/Pal and suppliers in or near Budapest. Review documentation, invoicing, payment to artisans, etc. Evening culture.

Sunday, Oct. 25

Nitza Etra-Dagan and Anna Goldman arrive Budapest 3:30 PM on Swissair via Zurich. Docey and Pal meet them at airport. Check into Panorama Hotel.

Monday, Oct. 26

8:00 AM check out of Panorama and drive to Debrecen. Afternoon work on cut felt with Ica and Kati at co-op. Stay at Hotel Civis.

Tuesday, Oct. 27

8:30 AM work with Kati and Ica on cut-felt. Visit Deri Museum to see felt collection late afternoon.

Wednesday, Oct. 28

8:30 AM. Finish design work with Kati. 10:00AM visit Nadudvar production center on way to Mezokovesd. Arrive Mezokovesd early afternoon. View felt embroidery samples. Factory tour. Spend night in Mezokovesd or Eger OR continue on to farm pension in Heves.

Thursday, Oct. 29

Tour Heves factory. Design work with Margot. Sample making. Spend night at farm pension in Heves.

24

Friday, Oct. 30

Morning at Heves factory (if required). Afternoon return to Budapest. Spend night at Panorama Hotel.

Saturday, Nov. 1

Krap up w/ Nitza and Anna. Nitza and Anna on their own. Free to depart or to spend weekend in Budapest. DL @ Panorama Hotel.

Sunday, Nov. 2

General design work at hotel. Night at Panorama Hotel.

Monday, Nov. 3

9:00 AM USAID. Meet with IMC &/or other business training AID projects.

DL schedule OPEN from afternoon of Nov. 3 through afternoon of Nov. 9 to work on following:

AMC

Esprit shoes & embroidery

MFA collection

Gay Ellis

Marian Clayden

Larsen

CARE Catalog

Hemmeter Collection

Mariska

carpet collection

Tuesday, Nov. 10

DL departs Budapest 8:45 AM AA# 2961. Arrive JFK 2:20 PM same day.

25



Aid to Artisans

Tentative U.S. Itinerary SUNY Hungarian Fellows:

Feb. 8-10: Fellows at Alfred University

Feb. 9: Gabor to fly to Burlington, Vt. to meet with Chamber of Commerce International Committee. (to be confirmed)

Feb. 10-15: Kovats to Burlington, Vt., met by Ildiko Polony. In this 5-day period meet with:

- Vermont Crafts Co-op (Frog Hollow) in Burlington and Middlebury (in Middlebury meet with potter Bob Greene.
- J.K. Adams
- Simon Pearce glassblowers, potters, antiques, clothing (school, imports, retail store) Quechee, Vt.
- Bennington Potters (Chris Costello, David Gill) Bennington, Vt.
- Weaving Workshop? (with whom, where?)
- Green Mountain Spinners, Putney, Vt.

Feb. 16-17: Fellows to Aid to Artisans, Farmington, CT. Visit:

- Guy Wolfe, potter
- Farmington Valley Arts Center
- Others to be named

Feb. 18: A.M. to New York City. To FIT on the 18th or 19th (SUNY to confirm), where fellows will attend classes, meet professors, meet with Elaine Stone.

Feb. 19: (or 18th depending on schedule with FIT).
- Ceramica
- Karyna
- Others to be determined by Elaine Stone at FIT

Feb. 20: 1/2 day at New York Gift Show set-up
1/2 day free or with appointments

Feb. 21: New York Gift Show, depart in p.m. for Hungary

Officers

James S. Plaut
Chairman/Founder
Clare Brett Smith
President/Chief Executive Officer
Docey Lewis
Vice President
Timothy R. Lyman
Secretary
Burgess Smith
Treasurer
Ross Losch
Assistant Treasurer

Directors

Austin Dunham Barney, II
Rita L. Bowley
Samuel E. Bunker
M. Joan Chalmers
Martha Apter Chen
Susan Davis
Juath Espinar
Patricia H. Ferguson
Miry Garland
Robert D. Grant
Carole Witt
Ty G. Minton
Walter F. Morris, Jr.
Jean Stephenson
Dan Storper
Jack B. Straus, Jr.
Barbara Wallace

Aid to Artisans, Inc. Executive Offices:

80 Mountain Spring Road
Farmington, CT
06032 USA
(203) 677-1649
FAX (203) 676-2170

Office of the Chairman:

84 Fairgreen Place
Cheshire, MA
02167 USA
(617) 277-2211

Aid to Artisans is a non-profit organization established to facilitate the production and marketing of crafts made by artisans of the world.

A tax exempt organization under 501(C)(3) of the Internal Revenue Code.

Calendar

December 1, 1992
Journal North
Page 2

TODAY

MEETINGS

QUINCENTENNIAL COMMISSION of the city of Santa Fe meets at 4 p.m. in the City Manager's Conference Room at City Hall. Agenda includes update on plaquing projects.

SANTA FE METROPOLITAN WATER BOARD meets at 5:30 p.m. in the Santa Fe County Commission Chambers in the County Courthouse.

TRANSPORTATION ADVISORY BOARD of the city of Santa Fe meets at 7 p.m. in the City Council Chambers at City Hall. Agenda includes a public hearing on the Americans with Disabilities Act plan.

WEDNESDAY

MEETINGS

DWI TASK FORCE of the city of Santa Fe meets at 4 p.m. in the Municipal Court at 2515 Camino Entrada.

MEETINGS

CABLE TELEVISION ADVISORY COMMITTEE of the city of Santa Fe meets at 9:15 a.m. in the Statewide Services Center of the Museum of New Mexico, 120 Lincoln Ave. Agenda includes reports on Century Cable Television of Los Alamos, TCI Cablevision of Santa Fe and Channel 24 programming.

SISTER CITIES ASSOCIATION Executive Committee meets at 3 p.m. in the City Manager's Conference room at Santa Fe's City Hall. Among agenda items are reports regarding Parral, Mexico; Granada/Santa Fe de la Vega, Spain; Bukhara; and Japan.

TRANSPORTATION POLICY BOARD of the city of Santa Fe meets at 3 p.m. in the City Council Chambers at City Hall. Agenda includes an information item on the preliminary list of projects for the transportation improvement program and a request for a recommendation on the Santa Fe Comprehensive Extraterritorial Road Plan amendments.

