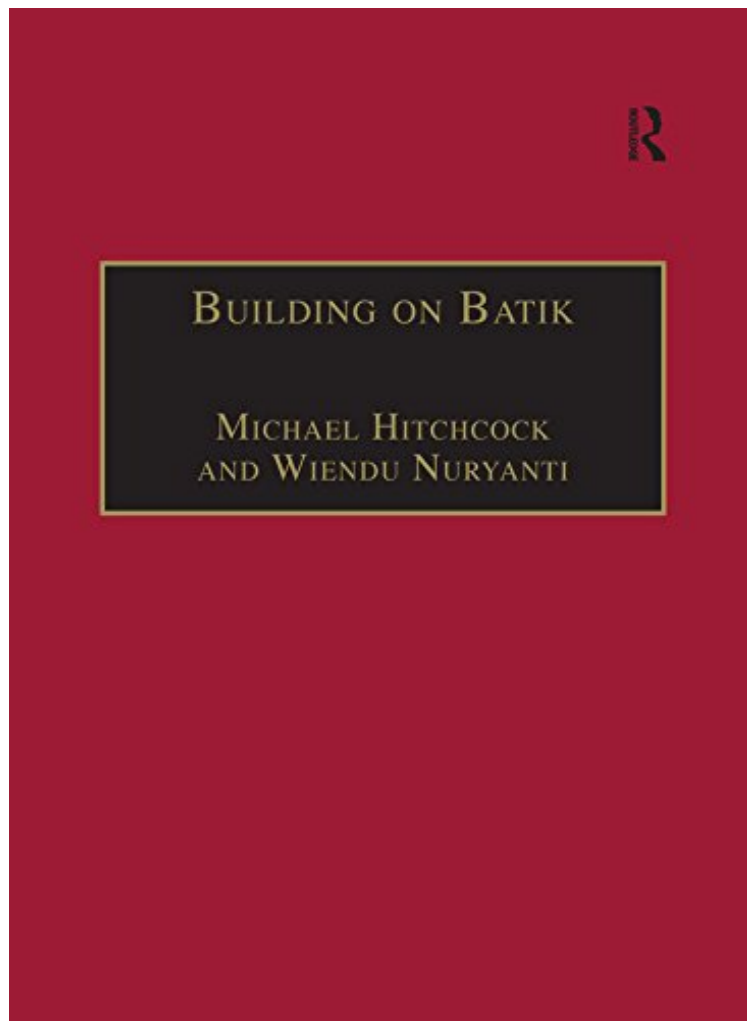


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## Building on Batik: The Globalization of a Craft Community (Voices in Development Management)

*Michael Hitchcock, Wiendu Nuryanti*

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The word 'batik' is possibly of Malay origin from the word 'tik', meaning 'to drip' or 'to drop'. The term is applied to a resist dye technique invented independently in locations as diverse as Ancient Egypt, Japan and Turkestan. Batik is a remarkably flexible textile technique and is suited to small-scale

methods of production, but demand from the fashion and tourism industries is increasing. This volume brings together the experiences and concerns of the international community of batik producers. It gives voice to their suggestions for ensuring that the producers of this traditional craft are integrated into its increasingly global production rather than excluded from it. Building on the work of batik designers and producers the book discusses the emergence of a global craft consciousness. Batik producers report on innovative measures taken both individually and collectively to hold their market position while commercial producers frequently annex and mass-produce traditional batik design. The book concludes with a discussion of marketing and production innovations and tourism which enable the producers of batik to maintain the integrity of their designs whilst harnessing the benefits of new commercial forms.

'The contributors address some essential topics...This interesting, scholarly book addresses both specialists on batik and interested readers.' IRCICA Newsletter  
About the Author Michael Hitchcock, University of North London, UK  
Wiendu Nuryanti, Gadjah Mada University, Indonesia Iwan Tirta, Bill Morrow, Teruo Sekimoto, Oetari K.W. Siswomihardjo, Renske Heringa, S. Hertini Adiwoso, I. Wayan Ardika, Fiona G. Kerlogue, Ardiyanto Pranata, Woro Aryandini S. Maria Wronska-Friend, Irene Romeo, Joachim Blank, Rita Trefois, Nazlina Shaari, Siva Obeyesekere, Carol Hayman, Dougal Pleasance, Alicia Farkas, Annegret Haake, Hani Winotosastro, Puspitasari Wibisono, Linda Hansen, Itie van Hout, Mattiebelle Gittinger, Amri Yahya, Mohammad Zulkifli, Fred W. van Oss, Kaye Crippen, Karin Smedjebacka, Ir sulistyawati, MS, Tri Budhi Sastrio, Amin Tjoa, Roland R. Wagner, Richard Butler, Nelson H.H. Graburn, Michael Hitchcock, Wiendu Nuranti.