



The Anonymity of the Artist

The Bhutanese art speaks for itself. So, it is the art that is important and not the artist. The name on the piece of art is often that of a patron.

The 13 Arts and Crafts of Bhutan

The Bhutanese culture and heritage are grounded in the rich tapestry of thirteen arts and crafts (*zorig chusum*). These arts and crafts originate from the divine creation. For a Bhutanese artist creating an art is like paving a route to enlightenment.

Sustainability of the Art

While the artist aims to create the art for perpetuity, HAB works to promote the sustainability of artists to pass down the knowledge and skills to the future generations. HAB's intervention helps artists to live their simplicity of life against the destructive forces of modernization.

Contact Us

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HANDICRAFTS ASSOCIATION OF BHUTAN

Tradition | Eco-friendliness | Excellence

www.handicraftsbhutan.org

About Us

Handicrafts Association of Bhutan (HAB) is a non-profit organization. It is driven by the vision to realize a sustainable and continuity of handicrafts sector in Bhutan. It aims to promote the work of local artisans and craftsmen through preservation of artistic knowledge and skills. Local artisans are empowered to innovate their products and services through trainings provided by experts. Business management skills are also imparted to the artisans and craftsmen to link their products and services to the local and international markets.

In doing so, HAB helps both rural and urban artisans produce superior handmade crafts while creating a network that encourages sustainable production by improving market accessibility and fetch better prices for their goods.

There are 1,700 artisans registered with HAB and 195 locally affiliated stores and outlets, which display and trade over 100 different varieties of traditionally handmade crafts.



The Spirit of Artisanry

The artists and craftsmen of Bhutan are encouraged to preserve the art through keeping their spirit of artisanry alive. While the artists focus on their art, HAB helps them find a sustainable livelihood through support garnered from various funding organizations and patrons.

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Vision

Create a vibrant, authentic and dynamic handicraft sector that showcases Bhutan's traditional heritage and serves as a tool to improve the livelihood of rural Bhutan

Mission

Create an enabling, nourishing and sustainable environment for Bhutanese craftspeople by encouraging innovation and diversity, and facilitating access to local and international markets.

Services

HAB provides **support to the artisans** to preserve and continue producing the unique arts and crafts of Bhutan.

These artisans are trained and skilled to **develop and innovate** the handicrafts.

The finished products are then linked to the markets through **trade facilitation**.

HAB also supports **education and awareness** on the traditional arts and crafts of Bhutan.