DEVELOPMENT REVIEW COMMITTEE of the city of Santa Fe meets at 5:30 p.m. for a study session on environmental regulations and at 6 p.m. for a regular meeting to consider various requests for approvals of subdivisions, rezonings and

Art Aid



PAULA BRONSTEIN

"Aid to Artisans," a lecture by Clare Brett Smith, will be presented from 1-2 p.m. Wednesday in the Museum of International Folk Art, 706 Camino Lejo. Entrance is by museum admission. Smith, president of the Aid to Artisans, will discuss the group's work and the selecting and organizing of a Hungarian Master Potters Show. For further information, call 988-4800.

Hungarian Potters To Show, Sell Work

The fall of communism in Eastern Europe heralded a new age for artists. But for Hungarian folk artists, this new-found freedom is a double-edged sword.

When the communists were in power, they sent trucks to villages to gather the work of weavers and potters to stock state-owned shops. When the party fell, the trucks stopped coming. The artisans had to try to survive in a free market where people are very short of cash.

But a group of Americans arrived to bail them out.

Aid to Artisans, a non-profit organization that concentrates on marketing crafts from Third World countries in Asia, Africa and South America, flew to Hungary.

They visited the studios of more than 30 crafts people and selected the best pottery, weavings, carvings and painted eggs for sale here. And, they felt that the work of the potters was so good that it deserved a special show.

"At first they (artists) were suspicious. They thought we might change things. But we didn't change anything — except their business life," said Clare Brett Smith, president of Aid to Artisans.

The Hungarian Master Potters Show will be at the Clay Angel, 125 Lincoln Ave., in Santa Fe beginning Saturday through Dec. 7. There will also be a lecture about the work at 1 p.m. Dec. 2 at the Museum of International Folk Art. The show is only going to New York City and Ashland, Ore.

Pottery is highly prized in Hungary, said Smith. There's

IF YOU GO

What: Hungarian Master Potters Show & Sale

When: Opening reception, 5:30-7:30 p.m. Saturday

Where: The Clay Angel, 125 Lincoln Ave., Santa Fe
How much: Free

a sophisticated jury system and the walls of a typical Hungarian house are lined with painted plates.

Included in the show is work by 12 potters who make everything from plates to stoves.

Some of the work is just like what your European grandmother set out on her knickknack shelf — blue-patterned white vases, jugs with blue flowers and yellow birds, plates with blue and green borders surrounding yellow flowers. But some is unlike anything you've seen before: dark green "women's plates" — with see-through lattice work by Zsilinszki Andras, black on black designs reminiscent of Santa Clara style by husband and wife, Kovats and Kovatsne Lazos, and stoves with metallic green and brown tiles by Rusoi Istvan.

"We're happy we're exhibiting in New Mexico," Smith said. "It's a place that really understands crafts and art."

Smith will talk about selecting and organizing the show from 1-2 p.m. Wednesday, Dec. 2, at the Museum of International Folk Art, 706 Camino Lejo, Santa Fe. Entrance by museum admission.

— Katheriac Saltzstein

Passatempo

THE SANTA FE NEW MEXICAN'S WEEKLY ARTS & ENTERTAINMENT MAGAZINE - NOV 20, 1992



Biro Annamaria is one of 12 featured artisans in the Hungarian Master Potters show and sale, opening with a reception from 5:30 to 7:30 p.m. Saturday at The Clay Angel, 125 Lincoln Ave.

21 Saturday

GALLERY OPENINGS

THE CLAY ANGEL — 125 Lincoln Ave.,
988-4800. *Hungarian Master Potters
Show & Sale*, traditional Hungarian
pottery. Opening reception 5:30-7:30
p.m. Lecture at the Museum of
International Folk Art from 1-2 p.m.
Wednesday.

SANTA FE / REGION

Hungarian pottery on sale in exhibit

By REBECCA ROYBAL
The New Mexican

An exhibit and sale of works by Hungarian master potters will be held Saturday through Dec. 7. at The Clay Angel, 125 Lincoln Ave.

The show is sponsored by Aid To Artisans, a nonprofit organization that promotes traditional handcrafts and assists artisan groups in marketing their goods.

Traditional folk art pottery of Hungary, including wedding bowls, decorative stove tiles, apothecary jars, fluted vases, platters and coffee and drink sets will be for sale.

The Clay Angel will sponsor an opening for the show on Sat-

urday from 5:30 p.m. to 7:30 p.m.

A lecture on Aid to Artisans is scheduled for 1 p.m. Wednesday, Dec. 2 at The Museum of International Folk Art, 706 Camino Lejo.

Clare Brett Smith, president of Aid to Artisans, will discuss the work of her organization and the process of selecting and organizing the Hungarian Master Potters Show.

Aid to Artisans officials have spent the past two years meeting Hungarian artists interested in bringing the traditional folk and decorative arts of Hungary to the United States. The exhibit also will travel to New York City and Ashland, Ore.



Photo courtesy Museum of International Folk Art

Szucs Imre, pictured, his wife Erzebet and young daughter Judit, work primarily in the Tiszafured style of Hungarian pottery.

Aid to Artisans was founded in 1976 and operates in 30 countries in Asia, Africa and Latin

America. The organization's goal is to help bring prosperity to impoverished villagers.

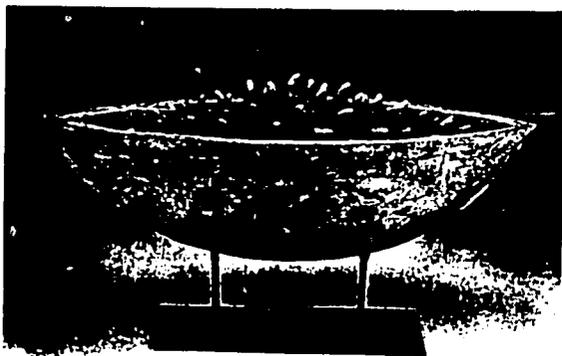
Up Front

Four artists received \$100 cash awards: Wan-Yi Lin, Sacramento; Andrew Martin, Sacramento; Jan Presley, Los Altos; and Don Santos, Burlingame. Santos was also the recipient of the Alpha Award—an additional \$100 donated by Alpha Ceramics of Sacramento.

Organic Abstractions

Abstract sculpture by Florida artists Diane Dawes and Michaela DiCosola was exhibited recently at the University of Miami's New Gallery. Both artists refer to and derive inspiration from organic forms and materials.

