



# ThaiCraft News

13<sup>TH</sup> JUNE 2009 *The Art Of Self-Reliance*

THAICRAFT FAIRS  
MID-YEAR SEASON

NEXT FAIRS at New Location  
At JASMINE CITY !!

Saturday  
July 11th 10am-2pm

Saturday  
August 8th 10am-2pm

Saturday  
August 29th 10am-2pm

Saturday  
September 19th 10 am—2pm

All Fairs at Jasmine City Building  
3rd fl. above  
California Wow Fitness  
2 Sukhumvit Soi 23, Bangkok  
Skytrain: BTS: Asok Station (exit 3)

Subway: MRT: Sukhumvit Station (exit 2)

For places & dates, always check:  
[www.thaicraft.org](http://www.thaicraft.org)

There's a ThaiCraft Fair every month!

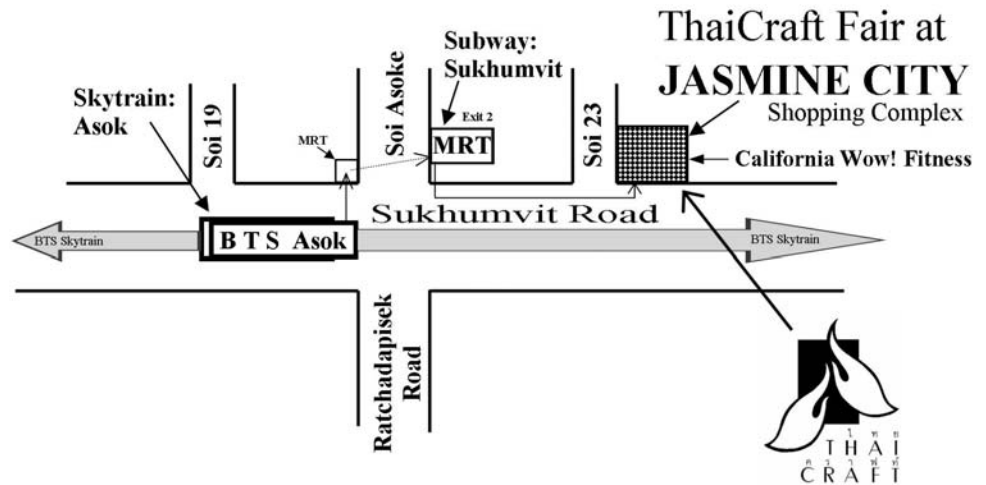
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& PHU PHIANG CO. LTD.

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**WE'RE MOVING !!!!!**  
**TO THE JASMINE CITY**  
**BUILDING @ ENTRANCE TO**  
**SUKHUMVIT SOI 23**  
*(3RD FLOOR - ABOVE CALIFORNIA WOW! FITNESS)*

FROM next Fair: Saturday, 11th JULY 2009

After about 80 Fairs in 6 years at the Ambassador Hotel, we are moving the regular ThaiCraft Fair to this convenient new location a little way down Sukhumvit Road, where more space will offer you more choice of products and activities.



## Khon Lek Lek: Remarkable People Behind the Crafts Episode III: Helping Hands



If you arrive when ThaiCraft Fairs open, you will see a long queue of excited people rush in straight to the Hot Chilli Concepts group - to get supplies of special spa soaps before they run out of stock! The story behind these quality products starts with **Kerry and David Verkade**, who arrived in Bangkok from New Zealand some 12 years ago and have, since then, lived and worked in one of Bangkok's smaller slum communities. Among the many activities they initiated is a women's income generation project called **Hot Chilli Concepts** which, with Kerry's design input, continues to make high-quality boxes and other paper products. When some children expressed interest in touring New Zealand as a classical Thai dance group, David & Kerry helped them make soap products to sell at ThaiCraft Fairs to raise the necessary money. Some of the parents developed this product idea further and, packaged in handmade paper boxes, the **Yonjai Spa** products were born and **became a best-selling range at**

**ThaiCraft Fairs**. The income derived from this project has truly been a blessing for the women. In April 2004, the whole slum was burned down in a couple of hours and, while mercifully no-one was injured, around 500 people were made homeless, needing to find the means to rent accommodation. Only very recently have most people been properly re-housed within the community - but they still face rent which many find impossible to pay unless they have a steady income. Through times of community break-up and now reunited, Kerry and David have worked tirelessly as equal partners with the Hot Chilli women who, with these helping hands, have acquired real self-reliance for themselves and their families.



