



# Tanzania Maasai Women Art

Not just jewellery

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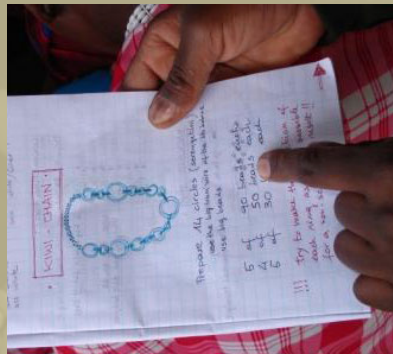
## FROM DESTRUCTION TO PRODUCTION... THE BUSINESS OF STYLE

Like every year since THE beginning of the project, our designer Francesca Torri Soldini has come to TZ with the designs to propose for the new TMWA collection 2010. To have Francesca with us is a pleasure not only because of her jewellery making skills but because she is such a beautiful person !



The new models are the result of the combination and creativity of Francesca and her students at the European Design Institute in Milan.

Young talents from all over the world have participated into a workshop led by Francesca and have created what they feel and see as an innovative and evolutionary Maasai jewellery design.



As usual Francesca has made sure that the production technique and the materials used remain the traditional Maasai ones. We think it is very important to help Maasai Women to improve their living conditions through the implementation of their traditional skills.

Francesca has been warmly welcomed again by the Maasai women who were really excited and eager to learn new designs. It was

actually very touching to watch the expression on their faces which showed happiness, curiosity, amazement and concentration. Of course jokes and a lot of laughing were not missing and the special sense of humour that characterizes them was constantly present as usual during the whole training process.



It has been really fun and wonderful to be able to be part of the whole process !

The selection of the models to be put in the next TMWA 2010 collection has not been easy. All the proposed designs are so beautiful and we would have loved to include them all but they are too many.....so some



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models will have to be saved for the next year.....

## THE MAGAZINE 'BRIGIT' PHOTOGRAPHS MKURU WOMEN

In the first week of November we had the exciting opportunity to be part of a fashion photo shooting for the well known German magazine "Brigit".



The whole event has been a lot of fun for us and the Maasai Women in Mkuru. We selected as a model one very beautiful Maasai

girl from the Emuosoi Maasai girls centre in Arusha as we did not want to impose anything on to the women in Mkuru. At the beginning the women of the group were pretty sceptical and a bit intimidated but as soon as they saw the first shooting action taking place they got involved and agreed to be photographed wearing some of the western style dresses combined with their traditional "shuka"...and the result has been fantastic !



I have to admit that the women were standing in front of the camera with an amazing and natural elegance and one would have thought they had been doing this for ages. This unusual event has maybe helped the women to forget for a few moments the strenuous period of this terrible drought !

The article with the story of TMWA and the photos will be published in 'Brigit' in spring next year.

## ARUSHA CHRISTMAS FAIR

This year we participated once again in the Arusha Christmas Fair and shared a stall with Sanjan Photography. If you missed the Fair you can visit our shop for another opportunity to buy some different Xmas gifts.

Our website has a new look, check it out on [www.tanzaniamaasaiwomart.com](http://www.tanzaniamaasaiwomart.com).