Dawes combines clay with plaster and cement to create works that reflect her interest in the processes of growth, living,



Michaela DiCosola's "Our Chosen Journey," 40 inches in length, low-fire clay and glazes on a steel base; at the University of Miami's New Gallery.

transformation and deterioration, often presenting contrasting concepts within the same form. For example, the surface of a form rising sharply into space to suggest growth may be heavily textured to indicate deterioration.

In turn, DiCosola draws upon the shapes of pods, insects and other biological forms for her visual language. But like nature's originals, her abstracted images can sometimes be both elegant and unsettling.

Michael Paul Wilcox

Full-scale ceramic replicas of common machines by Indiana artist Michael Paul Wilcox were among the works featured in a recent realism exhibition at the Clara Kott von Storch Gallery of Farrington-Keith Creative Arts Center in Dexter, Michigan.



Michael Paul Wilcox's "No Preservatives Added," 27 inches in height, assembled from about 160 handbuilt ceramic pieces; at Clara Kott von Storch Gallery, Dexter, Michigan.

Wilcox's sculptures are not simply superficial copies. Just like the real thing, each is assembled from constituent parts—all handbuilt from clay without the use of molds. "No Preservatives Added," a replica of an electric potter's wheel, required 160 separate ceramic pieces.

Hungarian Folk Pottery

"Magyar Keramica" (Hungarian Ceramics), a selection of works by 12 Hungarian folk potters, was on view through October 23 at Ceramica Gallery in New York City. The exhibition was arranged by Aid to Artisans (ATA), a nonprofit organization dedicated to promoting craft traditions while creating employment opportunities for disadvantaged artisans worldwide.

ATA spent two years researching the needs of Hungarian craftspeople. "Their problems are not technical but political and economic, hence our job is to help with export, and to teach them to respond to free market requirements."

All the potters featured in the New York show are strongly interested in tradition. They often use the Hungarian word *taplalkozik*, which translates as nourishment but can also mean the flow of tributaries into a river, to explain the incorporation of traditional styles and methods in their creative work.

As full-time potters, they see their work as truly integral to their lives; often their potteries are run as family businesses, with spouses, children or parents involved.



Busi Lajos' puzzle jug, approximately 10 inches in height, glazed earthenware; at Ceramica Gallery in New York City.

Other versions of "Magyar Keramica" will open at the Clay Angel galleries in Santa Fe, New Mexico; and Ashland, Oregon, on November 27.

Dutch Abstract Sculpture Show

Sculpture by Dutch ceramists Manja Hazenberg, Gera van der Leun, Gerda Maas and Beatrijs van Rheedeen was featured recently in "Abstract Compositions in Clay VI" at Galerie

Artisans Market Folk Art

BY KARYL MORRISON

Hungarians traditionally put Christmas gifts in boots, not stockings. But the American tradition of Christmas stockings has recently found a place in the folk art industry of Hungary. With the help of USAID-sponsored Aid to Artisans (ATA) design experts, Christmas stockings embroidered with patterns taken from Hungarian shepherd's cloaks now are being marketed successfully in the United States.

The success of this and numerous other ATA projects have helped stimulate the folk art industry that provides the continuity of tradition in Hungarian everyday life and also plays an integral role in the survival and growth of the country's tourist industry. For example, more than 10 million visitors are expected to attend the World Expo, hosted by Hungary in 1996, which also will celebrate 1100 years of conquest and settlement in the Carpathian basin.

But recent economic developments

that have taken place since the democratization of Eastern Europe began in 1989 now threaten that progress.

Forty years under communist authority left the Hungarian folk art industry in desperate need of modernization in product offerings, pricing strategy, distribution channels, promotion efforts and marketing know-how. According to a market analysis completed in 1992 by ATA, these problems now are further compounded by economic contraction. The analysis cited inflationary pressures, a recent decrease in tourism, a tight cash flow, a shakeout in the wholesale and retail arena and increased competition within the Hungarian folk art industry as the major causes for economic ills.

ATA is helping to address these concerns through export and promotion support and marketing education programs. Working with local cooperatives to increase exports by improving product design and increasing local production also stimulates the Hungarian market.

Market studies indicate that such efforts have had a significant impact on sev-

eral participating cooperatives and will continue to play a critical role in the economic growth of the Hungarian folk art industry and the economic success of Hungary as host of World Expo 1996.

Morrison is program assistant for USAID/Hungary.

Pendarvis

(continued from page 5)

which you can get immediate results," she says with a wry smile. "You can help people look at things positively, work things out and be fighters. It's scary—but it's amazing to know how much other people go through."

Pendarvis is pleased with the goals she's achieved but adds that as an African-American woman, she's had to work harder. "We're underrepresented: Of the 52 people in SES at USAID, I'm one of three minorities. In principle that disparity in representation is perhaps but a microcosm of the larger American scene. I don't see that changing in my lifetime without strong leadership, clear focus and dedication to the stated principles of democracy. The struggle is a grueling but necessary effort—necessary because prosperity and survival of our country depend on it.

"In large measure, equal employment opportunity is about the principles of fairness and justice—making the merit employment system work for all individuals."

Pendarvis approaches change as she's approached her career: logically, methodically and with a certain self-respect. "You can never do it all. If you try you'll hurt yourself and the program," she says. "Know when you've given your all and move on. I will give 200 percent and do what I can here."

On final pause and reflection, she states, "There's no question there has been progress in equal employment opportunity, but it is just as clear that much more can and must be done."

Joyce is a freelance writer based in Arlington, Va.



Left to right) Clare Smith, ATA president; Elbert Imre, Kaposvar Ceramics cooperative president; and Maria Mamlouk, USAID officer, observe a potter at work.



