

Getting down to top class design

Tanya Waterworth

IMPROVING the quality of their materials was the focus of a workshop held at the Zululand Crafters' Association hosted by Dutch de-

signers on Thursday morning.

Praising the creativity and versatility of Zululand crafts, Rob Martens said he and partner Jenni Carbutt (who hails originally from

the Cape), have seen a steady increase in demand for African beadwork and other crafts in Europe.

Selling primarily at the world music festivals and arts and crafts markets

across the Netherlands and Belgium, Martens said the key to success lay in consistent high quality of work.

'For good sales, the quality and durability of the beadwork products are very im-

portant and ensuring high quality is definitely a way to keep the Zululand crafters ahead of competitors.

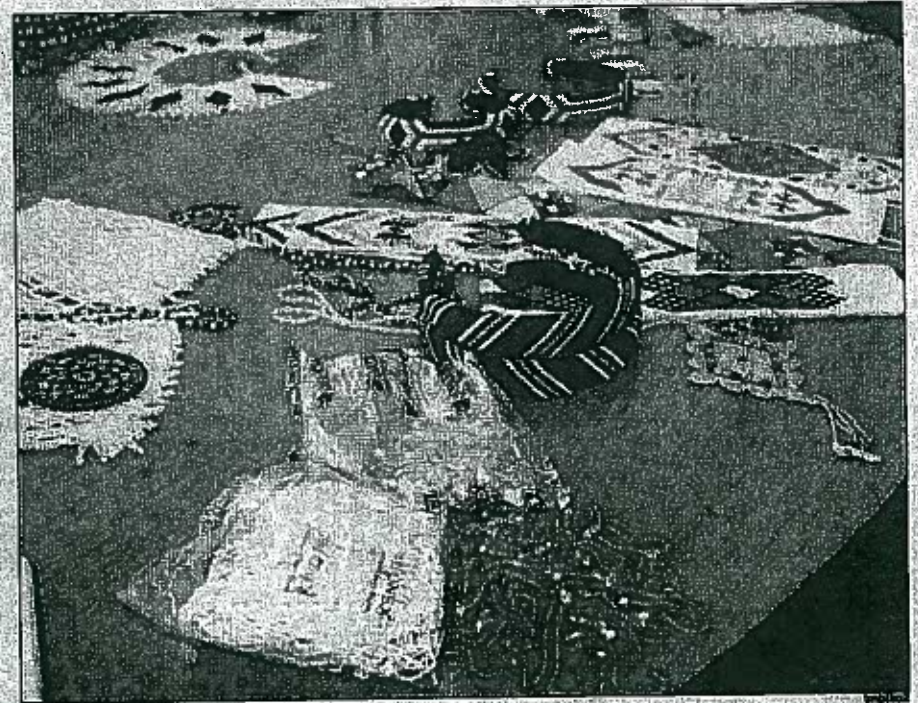
'We have also been advising the crafters on the colours that work well on

pale skin and which are popular in Europe,' said Martens.

Representatives from the Department of Arts, Culture and Tourism also attended the workshop.



Trying on a beaded tie for the first time are Amsterdam visitors - Jenni Carbutt and Rob Martens, pictured with Kushu Dlamini - ZCA Co-Ordinator, Mbiko Nkosi - uThungulu District, Bongumusa Mpungose - General Manager (Regional Office), Department of Arts, Culture and Tourism and Thandi Sokhela - District Manager, Department of Arts, Culture and Tourism



Zululand bead products are gaining popularity in Europe