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**Local Artisans Gather for “Crafting Success” Workshop in Tafuna  
Hosted by the American Samoa Visitors Bureau in Partnership with TAOA**

The American Samoa Visitors Bureau (ASVB), in partnership with the Territorial Administration on Aging (TAOA), proudly hosted the “Crafting Success” workshop on June 25th at the TAOA Fale Samoa in Tafuna. The half-day event, themed “*Unleash Your Inner Artisanpreneur*,” was designed to empower local creators of all ages by providing hands-on sessions in traditional crafts and cultural artistry. With on-site registration beginning at 9:00 AM, the event kicked off with a warm welcome and opening prayer at 9:30 AM. Attendees were guided through the workshop format, safety rules, and session assignments before the first of two class sessions began at 10:00 AM.

The workshop offered six sessions across three main categories: **Weaving & Adornments, Carving, and Siapo Making**. Skilled instructors and cultural artisans led demonstrations and interactive lessons on:

- **Samoan Pale (Headpiece) Making**
- **Launiu Weaving**
- **Fala & Adornment Techniques**
- **Piece Carving**
- **Siapo Basics**
- **Elei Fabric Printing**

Participants had the opportunity to rotate between sessions, allowing them to learn from multiple expert artisans throughout the day. Each class was offered twice to ensure everyone could take part—leaving attendees with new skills and a deeper appreciation for traditional crafts.

The event featured a talented group of local artisans who generously shared their knowledge, techniques, and insights on transforming traditional crafts into viable business opportunities.

“This workshop is part of our ongoing efforts to promote cultural preservation and economic opportunity through tourism and local craftsmanship,” said a representative from ASVB. “We’re thrilled with the turnout and community response.”

The “Crafting Success” workshop was **free and open to the public**, with walk-in registration encouraged.