HUNGARY

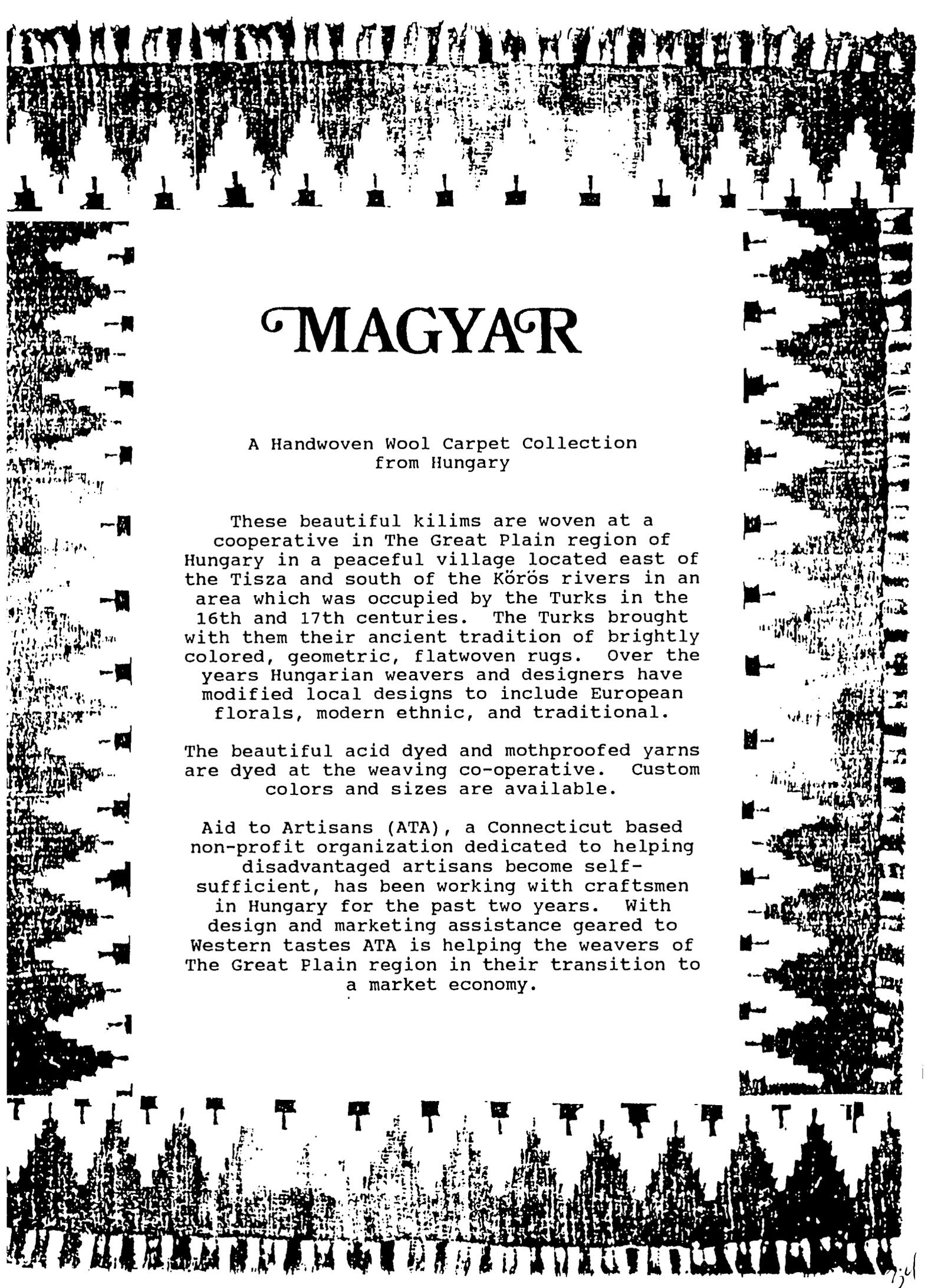
Aid to Artisans is a non profit organization dedicated to creating employment opportunities for artisans in developing or newly-emerging economies.



AID TO ARTISANS
FARMINGTON, CT

The design for this product has been adapted from Hungarian artifacts in stone, wood, fabric and paint. Aid to Artisans works with over 24 cooperatives and established craftsmen to preserve their rich folk art heritage. Talented artisans fashion ceramics, weavings, embroidery, felt applique and carpets into contemporary works, building viable businesses in a new free market system.

A product hangtag developed by AID TO ARTISANS for use with Hungarian artisan products.



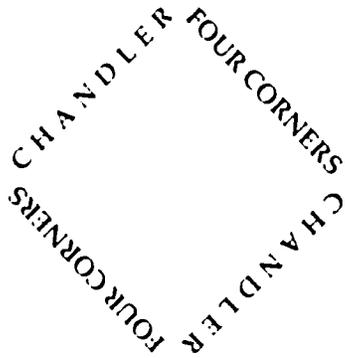
MAGYAR

A Handwoven Wool Carpet Collection
from Hungary

These beautiful kilims are woven at a cooperative in The Great Plain region of Hungary in a peaceful village located east of the Tisza and south of the Körös rivers in an area which was occupied by the Turks in the 16th and 17th centuries. The Turks brought with them their ancient tradition of brightly colored, geometric, flatwoven rugs. Over the years Hungarian weavers and designers have modified local designs to include European florals, modern ethnic, and traditional.

The beautiful acid dyed and mothproofed yarns are dyed at the weaving co-operative. Custom colors and sizes are available.

Aid to Artisans (ATA), a Connecticut based non-profit organization dedicated to helping disadvantaged artisans become self-sufficient, has been working with craftsmen in Hungary for the past two years. With design and marketing assistance geared to Western tastes ATA is helping the weavers of The Great Plain region in their transition to a market economy.



PRESENTING THE SARGENT COLLECTION OF
GOBELIN TAPESTRY PILLOWS

Greetings!

CHANDLER FOUR CORNERS discovers special decorative accessories for the home which celebrate the texture and themes of rural living. We're very pleased to introduce to you THE SARGENT COLLECTION of Gobelin Tapestry Pillows.

Susan Sargent is one of our nation's foremost tapestry artists. Her art depicts Medieval peasants engaged in the pastoral pursuits of gardening, fishing, and farming. Seventeen years of weaving has resulted in an impressive body of work displayed in galleries, museums, and private collections. Susan is one of only nine American weavers chosen to display in the International Tapestry Network exhibit currently touring the United States.

Sargent's tapestries are woven in the GOBELIN technique. This technique is also called the curved weft technique. It allows the artist to lay each color separately, and develop curved lines and rounded shapes. It is time consuming, but allows tremendous artistic scope. The Gobelin technique is not widely used among today's weavers, as it is unusually demanding of time and talent. It was our challenge to find weavers of a sufficient skill to produce THE SARGENT COLLECTION.

