



## **Isaleitapa.com Newsletter**

### **Issue 1 - October/November 2003**

Warm pacific greetings and welcome to our first edition of Isa Lei Tapa's bi-monthly newsletter. Here we will bring you our latest product offerings, customer specials, pacific community events, and news around the Pacific.

The most obvious change is the launch of Isa Lei Tapa's new website: [isaleitapa.com](http://isaleitapa.com). Formerly known as Pacifica Impact we have had a change of name and brand. Firstly, we felt the name Isa Lei was more significant to the Pacific and is synonymous throughout the South Pacific.

Tapa is an important form of art right across the South Pacific, and is symbolic in it's use at funerals, wedding and important occasions. In addition to showcasing our authentic tapa designs and ceramic dinnerware with pacific designs, we are excited to present the best of Maori arts, and Pacific woodcraft. This month we introduce the owner of the business, launch of the new website and focus on the island of Samoa.

We welcome your feedback and any comments please send to [news@isaleitapa.com](mailto:news@isaleitapa.com).

### **FEATURES**

- [Word from the Owner](#)
  - [Introducing isaleitapa.com](#)
  - [Prizes](#)
  - [Samoa](#)
  - [Teuila Festival](#)
  - [Pacific Peoples Awards](#)
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## Word from the Owner



Isileli Saluni - Company owner

Pacific greetings! It is truly a blessing, and a momentous step forward for the launch of my new website.

Firstly, I give God all the praise and glory for who He is, and all He has done!. Secondly, I would like to thank the following people for their work and support in making this event happen. Naomi Saluni - who has assisted in the setting up of my business systems, processes and infrastructure. Fifita Saluni, who developed the front end of the website. This guy has got talent to burn, and if you are ever needing a website created from the simple to the sublime - contact him. Jonathan Swan - web guru who developed the commerce capability into a secure, and user-friendly application.

Thank you also to my family and friends for your support, and last but not least, my parents Sione and Leuga Vaipou Saluni for your unconditional love, prayers and support. Faafetai!

## Introducing isaleitapa.com

The most obvious change is the launch of Isa Lei Tapa's new website: [isaleitapa.com](http://isaleitapa.com). Formerly known as Pacifica Impact we have had a change of name and brand. We felt the name Isa Lei Tapa was more significant to the Pacific and is synonymous throughout the South Pacific. Cheekily enough, the name is very similar to the company owner!

In addition to Maori art and wooden products we will also focus on producing quality and authentic tapa and ceramic dinnerware with pacific designs. We are currently working on new designs and hope to have more products for Christmas 2003.

## Launch Specials



To celebrate the launch of our new website, for the next 7 seven days (October 1-7, 2003) every product purchased will receive a 10% discount!. In addition to this, every product purchased for the rest of October will go into a draw to win an attractive piece of Samoan siapo, and a set of four Pacific-designed ceramic mugs, worth USD\$160.00! For each product purchase made you will have as many chances of winning.

With every bi-monthly newsletter, we will be offering special discounts on products, specials, as well as draws for free Isa Lei Tapa products.

To be informed about new products, specials and promotions create a new account at [isaleitapa.com](http://isaleitapa.com)

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## Focus on Samoa



### *Brief history on Samoa*

New Zealand occupied the German protectorate of Western Samoa at the outbreak of World War I in 1914. It continued to administer the islands as a mandate and then as a trust territory until 1962, when the islands became the first Polynesian nation to reestablish independence in the 20th century. The country dropped the "Western" from its name in 1997.

### *Art in Samoa*

Artists held positions of respect, working for Chiefs and Priests. Unlike the many other South Pacific countries, there are very few sculpture of human figures. Samoa is renowned as a nation of great warriors. Much of the cultural expression appears on weaponry.

Tattooing is an important form of art in Samoa. The tattooing of a person is a ritualistic event, often lasting days. Charcoal is mixed with oil and applied to the skin using bone tools.

Siapo (tapa) is the Samoan name for tapa cloth, made of bark from the mulberry tree. On a daily basis it is used for floor mats or bedding but traditionally it was a form of clothing. This tradition is still honoured at cultural and ceremonial events where high chiefs and the taupo (young, unmarried girls) wear siapo during gift presentations. Siapo is often given as a gift at weddings, funerals, birthdays and other formal occasions.

The cloth is usually made into square or oblong shapes. The designs are created by placing the cloth over a carved wooden block, called 'upeti', the block is carved with the design, and the design is created on the tapa cloth by rubbing the dyes. The patterns represent various aspects of the Samoan way of life and are usually black with shades of rust/brown.



## Teuila Festival



The Teuila Festival is one of the biggest events in the country, and it goes on for two weeks. During the festival you can see a lot of different colours of costumes from each different group. Lots of entertainment happens during this festival. The most exciting things are the Miss Samoa Beauty Pageant, traditional dancing, traditional food, fautasi (long paddling canoe) racing, church choir competition, and lots more. Many tourists from all around the world come to Samoa to watch the festival. See [www.teuilafestival.ws](http://www.teuilafestival.ws)

## Pacific Peoples Awards

Isa Lei Tapa proudly sponsored the Pacific Arts Award at the inaugural Pacific Peoples Awards recently held in Wellington, New Zealand. The winner was Benjamin Fifita Makisi, a renowned international opera singer, affectionately known in the Pacific as the Polynesian Pavirotti. Prize included \$1,000 worth of Isa Lei Tapa products and \$1,000 cash prize. Around 500 people attended including the Prime Minister of New Zealand Rt Hon Helen Clark.



For more information go to [www.pacificawards.co.nz](http://www.pacificawards.co.nz).

### **What to expect in our next issue - December/January, 2004**

Profiling promising young Pacific artists

Christmas gift specials

Interview with opera singer - Benjami Fifita Makisi

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