



## Crafting Tradition: The Making and Marketing of Oaxacan Wood Carvings

By M. Chibnik

University of Texas Press. Paperback. Book Condition: new. BRAND NEW, Crafting Tradition: The Making and Marketing of Oaxacan Wood Carvings, M. Chibnik, 'It is hard for me to praise this book sufficiently. It is a major contribution to the field of Oaxacan/Mexican studies, as well as economic anthropology and the study of tourism and crafts' - Arthur Murphy, Georgia State University, coauthor of "Social Inequality in Oaxaca: A History of Resistance and Change". Since the mid-1980s, whimsical, brightly colored wood carvings from the Mexican state of Oaxaca have found their way into gift shops and private homes across the United States and Europe, as Western consumers seek to connect with the authenticity and tradition represented by indigenous folk arts. Ironically, however, the Oaxacan wood carvings are not a traditional folk art. Invented in the mid-twentieth century by non-Indian Mexican artisans for the tourist market, their appeal flows as much from intercultural miscommunication as from their intrinsic artistic merit. In this beautifully illustrated book, Michael Chibnik offers the first in-depth look at the international trade in Oaxacan wood carvings, including their history, production, marketing, and cultural representations. Drawing on interviews he conducted in the carving communities and among wholesalers, retailers, and consumers, he...



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