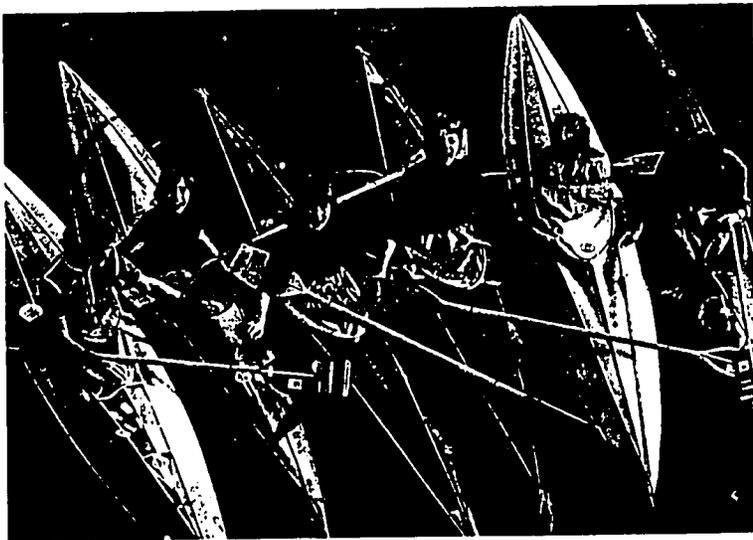
Aid to Artisans (ATA) is a voluntary, non-profit, organization whose principal purpose is to provide technical and financial assistance to disadvantaged artisans throughout the world, and to put them in touch with a market network. ATA introduced us to a small Hungarian weaving co-op three hours south of the Hungarian capital, Budapest. This co-op of 60 women struggles in a new world economy where only recently 300 weavers thrived in a centrally controlled economy. These women are experienced in Gobelin weaving. After training specialized technique with Susan, the co-op is now producing THE SARGENT COLLECTION.

When the tapestries arrive in the U.S. they are fabricated into luxurious zippered pillow covers backed in cotton velveteen and stuffed with down/feather insert. Then they're approved, signed, and numbered by Susan Sargent.

Susan's rich color choices are a lively, warm, and confident accent for any room. Her timeless themes will bring individual character to your decor. Each of Susan's designs is offered in a limited edition of 1000. We guarantee your enjoyment of THE SARGENT COLLECTION.

Yours truly, Henry Chandler
President CFC

ONE WORLD ONE CHILD



ARC INTERNATIONAL LTD

One World One Child, gift book

A stunning collection of over 100 full-color photographs that celebrate the universal experience of childhood, *One World One Child* is a lavish tapestry of images from around the world by internationally acclaimed photographers. ALL publisher's profits are donated to nonprofit agencies that are committed to enhancing the quality of life for children. The handsomely embossed, cloth-bound volume with gift box retails for \$40.00; SVN members receive a 10% discount. Shipping and handling—\$5.00 per book.

One World One People, gift book

An extraordinary compilation of vivid full-color images by world famous photographer Yoshiaki Nagashima. Photographs in this beautiful gift book are accompanied by inspiring essays on the human family. ALL publisher's profits are donated to nonprofit agencies that are committed to enhancing the quality of life for children. The large format book is available in hard cover for \$40 or soft cover for \$20.00; SVN members receive a 10% discount on hard cover edition. Shipping and handling—\$5.00 per book.

To order, call (800) 292-2272 with credit card information. Or, send your name, address, phone number and check to:

ARC International Ltd.
5445 DTC Parkway
Suite 720
Englewood, CO 80111

Be sure to mention SVN to receive your discount. Additional quantity discounts available.

AID TO ARTISANS

Aid To Artisans is a nonprofit organization dedicated to creating employment opportunities for disadvantaged artisan groups around the world. Through ATA's design and marketing support, a crucial link between the artisan groups and the U.S. marketplace is made possible.

Affiliated importers with Aid to Artisans provide an important link in bringing the products to the market. Therefore, when

placing an order please contact the representative importer directly.

Hungarian stocking

Hungarian heirloom Christmas stockings are made of white wool felt with a red hand-cut, hand-stitched overlay. These beautiful stockings are from the artisans of Debrecen, in the Great Plains Region of Hungary. 8" x 21"
Retail \$48.00
SVN member/affiliate discount \$40.75
Product code: STG-100Red on White Background

Please order through:

*Sandor Collection
14 Johnnycake Lane
New Hartford, CT 06087
(203) 379-5356*

Bangladesh Pillows

These enchanting pillows, with embroidered boat and fish motifs from Bangladesh, are another example of Aid To Artisans' efforts to revive the traditional art of Nakshi Kantha. These pillows are 18" x 18" and are available in an off white 100% cotton background with a choice of primary color stitching or natural, earth tone stitching.
Retail \$55.00
SVN member/affiliate discount \$46.95
Product code: NP-049 Natural background with Primary Color Stitching
NA-049 Natural background with Earth Tone Color Stitching

