



*The
Hinabi Project*

MEDIA KIT

The Hinabi Project

profile

The Hinabi Project (THP) is a 501(c)(3) San Francisco-based nonprofit organization. It aims to sustain and preserve the rich tradition of Philippine natural fiber weavings, textiles, and related crafts.

THP engaged in several activities to accomplish these aims:

Created channels to educate and market products produced by master weavers and artisans to promote, discover, or rediscover the rich textile heritage of the Philippines and worked collaboratively with weavers;

Curated exhibits in well-respected Art and Event venues showcase both traditional and modern applications of the craft by the families of weavers, embroiderers, and designers.

Organized pop-up trunk sales concurrent with exhibits to increase sales of artisan products from Philippine partners

Channeled economic support flows from patrons and donors to Filipino artisans through commissioned works for the exhibits

about us

\$18,000 worth of commissioned work since 2015 to augment incomes of 35 artisan families | Sold \$20,000 worth of craft work in 2017 and 2018 | Experienced exhibit traffic in San Francisco of estimated 5,000 or more visitors since 2015. | Curated mobile exhibits in Grand Central Station New York City, Philippine Consulate General in New York, and Baguio City Country Club, Philippines.

our record

“Eye opening wonder!”

“Thank you for expanding my knowledge of our culture!”

“It’s so wonderful to learn that this place exists!”

“Love this! Hope it opens long!”

comments

. The Hinabi Project was founded in 2014, THP was inspired by fashion designer, author, Fashion Institute of Technology (NY) alumni Anthony Cruz Legarda and friends: Edwin Lozada, poet, author, and teacher; Maya Ong Escudero, educator, philanthropist; Michael Gonzalez, historian, anthropologist, and educator. They banded together to launch its inaugural exhibit in 2015. Pooling their resources together, Anthony Cruz Legarda designed Piña panels woven and embroidered by master artisans in Kalibo, Aklan and Lumban, Laguna provinces.

In 2015, THP held *The Art of the Piña: An Enduring Philippine Fabric* educational exhibit at the San Francisco Asian Art Museum. Hundreds of San Francisco residents visited the exhibition on its first day. It was the first textile exhibit in so many years. Encouraged by its success, THP launched two successive shows in San Francisco at the Historic Mills Building on Montgomery Street in the San Francisco Financial District.

Weaving from abaca fiber (a banana species known as *musa textilis*) is an even more indigenous weaving tradition going as far back as the 12th century. These traditions continue in Mindanao but face the typical problems of decreasing tribal lands, climate change, and unsettling peace-and-order conditions.

With venue and installation donated by ArtSource in 2017, The Hinabi Project exhibited *Weaving Peace and Dreams: Textile Arts of Mindanao*, a collection of commissioned abaca textile panels by master weavers from the Mindanao ethnolinguistic communities of Mandaya, Tboli, Bagobo, Blaan, Higanon, and Yakan who are known for ikat weaving (dye-resist technique). Silk/cotton weaves from Tausug, Maranao, and Yakan from the Muslim south were also exhibited.

Following the first two highly successful exhibits, in 2018, THP launched *Mountain Spirits: Textile Arts of the Cordilleras and Ilokos*, a collection of commissioned native cotton textile panels and clothing from the Cordillera region and the Ilokos provinces. These two exhibitions were augmented by the performances by Dayaw, the music and dance entourage of the National Commission for Arts and Culture that added cultural context and authenticity to the textile works on display.

THP made preparations to hold a festival of Philippine textiles in 2019 but was derailed by the COVID pandemic. On July 25, 2022, THP announced its presence as a cultural organization in the SOMA Pilipinas cultural heritage district with a Piña textile exhibition and retrospective couture show of Anthony Cruz Legarda at the San Francisco Filipino Cultural Center. THP is now housed in the heart of a culturally resurgent Filipino-American district. Supported by SOMA Pilipinas and Kultivate Labs organizations, The Hinabi Project looks forward to making the San Francisco Filipino Cultural Center its "home." It is a place to extend the gift to San Francisco communities of the appreciation and enjoyment of Philippine natural fiber textile art and craft.

our history

how to help

There is an urgent need to continue our work.. The pandemic not only disrupted normal life. It also widened the fissures that was always present in vagaries of Philippine rural life; Our master weavers and artisans are an aging generation. Not many young people are interested in weaving work that cannot compete with easy cash and the comforts of urban life.

With your support, we can continue to augment our weaver's income with new commissioned works, attract new designers, and develop new markets, specially international ones. An influx of donations will encourage master weavers to entice and train young weavers into their craft.

Additionally, your donation wil help future research on how to mitigate the effects of climate change in the areas where fiber plants are sourced. Frequent storms and droughts are now a common feature in the Visayas and Mindanao where these fibers are grown. In addition, declining acreage due to expanding commercial agriculture threaten fiber plant agriculture.

Your donations are essential to meet these challenges. Please visit our donate page for instructions on how you may help. Thank you for your support.

The Hinabi Project Executive Team

www.thehinabiproject.org

