



Rubia

MENDING AFGHANISTAN
STITCH BY STITCH

Rubia, Inc. is a non-profit organization serving women in rural Afghanistan, through education, skills training and the promotion of their hand-embroidered textiles.

Named for a red root used to dye yarn, Rubia is creating new traditions in textiles by translating the heritage and skills of Afghan women into sustainable livelihoods.

Rubia, Inc.

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Warner, NH 03278

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603.436.8790

www.rubiahandwork.org

Latest Rubia news:

August 2006

International:

Rubia brings the first artist from Afghanistan to the Santa Fe

International Folk Art Market. Hafiza Malikbaba, master embroiderer and Rubia assistant director, represented Rubia at the Santa Fe International Folk Art Market. Prior to the Market July 8&9, Hafiza participated in UNESCO training where she learned about quality, pricing, and many other aspects of folk art production. The training was followed by two full days of selling to the public. Hafiza and her infant son Nasib made quite an impression on both the market organizers and the market customers. It was the most successful sale ever for Rubia.

Hafiza experienced the kaleidoscope of crafts and artists from all over the world. She loved the spicy Southwestern food and the unique flavor of Santa Fe. Hafiza says she was most impressed by the commitment to cultural preservation she observed in Santa Fe; much of the architecture is reminiscent of the mud brick homes of her village in rural Afghanistan.

New Hampshire:

Since returning from Santa Fe to New Hampshire, Hafiza has been busy meeting with local artists and school groups, working on design training, and selling at local Farmers' Markets. The family of one of our board members in Rye, NH hosted Hafiza and Nasib, where they touched the ocean for the first time in their lives. Nasib, at 1 ½ years old, took to the water and warm sand right away.

Our successful May 13th sale at the AVA Gallery studio of Paulette Werger and Medora Hebert introduced us to many people in the Upper Valley who are interested in supporting Rubia women in Afghanistan. The Flatbread Company in Portsmouth generously hosted benefit night on June 27th for Rubia, raising over \$300 through pizza sales.

Women's Hands Unite the World

Rubia partnered with two women's handcraft projects from Africa, RAIN for the Sahara and Sahel and Bead for Life, for the first annual 'Women's Hands Uniting the World' sale at the Robert Lincoln Levy Gallery in Portsmouth on July 23rd. The many supportive shoppers showed that buying women's handwork does make a difference. We appreciate the generous support provided by the New Hampshire Art Association, Kate Schwartz Physical Therapy, Appledore Real Estate, Kaya, Azure, Ira, and Marilyn Schwartz, Ceres St. Wine Merchents, David Hills and Catherine McLaughlin Hills.

Creative Collaboration

Cynthia Chatis, an interdisciplinary Fine artist and musician has produced a set of note cards of her watercolor paintings based on photographs from Afghanistan. Cynthia says “The idea that my artwork will directly benefit a focused effort, like Rubia, is deeply rewarding – it’s an art-for-art, heart-to-heart opportunity.” Cynthia’s cards are soon to be available through the website and at Rubia sales.

Education:

League of NH Craftsmen Fair

On August 10th Hafiza demonstrated her craft and Rubia’s work for the fairgoers and artists at the Annual Craftsmen Fair at the Mount Sunapee Resort in Newbury. The League’s commitment to fine craftsmanship and education joined with Rubia’s mission of education to provide a new experience for fairgoers this year.

Libraries and School Programs

Hafiza has also been visiting children’s programs and libraries to talk about growing up in Afghanistan. Rachel Lehr, Rubia co-founder, will also be speaking about Afghanistan and Rubia around the state. Check the website for dates in your region.

Voice of the Women:

Hafiza says ‘tashakor’:

Thank you to the generous and friendly people I met on this journey. I have never seen such kindness and felt so much love. I will hold you all in my heart and memory forever. Who could have imagined 6 years ago when we started this project in my refugee home in Pakistan that I would some day come to America. Had I known I would have started learning English back then so I could speak to you and thank you in your own language. I hope that you will remember me and assist Rubia in the future.



As Hafiza prepares for her journey home, Rubia is planning for upcoming events in the U.S. & Afghanistan, following up with contacts made in Santa Fe, and updating our website. These critical steps will allow and encourage our growth and reach into the worldwide marketplace.

Rubia in Afghanistan:

The workshop and office is busy in Kabul neighborhood of Kolola Poshta. Rubia held its first sale at the five-star Kabul Serena Hotel, generating a great response by the many shoppers. Rubia also held sales at the Assa 2 Guesthouse in July, at CAFÉ Compound in July and August. Rubia embroideries are always available for sale at the Oasis Salon in the Qala Fatullah section of Kabul.

Education:

Barakat, Inc. of Cambridge, MA continues to support home-based classes for women in Darrai Noor for the third year. Basic literacy is essential for progress in Afghanistan. When women become educated they have a greater commitment to the education of their children and a chance to participate in the advancement of their country as a whole. The great demand for these courses in the countryside reaffirms Rubia’s dedication to assisting in the development of rural communities in Afghanistan.

The generosity of the following people and businesses has contributed to a healthy and happy trip for Hafiza and Nasib:

Hilton Garden Inn, Portsmouth, NH; Dr. Everett Lamm, Hampton & Portsmouth, NH; Dr. Wayne Goldner, Manchester, NH; Planned Parenthood, Manchester, NH; Eye Glass Shop, Portsmouth, NH; Rye Congregational Church Thrift Shop; Brooks Pharmacy, Portsmouth, NH; Flatbread Company, Portsmouth, NH; Footnotes, Portsmouth, NH; Santa Fe International Folk Art Market Program Organizers/Volunteers; and all of our new and continued supporters that make it all happen; there are too many to mention in our short newsletter.

A special thank you to Blythe & Dan Brown for contributing in support of the many operational costs Rubia U.S. incurs while assisting in the forming of a sustainable business for Rubia Afghanistan.

Support Rubia by purchasing beautiful embroidered goods

Rubia Holiday Sale at
European Home at Warehouse West
233 Vaughn Street
Portsmouth, NH 03801
603.433.4760
europeanhomeonline.com

Open House
November 10th 2006
5-8 pm
Regular business hours daily 10-6
Sale continues through the end of
December