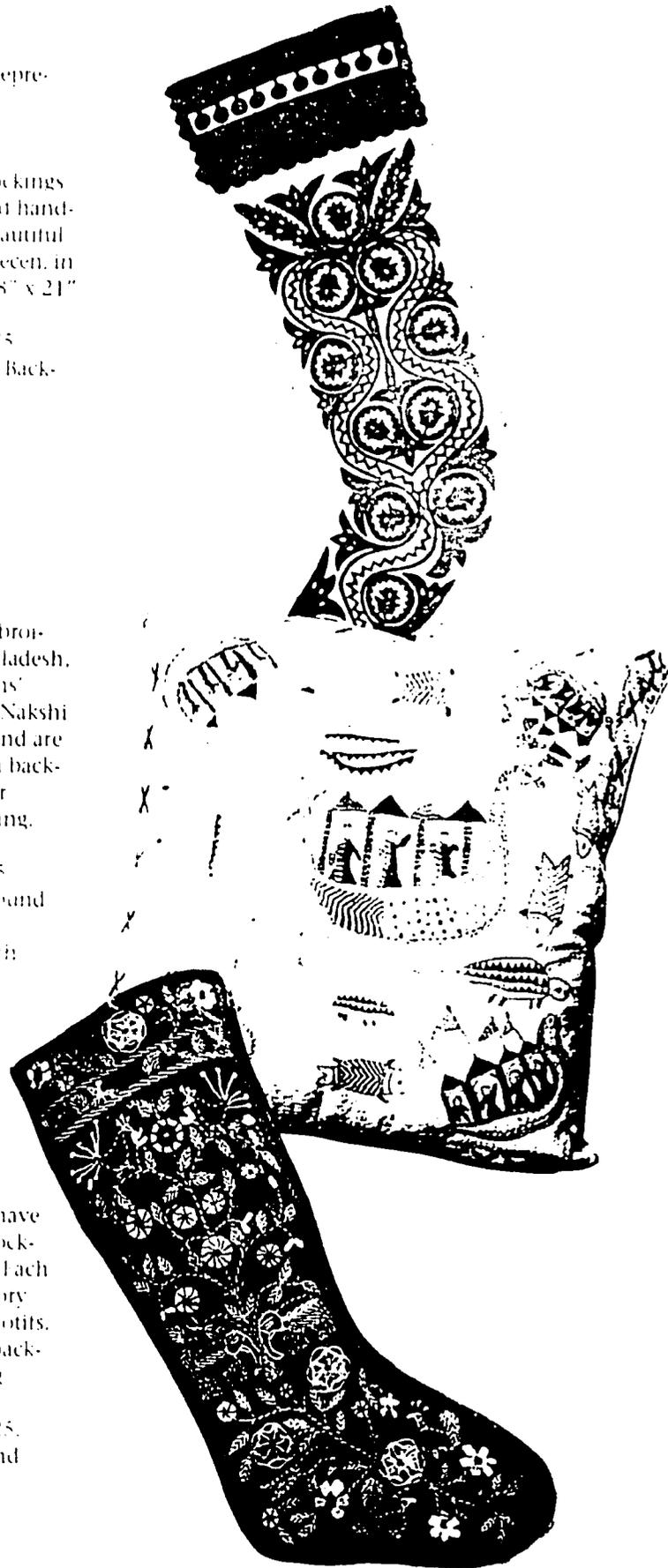
Please order through:

*Asian Sources
121 Alta Mesa Court
Moraga, CA 94556
(510) 376-6415*

Bangladesh stocking

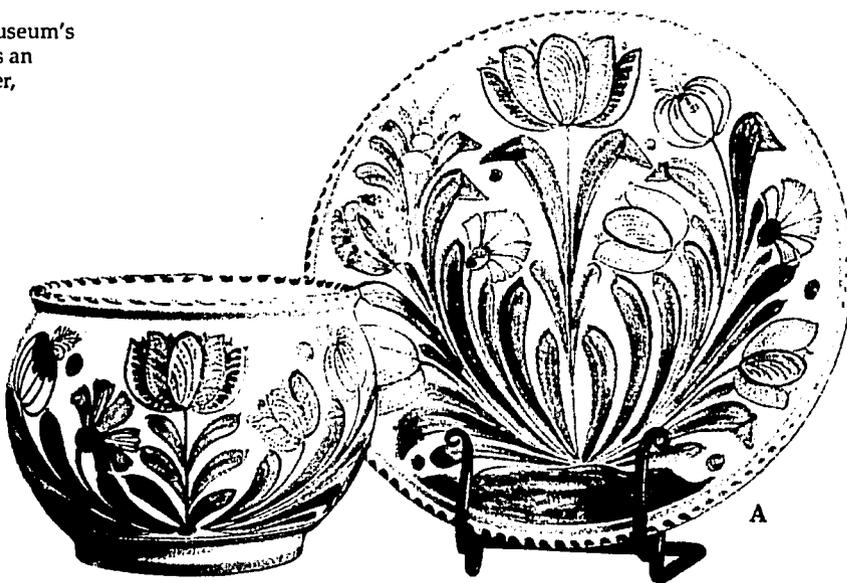
The women artisans of Bangladesh have hand embroidered these Christmas stockings in their Nakshi Kantha tradition. Each stocking is unique and tells its own story through the colorfully embroidered motifs. They are 20" long and come in a red background with primary colored stitching.
Retail \$25.00
SVN members/affiliate discount \$21.25
Product code: XS-01 RP Red Background with Primary stitching

Please order through:



A. DELFT TULIP CERAMICS. The Museum's European Decorative Arts collection includes an especially beautiful 17th-century delft charger, which inspired these lovely ceramics. Hand-painted by the skilled Hungarian artisans employed by *Aid to Artisans*, a not-for-profit organization devoted to keeping crafts alive worldwide.

- **TULIP CACHE POT.** 6" diameter, 5" tall. #50621 \$34.00 (*Members* \$30.60)
- **TULIP PLATE.** 11" diameter. #50622 \$36.00 (*Members* \$32.40)
- **PLATE STAND.** Wrought Iron. Made in USA. #50640. \$15.00 (*Members* \$13.50)
- **TULIP PLATE WITH STAND.** #50623-599 \$46.00 (*Members* \$41.40)