## Have you joined our new membership scheme for all our customers?

Many people ask us how they can help our village artisans more. They also ask us for information on producers, their culture and their products. **ThaiCraft Friendship** will arrange activities to assist producers and also to offer you extra benefits and promotions. **We will**

- ◆ **communicate to you about our upcoming fairs & events**
- ◆ **arrange activities about ThaiCraft, our producers and Fair Trade**
- ◆ **organise sales benefits and promotions later for your benefit**

You can register as a ThaiCraft Friend by completing a simple form. This will help us to provide you a better service as well as to increase our promotion effectiveness.

**Don't forget to record your purchase totals with the cashier or nearby Friendship Club desk.**

**If you have agreed, your member code is the same as your mobile telephone number.**

**Please Join today** to support ThaiCraft artisans and Fair Trade! Like all best things in life, **it's Free!!**

### Dear Friends,

ThaiCraft is looking for

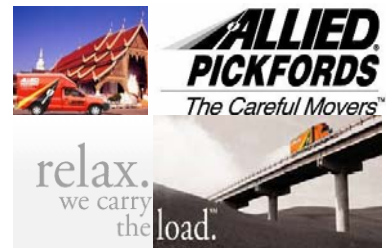
- ◆ Coordinator for ThaiCraft Fair Volunteers
- ◆ Volunteer Advisors for Producers!!
- ◆ Eng-Jap volunteer for ThaiCraft Friendship Program ( 1 day helper at ThaiCraft Fair)



A chance to obtain a real ThaiCraft experience: assisting village artisans to achieve self reliance.

Please find details about these great volunteer opportunities at [www.thaicraft.org](http://www.thaicraft.org) or **Contact Khun Peach 02-676-0636#233** or [volunteers@thaicraft.org](mailto:volunteers@thaicraft.org)

Special thanks to our sponsors!



Safely storing & transporting our village crafts

Email: [info@alliedpickfordsthailand.com](mailto:info@alliedpickfordsthailand.com)  
Tel: 02 361 3961 (please refer ThaiCraft)



## THAICRAFT TOURS...

*ThaiCraft & Phu Phiang invite you to join our much acclaimed...*

**"Meet the People Tours"** You can experience fascinating local life, observe traditional crafts being made and see how **Fair Trade** can make a real difference to village artisans.

### Let us be your guide to the Real Thailand!!

Our speciality is **tailor-made Craft and Cultural Tours**

To learn more about Craft & Culture tours please visit the Fair information desk or contact

Khun Rosalind by email:

[rosalind@phuphiang.com](mailto:rosalind@phuphiang.com)

or Tel: 02 676 0636 ext.130 (if no reply, dial 0)

Fax: 02 286 0675

[www.phuphiang.com](http://www.phuphiang.com) (new look website!)

(Phu Phiang Co. Ltd. is a part of ThaiCraft

and is registered with Tourism Authority of Thailand, TAT)

"This has been a wonderful experience for me. I have seen Thailand - the country, the villages, and their people - in a unique way. I feel privileged to have met the Thai people and



Member of



THAICRAFT  
FAIRS  
AIM TO:

- ◆ Present a **wide variety of high-quality, attractive hand-made craft products**, traditional & modern, direct from village artisans in all parts of Thailand
- ◆ Offer **fixed prices** that are reasonable for customers as well as providing **fair wages** to producers
- ◆ Enable small village-run groups to develop and flourish as well as to **achieve Self-Reliance** through Fair & Ethical Trade practices