

# selvedge THE FABRIC OF YOUR LIFE



## **A unique event to celebrate textile makers from around the world**

*31 August – 5 September 2021, [Selvedge.com](https://selvedge.com), Zoom and IGTV*

[\*View trailer\*](#)

*London, July 2021:* The [Selvedge World Fair](#), created by independent magazine Selvedge, will take place online from 31 August – 5 September 2021. The six-day virtual event, a celebration of cloth, culture and creativity, will present the work of 150 master artisans, bringing together varied — and in some cases endangered — textile traditions from 80 countries. It is the only event on the arts calendar dedicated to championing the skills of textile makers and artisans, 100 of whom are new to the fair this year.

Visitors will be able to buy handmade fabric, fashion, homewares and other treasures from across the globe, take part in online workshops delivered by master craftspeople, join international talks on textile-related themes and be part of a vibrant community of textile lovers.

### *Around the world in 24 hours*

Highlights of the 2021 fair include our Artisan Exposition — a 24-hour programme of talks, Q&As, film screenings, artisan interviews, studio visits which will be live-streamed from New Zealand, Hong Kong, Egypt, India, Azerbaijan, England, Mexico, and Canada. Listen to experts share their textile knowledge as the virtual microphone is passed from country to country throughout the day. Each satellite host will curate a two hour slot that explores the indigenous textiles produced in that region through talks, Q&A sessions, artisan interviews, studio visits and film screenings.

After a jam-packed Saturday, participants can relax and enjoy our 'slow TV' event; 24 hours of live-streamed content from the Centre for Traditional Textiles in Cusco, Peru on Sunday 5 September, to allow participants an insight into the day to day activities of the artisans.

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*Buy direct from designers and makers*

The fair is a chance to buy direct from sustainable designers and makers of fashion, fabric and homewares in our preview shopping day for ticket holders (31 August). Artisans taking part include: Nilda Callañaupa (Peru), a master indigenous Quechua artist who spins, weaves and knits in traditional styles, as well as being director and president of Peru's most influential textile organisation; master Zulu basket weaver Angeline Bonisiwe Masuku (South Africa) whose rhythmic and playful designs are helping to create a new contemporary African idiom; Jerry Neil Hale (United States), the only producer of Acadian Brown Cotton (ABC) and Acadian Brown Cotton textiles in the world, who works to preserve the heritage seeds and fibres of the crop and regenerate local ABC production in Louisiana; Muhayo Alieva (Uzbekistan), founder of brand Bibi Hanum which is presenting a collection made by Uzbekistan's most skilled artisans who employ techniques of hand-tied, resist-dyed ikat and suzani stitch work; and Eszter Révész (Hungary) of Dreaming Threads who designs and makes handwoven rugs and wall-hangings that combine Hungarian folk motifs with contemporary design and exciting

*Learn endangered skills in unique workshops*

The [virtual workshops](#) include something for all craft and textile lovers. From surface design to knitting with hand-spun yak wool, they are a rare opportunity to learn skills from master artisans. For example, learn back strap weaving with Concepcion Pooou Coy Tharin (Guatemala and the US), embroider stories on canvas with Karen Fullalove (UK), and learn the art of woodblock printing from Toy and Joy Singh (India).

*A celebration of cloth, culture and creativity*

Polly Leonard, Selvedge's founder and editor said: "The Selvedge World Fair will be a joyful event for textile lovers. A chance to explore, to learn and to support businesses that enrich our lives. Uniquely, we will show the work of makers from 80 countries on the same platform. Willow baskets from England next to block printed cotton from India next to traditional folk blouses from Romania."

"We are surrounded by textiles, but in mainstream culture they are undervalued and underappreciated. From fast fashion to the destructive ubiquity of cotton, we don't think enough about cloth. The Selvedge World Fair aims to be an antidote."

Polly Leonard launched Selvedge magazine from her kitchen table in 2004 with the aim of making a publication as beautiful as the textiles it featured. 17 years later, Selvedge is the most influential textile magazine in the world, helping makers reach an international audience of enthusiasts.

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More information and tickets: [www.selvedge.org](http://www.selvedge.org). Tickets cost £25 for Selvedge magazine subscribers and £50 for general admission. Workshops are priced separately.

All presentations will be recorded and available to ticket holders after the event.

Follow the Selvedge World Fair using #selvedgeworldfair

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## **Further information**

To arrange interviews with Polly Leonard, Selvedge editor, and artisan exhibitors, contact Eleanor Humphrey at [blog@selvedge.org](mailto:blog@selvedge.org).

Images are available to [download here](#).

View our trailer here: <https://vimeo.com/580289952>