B. PORCELAIN GARDEN TOTE.

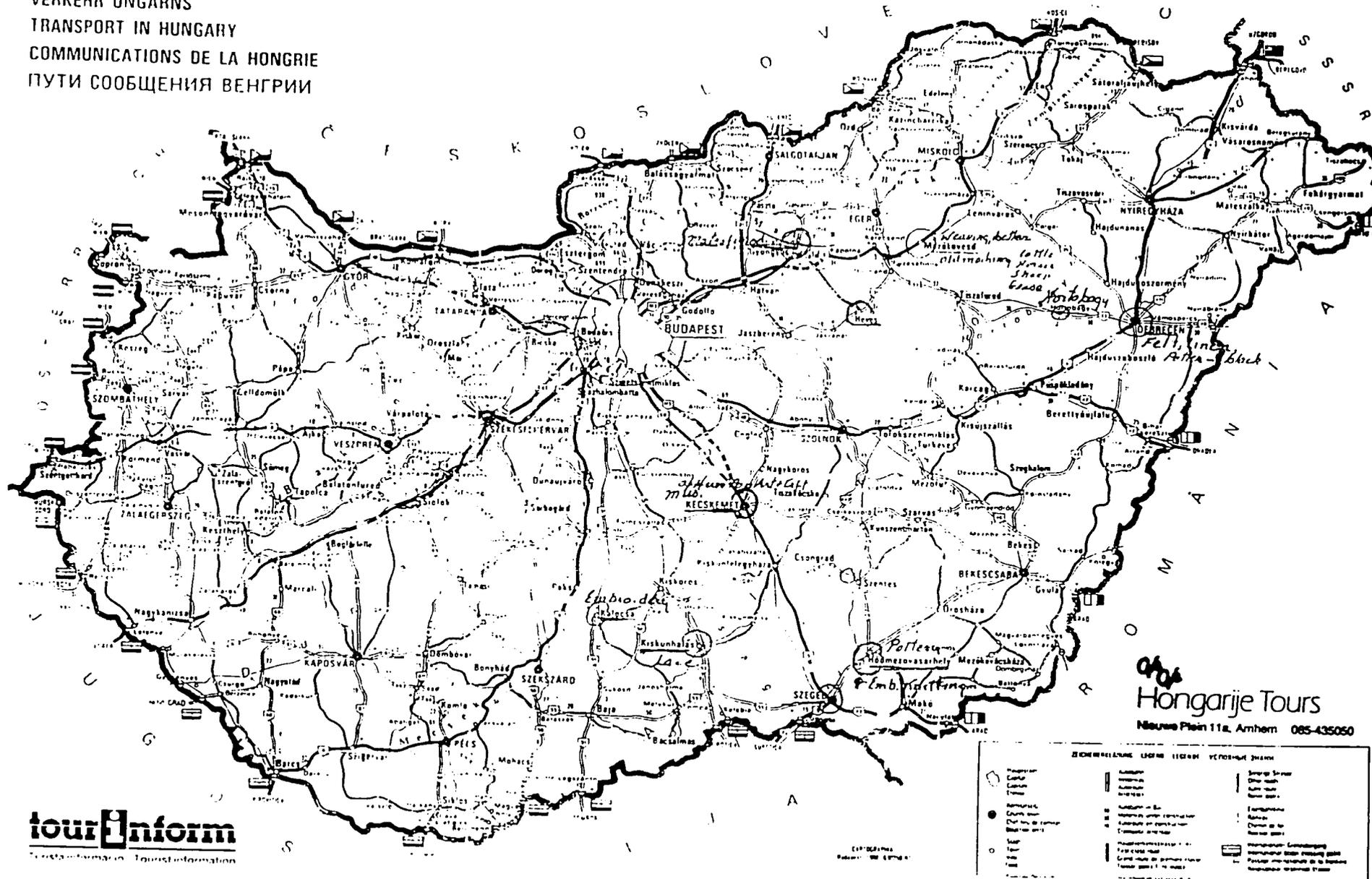
This playful design combines blossoms from an Asiatic garden with some of our finest blue and white porcelain. Printed on both sides. Washable poly/cotton. 16" x 14" x 4" with 18" handles. #40343 \$19.50 (*Members* \$17.55).

C. SHOE TOTE. A whimsical tote for anyone with a shoe fetish! Our colorful array of shoes is from the Elizabeth Day McCormick Collection in the Museum's Textile Department. McCormick, an avid collector of costume accessories, donated her vast holdings to the Museum in the 1940s. Washable poly/cotton. Printed on both sides. 14" x 16" x 4" with 18" handles. #40235 \$19.50 (*Members* \$17.55)

D. PEA POD GROCERY TOTE SET. Our exclusive 4-in-1 shopping bags display a garden full of pea pods! Based on a pattern in the Museum's Print Department, our sturdy canvas carryalls are larger than supermarket bags. Each bag measures 14" x 18" with a 6" gusset and 18" handles. Printed with waterbased inks, these bags are environmentally safe and very practical. Set of four bags all the same size. #40344 \$38.00 (*Members* \$34.20)



VERKEHR UNGARNS
 TRANSPORT IN HUNGARY
 COMMUNICATIONS DE LA HONGRIE
 ПУТИ СООБЩЕНИЯ ВЕНГРИИ



Hongarije Tours
 Nieuwe Plein 11a, Arnhem 085-435050

tourinform
 Tourist information

160

SPRING SALE (SEE PAGE 24)



MUSEUM OF FINE ARTS, BOSTON
GIFT CATALOG

holiday 1992

a portion of our proceeds is donated to groups making a better world

see order form



FATHER FROST

*Celebrate the season
with Dead Moon*

*Russia's
Santa Claus*

Bulk Rate
US Postage
PAID
Civil Dis.

XXXXXXXX CAR-RT SORT XX CR05

CODE: 6609

CLARE SMITH

DR CURRENT RESIDENT

80 MOUNTAIN SPRING RD

FARMINGTON, CT 06032-1613

Guaranteed! Christmas Delivery for Orders Received by December 12!

DRESSING

two catalogs in one-slip me over! \$2

The Daily Planet/
Russian Dressing
PO Box 1313
NYC 10013
(212) 807-7200

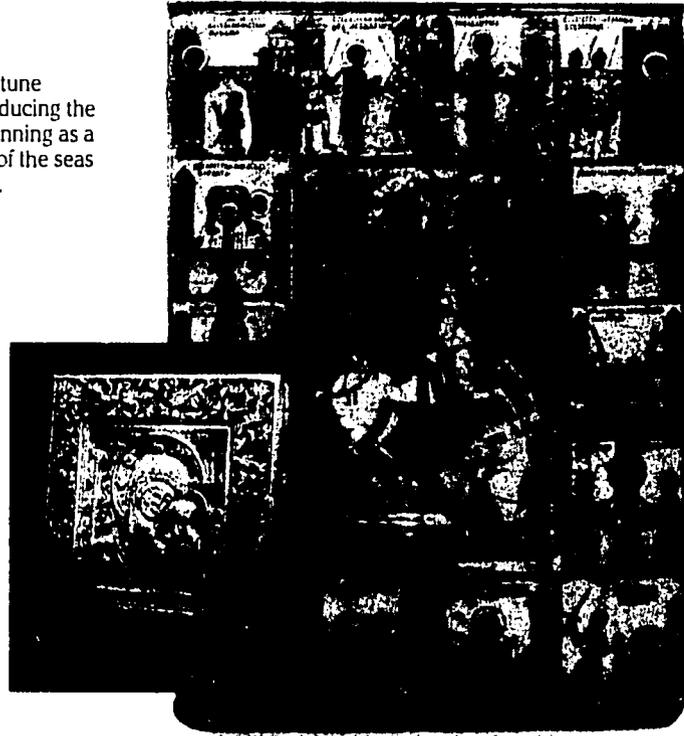
4

IRISH CAST LIMESTONE

Irish artist Kieran Forde hand cast this Neptune stonehead from limestone, faithfully reproducing the ancient original in a form that will look stunning as a garden or home accent. The ancient god of the seas is ready to hang on any wall. **#R591 \$43.**



