

Press kit: Biji-arts.net

Biji
living arts

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WHAT'S NEW!

print page

Experience beauty everyday, living with traditional art.

Browse...

Have a look at our gallery of extraordinary textiles, produced using the highest standards of traditional techniques and artistic vision.

Learn...

The word *biji* means *seed* in Indonesian. It symbolizes our dedication to sustain the artists and communities that produce these wondrous works of art.

Buy...

Complete the *virtuous circle*! Purchase a unique work of living art. You will enrich your surroundings and keep these traditions alive and flourishing.

Featured section: Take a tour of our wall hangings and other pieces suitable for interior decoration in "decorative"...

Did you know? That many of our items are interwoven with gold-wrapped threads? Learn more about this subject...

Special offer of the month : 20% off of this rare antique ceremonial women's skirt with extraordinary beadwork.

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Biji-arts.net launches an online gallery and store of exquisite Asian textiles to sustain traditional arts.

Using the power of the Internet to reach millions of people, Biji-arts.net hopes to support the artisans whose living arts are threatened with extinction by exposing their extraordinary work to new markets all around the world.

(Bali, Indonesia). July, 2004 -- Biji-arts.net is a project that aims to expose more people to the beauty and cultural richness to be found in traditional Asian textiles, with a particular focus on Bali, Sumatra and Java as a first step.

In a world that usually favors cheaper prices and mass-produced goods, the economic pressures are mounting to drive these traditional arts into extinction.

"We are trying to build a fair and healthy economic relationship between the producers of these wondrous materials and those who will appreciate them enough to purchase them", says Maurizio Rosenberg Colorni, the founder of the project.

Most of these fabrics were originally made to be used in the rites and ceremonies of traditional cultures, as well as for clothing and for everyday use.

One can find cottons and silks, both hand-woven and hand-printed, in the online catalog and all of them are, by definition, one of a kind. Some pieces are decorated with gold or silver-wrapped threads and many are colored with natural dyes using skills that go back many hundreds of years.

"It may be hard for us to imagine, but some of these pieces can take a year or more to be produced. The yarn is dyed in a specific pattern, air-dried, and then dyed successive times over a period of months before being painstakingly woven on a hand loom to obtain these gorgeous colors and patterns," continued Rosenberg Colorni.

Buyers of these works of living art will appreciate and enjoy the beauty and energy that these pieces will bring into their everyday lives. At the same time they are helping to sustain these artists and their communities so that they can continue to adorn the world with these remarkably powerful examples of their cultural traditions.

Visit www.biji-arts.net and see for yourself.

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