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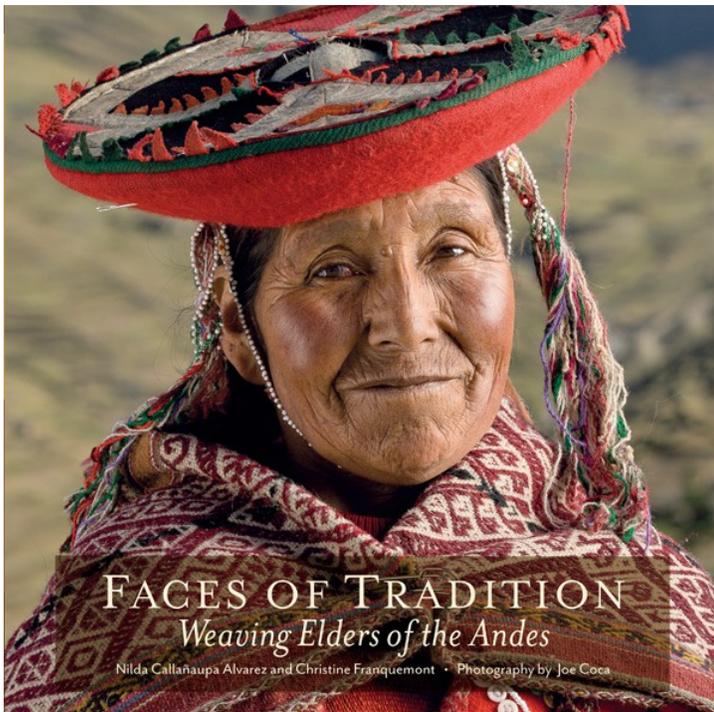
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**FOR IMMEDIATE RELEASE**

## **RARE GLIMPSE OF ANDEAN ELDERS AND THEIR ARTISAN TEXTILES CAPTURED IN STUNNING NEW BOOK**

**Faces of Tradition: Weaving Elders of the Andes to be Released in December 2013**

Loveland, CO) – [Thrums Books](http://ThrumsBooks.com) will offer an unprecedented view into the life of traditional Andean weavers in **Faces of Tradition: Weaving Elders of the Andes**.



### **Faces of Tradition: Weaving Elders of the**

**Andes**, written by Nilda Callañaupa Alvarez and Christine Franquemont, with photographs from Joe Coca, vividly portrays dozens of ancient weavers and the landscapes that they occupy in the Cusco region of the Andes. The book reveals the personal stories and life experiences of the weavers, bringing to life the decades of endurance, skill, fortitude and natural pride honed from the time-honored traditions of the region and its people.

“This beautifully-made new book focuses on the culture of the Andean people thru individuals,” said Linda Ligon, the creator of Thrums Books. “The Andean people portrayed are so poor, materially

and so rich culturally. They have had incredibly hard lives, yet these women are carrying on their culture and prevailing. They are so proud of who they are. It has been thrilling to pull this book together with Nilda, Christine and Joe.”

**Faces of Tradition: Weaving Elders of the Andes** beautifully illustrates stories such as Pitumarca's Timoteo Ccarita, who became so interested in the old textiles he found in his own travels that he recreated tapestry techniques from sight; people like Leonardo Quispe who single-handedly rescued and revived the techniques of ikat-style tied-warp dyeing (*watay*) in his community of Santa Cruz de Sallac; or like Cipriana Mamani, who remembers that in her town of Accha Alta, their finely woven textiles had many lives and were repurposed for use over and over again. Coca's intimate photographs capture the elders, some of who had never seen a picture of themselves or even looked in a mirror, in striking images, revealing the life, strength, character and experience of these men and women.

"When I began traveling throughout the Cusco region to work with weavers, I met many remarkable women and men whose hands and minds were never still from their fascination with cloth," expressed Callañaupa Alvarez. "In this book I hope to share with many more people the opportunity to meet these Elders and the communities that surround and support them."

"Writing this book was a slow and wonderful process, which began with spending a lot of time with Joe Coca's photographs," said Franquemont. "I found myself staring at and studying faces, swept away from my Connecticut reality across continents to closely encounter women and men who embody and enact much of everything I've ever known and loved about the Andes."

**Faces of Tradition: Weaving Elders of the Andes** will be available beginning in December. Thrums Books are distributed to the book and library trade by [Small Press United](#), a subsidiary of Independent Publisher's Group, Chicago IL. Individuals can purchase Thrums books at their favorite bookstore, amazon.com or at [ClothRoads.com](#).

A special launch celebration for the book will take place at [Tinkuy de Tejedores](#): A Gathering of Weavers in Cusco, Peru, November 12-15, 2013. Sponsored by the [Center for Traditional Textiles of Cusco](#) (CTTC), Tinkuy brings together indigenous weavers and textiles enthusiasts from the Americas and beyond.

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Review copies available upon request. Visit [www.thrumsbooks.com](http://www.thrumsbooks.com)

***Faces of Tradition: Weaving Elders of the Andes***

Nilda Alvarez Callañaupa, Christine Franquemont, Photography by Joe Coca  
\$34.95, trade paperback with flaps, 10" x 10", 152 pages, 175 color photographs  
ISBN: 978-0-9838860-4-4  
Publication: December 2013

## Author and Photographer Bios



**Nilda Callañaupa** is one of the founders and Director of the Center for Traditional Textiles of Cusco. She grew up in Chinchero, Peru, learning sheep raising, spinning, and weaving from her family and other Elders of the community. Callañaupa holds a degree from the National University of San Antonio Abad in Cusco, and has travelled throughout the world representing her people and their textile traditions. She lives in Cusco and Chinchero with her husband and two sons.



**Christine Franquemont** is an anthropologist with long experience living and working in the Andes studying textiles and essential native plants. She and Nilda Callañaupa have been friends since Franquemont lived in Chinchero with her family in the 1970s. She was twice a Fulbright Scholar in Peru, a Visiting Scientist in Japan, and a National Science Foundation Graduate Fellow. She lives in New Haven, Connecticut, with her granddaughter Quilla, where she is a writer and community volunteer. She is co-chair of Andean Textile Arts, a North American support organization for the Center for Traditional Textiles of Cusco.



**Joe Coca** grew up in the Sangre de Cristo Mountains of southern Colorado, in a rural area west of Trinidad. After graduating from Colorado State University, he studied photography at Art Center College of Design in Los Angeles. For the past thirty-five years he has maintained a studio in Fort Collins, Colorado, but his work has taken him to cities and rural areas of five continents. He has photographed people from all walks of life, industrial products and installations, architecture, food, and especially handcrafted textiles and other artisan goods. He lives with his wife and two dogs in Fort Collins.