Hand-Painted Virgin of Kazan Egg (includes stand). **#R642 \$36.**



TRADITIONAL RUSSIAN ICONS

Skilled Russian artisans have painstakingly revived the 14th century tradition of icon painting. This rich, lithographed St. George icon recreates the mood, colors, textures and even cracks and other effects of time reminiscent of the original masterpieces. The dramatic image of the dragon-slayer is surrounded by scenes of other saints' lives. Our silver plated Polish icon pays homage to the Virgin of Kazan. Ready to hang. **#R518 St. George (11" x 7"). \$94. #R618 Virgin of Kazan (5" x 6"). \$75.**

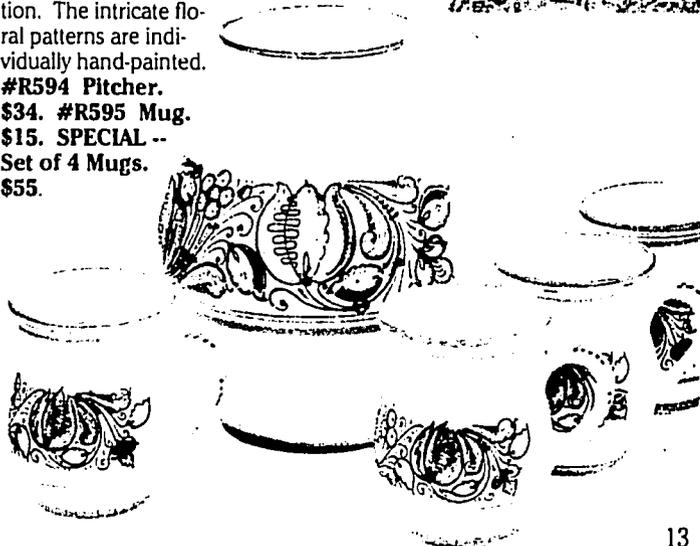
ANCIENT RUSSIAN IMAGES ►

This beautiful museum reproduction jewelry is a highlight of our collection. The Kremlin Sunburst earrings are adapted from a sword belonging to Ivan V. We love our pin of St. Basil's, whose ancient onion domes are still Moscow's most unforgettable symbol. **#R592 Sunburst. \$24. #S420 St. Basil's. \$17.**



NEW: HUNGARIAN CERAMIC WARE

Centuries of Hungarian craftsmen have created delicate, practical ceramics with the beautiful folk images of their land. For the first time ever, we have been able to import a small collection: our stunning hand-turned pitcher and mugs will highlight your collection. The intricate floral patterns are individually hand-painted. **#R594 Pitcher. \$34. #R595 Mug. \$15. SPECIAL -- Set of 4 Mugs. \$55.**



Holiday 1992

What on Earth

A Collection Of Fun Wear & Delightful Diversions



Make gift
giving easy this
year. Order by
Dec. 21st
for holiday
delivery.



Hungarian Ornaments

These precious ornaments are produced by the cut and sewn felt method made famous by Hungarian craftspeople. Handmade by artisans in various Hungarian villages. 5" H. Set of 2.

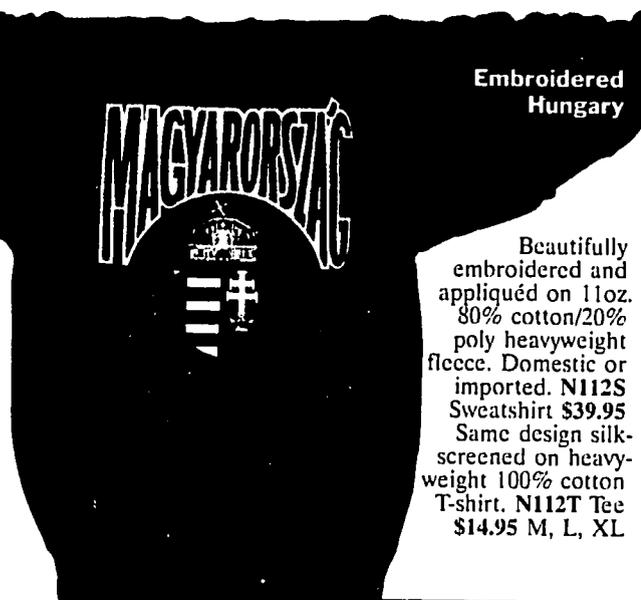
G1087 Hungarian Ornaments \$19.95

Invite The World Into Your Home

Experience the beauty and grandeur of the world's greatest countries and learn about their people, culture, and history with these dazzling videos. Perfect for travelers and would-be travelers of all ages. In glorious color, with narration and music. VHS. \$26.95 each

- G819 Discovering Ireland** (85 min.)
- G917 Czechoslovakia** (55 min.)
- G918 Great Cities Of Europe** (60 min.)
- G921 Hungary** (55 min.)
- G923 Poland** (55 min.)

Tees & Sweats
 Sizes: M, L, XL
 Tees: 100% cotton
 Sweats: 50/50 blend
 *XXL also available.
 Tee \$14.95
 Sweatshirt \$28.95



Embroidered Hungary

Beautifully embroidered and appliquéd on 11oz. 80% cotton/20% poly heavyweight flecce. Domestic or imported. **N112S** Sweatshirt \$39.95
 Same design silk-screened on heavy-weight 100% cotton T-shirt. **N112T** Tee \$14.95 M, L, XL



Ah! Rugulach The delicious, flaky, mouth-watering gourmet pastry of Eastern Europe and Middle East origin is an old-world taste sensation. The all-natural, bite-sized treats are freshly handmade with a sprinkling of aromatic cinnamon and generous amounts of crunchy walnuts rolled in a delicate cream cheese dough, baked until lightly browned. Kosher. 9 oz. gift package.
G1090 Rugulach \$9.95



Solidarność
 R344T Tee \$12.95
 R344S Sweatshirt \$22.95



Hungary For Love
 R262T Tee \$12.95
 R262S Sweatshirt \$22.95



Croatia
 N97T Tee \$12.95
 N97S Sweatshirt \$22.95



Lithuania Flag
 N72T Tee \$12.95
 N72S Sweatshirt \$22.95

44

