

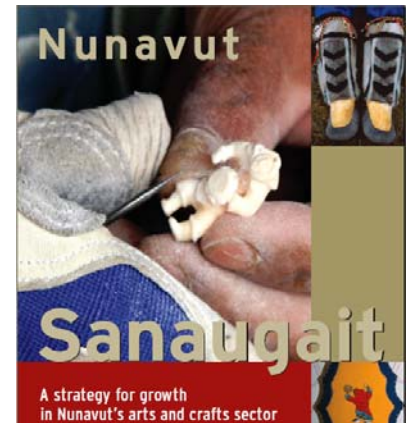
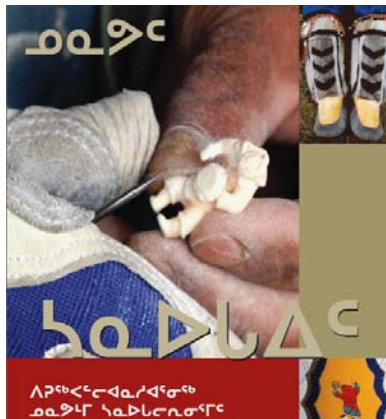
Sanaugait

A strategy for growth in Nunavut's arts and crafts sector



Sanaugait

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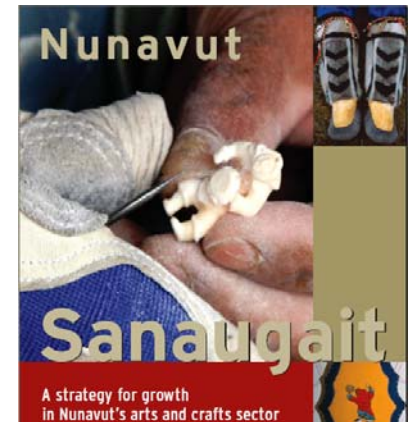
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Sanaugait ᐱᓐᐱᓐᐱᓐᐱᓐ – Background ᐱᓐᐱᓐᐱᓐᐱᓐ

The GN support to the sector will be increased through:

- Increasing staff in EDT's Community Economic Development Division (CED) devoted to the sector;
- EDT's Community Operations building a stronger local presence and providing greater funding to artists under the Small Business Program;
- Hiring consultants to undertake initiatives in support of the goals and actions identified in *Sanaugait*; and
- Funding to third- party agencies at the territorial, regional and local level. These include Nunavut Arts and Crafts Association (NACA), joint ventures with Nunavut Development Corporation (NDC) and local not- for -profit organizations that work with artists, develop artist's skills, or market and promote Nunavut arts.





Goal 2 ᑕᑦᑎᑦᑎᑦᑎᑦ 2

Maximize artist's profits through participation in the value added chain.

ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ

Increase the participation of artists in all aspects of the value added chain.

ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ

Increase direct marketing.

ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ

Provide artists with basic business training aftercare.

ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ ᐃᑦᑎᑦᑎᑦᑎᑦᑎᑦ





Goal 6

ᑕᑦᑎᑦᑎᑦ 6



Provide current and accurate information about the arts sector
ᐃᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ

Promote recognition of Nunavut's artists.
ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ

Improve access to information for artists about the arts as an economic sector.

ᐃᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ

Collect economic data on Nunavut's arts sector.
ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ ᑕᑦᑎᑦᑎᑦ



Fakelore

- Fakelore is inauthentic, manufactured folklore presented as if it were genuinely traditional.

ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ, ᐃᓂᐅᓐ
ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ

- Mass produced reproductions using ceramics and resin compounds.

ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ

- Very low price points (\$2.99 to \$49.99)

ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ (ᐱᓕᓕᓂᐅᓐᓂᓐ \$2.99ᐱᓕᓂᐅᓐᓂᓐ \$49.99ᐱᓕᓂᐅᓐᓂᓐ)

- Undermine the market for authentic Inuit art.

ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐᓂᓐ, ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ
ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐᓂᓐ



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The Nunavut Brand

·A Nunavut brand would better reflect the direction that contemporary Inuit art is going in. Artists are creating works that speak to their present day reality. Nunavut as a new territory is part of that. A Nunavut brand would help to move Inuit art beyond past colonial approaches, building on the traditional and adding to the strength of the Inuit culture and values today.

መግቢያው ለሁሉም ሰዎች የሚገኝ ሲሆን ለአዲስ አበባ ለሚገኘው የጥበብና ልምድ ማዕከል ሲሆን ለሌሎችም ሊገኝ ይችላል። ለዚህም ማዕከል ለሚገኘው የጥበብና ልምድ ማዕከል ሲሆን ለሌሎችም ሊገኝ ይችላል።

·A Nunavut brand would reinforce the Inuit artist's place in the Nunavut economy and the economic benefit that art brings to the community and the territory.

መግቢያው ለሁሉም ሰዎች የሚገኝ ሲሆን ለአዲስ አበባ ለሚገኘው የጥበብና ልምድ ማዕከል ሲሆን ለሌሎችም ሊገኝ ይችላል። ለዚህም ማዕከል ለሚገኘው የጥበብና ልምድ ማዕከል ሲሆን ለሌሎችም ሊገኝ ይችላል።

·A Nunavut brand would improve the ability of Inuit artists to protect their cultural symbols- the basis of their artistic expression - by differentiating their art from fake lore.

መግቢያው ለሁሉም ሰዎች የሚገኝ ሲሆን ለአዲስ አበባ ለሚገኘው የጥበብና ልምድ ማዕከል ሲሆን ለሌሎችም ሊገኝ ይችላል። ለዚህም ማዕከል ለሚገኘው የጥበብና ልምድ ማዕከል ሲሆን ለሌሎችም ሊገኝ ይችላል።





Thank You.

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Any Questions?

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Ryan Oliver
Senior Advisor; Arts and Traditional Economy
Department of Economic Development and Transportation
Pangnirtung, Nunavut
(867)473-2633
roliver@gov.nu.ca

