Empowering Rural Women in the Jordan Valley: a project linking textile production and development

Valentina Gamba, UNESCO Amman Office, Culture Sector

Traditional Textile Craft
An Intangible Cultural Heritage?

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Aim of the Project

Provide the women of Ghor el Safi with new income-generating opportunities and contribute to the sustainable development of the area
The project

- Area: Ghor el Safi
- Beneficiary: Ghor el Safi Women Association
- Duration: 30 months
- Funded by Drosos Foundation

drosos (...)

Safi Crafts

- Since 1999, activity started with the support of the American Based artist Jean Bradbury
- Need to improve quality and marketing
- Need to improve management capacities
What is unique of Safi Crafts?

- Unique handmade creations, showing daily life in Safi and Jordan, with naïve depictions of women and children, images of daily life and local heritage
- Each piece is hand produced and hand dyed by the women of Ghor el Safi
How is this project going to support the women of Ghor el Safi?

- Improving quality of the products and developing new designs
- Improving marketing and promotion
- Improving management capacities
- Introducing new natural dyes
Introducing new natural dyes

- Currently using natural dyes, mainly using mud, tea and iron
- Survey of dye plants in the area of Ghor el Safi
- Experimenting the dyes
- Piloting indigo cultivation
Piloting a cultivation of indigo

- Historical and archaeological evidence (expert in archaeology)
- Research study and development of an experimental design (expert in agronomy)
- Set up cultivation
- Involvement of the women and the local community
- Development of a manual
Until today in Oman…
Challenges

• Market in Jordan
  > market study

• Sustainability
  > involvement of the women and the local community;
  > capacity development
  > synergies
Thank you and see you on Saturday!