



UNIT 10 - LEARNING ACTIVITY 1



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The purchase of Indigenous-created souvenirs affects Indigenous culture and artists' communities in ways that yield significant positive results. Besides supporting Indigenous artists' economic advancement, the purchase of original Native Northwest artists' art makes important contributions to cultural preservation.

Financial help flows directly to Indigenous communities when people support their artistic creators. The earnings from Indigenous artists stem from their artistic practice specifically so art purchases serve as their main sustenance mechanism. Money earned through authentic art sales enables Indigenous artists to stay active in their practice and teach traditional artistic methods so Indigenous wisdom and competence persist across time.

The purchase of authentic Indigenous art actively works to stop the improper use of Indigenous cultural heritage. A large number of commercially available souvenir items reproduce Indigenous designs while neglecting to provide financial rewards to Indigenous artists. The act of purchasing Indigenous-made items from creators or organizations that support their work helps to defend the authentic use of cultural expressions.

Through art Indigenous people use their works to deliver narratives and teach cultural traditions to others. Traditional symbols from Indigenous cultures along with historical narratives and myths find their place within artistic creations of Indigenous artists. Through acquiring and displaying these pieces consumers play a role in spreading knowledge about Indigenous histories and worldviews and demonstrating Indigenous cultural strength. Such collective effort allows non-Indigenous viewers to develop more meaningful and respectful knowledge about Indigenous cultures.

When people purchase Indigenous artist-made souvenirs they embrace more than regular consumerism since these purchases enable cultural preservation while supporting Indigenous communities and ethical artistic endeavors. People who make aware decisions in their purchases step forward to support Indigenous artwork sustainability thus preserving these traditional artistic expressions for future generations.