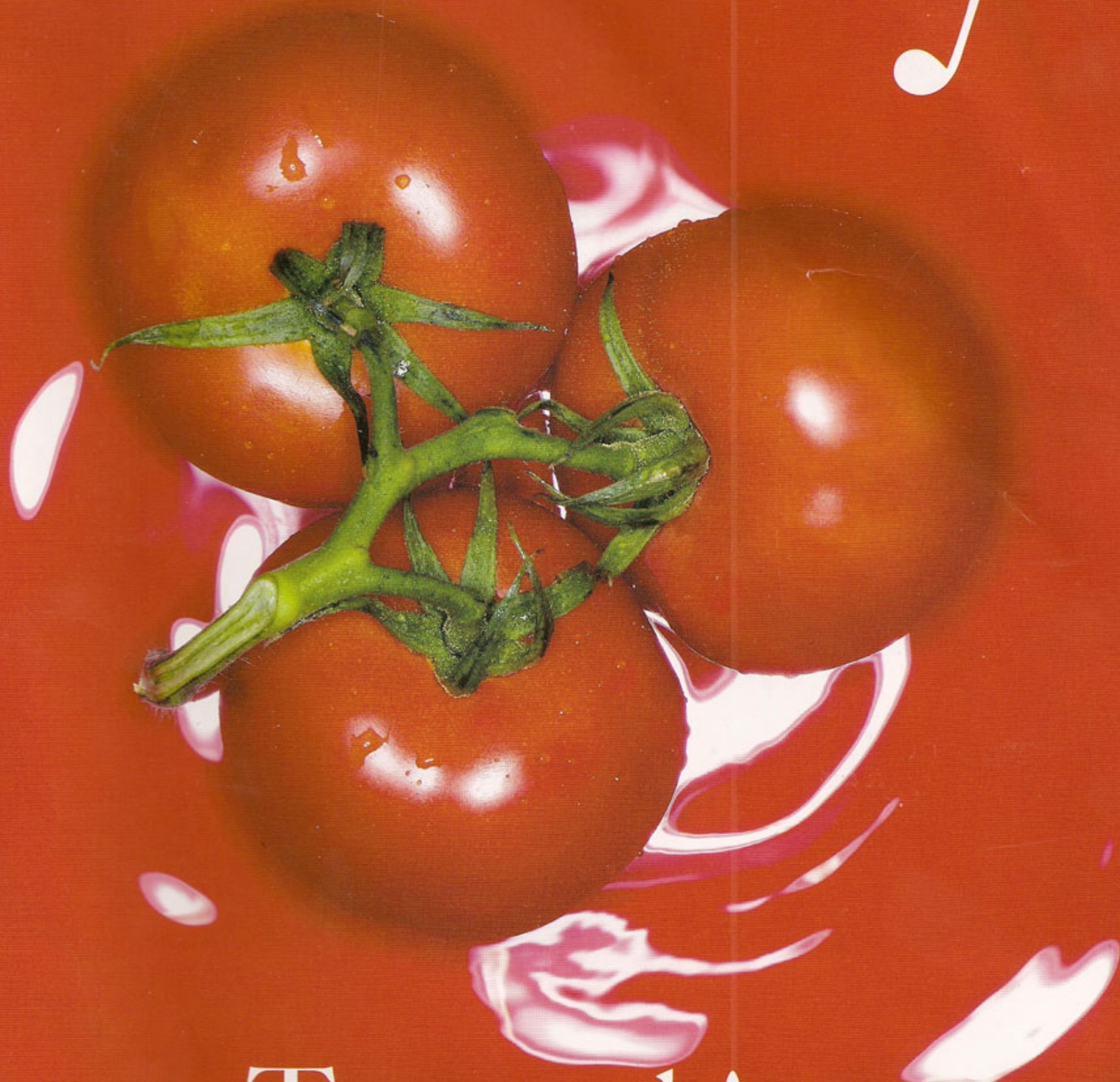




Friday

DECEMBER 12-18, 2008



Tomat-oh!

The delicious red basks in the winter
limelight 112

SPECIAL FEATURE Trends in hospitality 50

■ DOS AND DON'TS

Crafty entrepreneurship

Miriam Walsh, Co-founder of Artisans of the Emirates (ARTE) offers some ideas for those who want to organise fairs that sell exclusively handmade goods.

DO

- Investigate if the vendor has made his own product and if required request his to make a demonstration of his work to you.
- Find a mall that offers free parking to vendors and customers alike.
- Try and get a local radio station to broadcast a free advertisement.
- Try and get local shops to hand out flyers and put up posters. You can never have too much advertising.
- Take contact details of all stall holders and send out details of the next show to them two months beforehand.
- Make sure any stalls which have not been filled by the start of the show are removed or offer loyal stall holders the first choice of where they can be positioned.
- Try and put on a show or a programme where the kids are entertained for a period of time to allow the adults to have a quick browse around without the children complaining.

DON'T

- Say no to new ideas such as including performing artistes, just because this is a craft fair.

- Leave out valuable information to the vendors and customers such as the fair location map, parking facilities, food court locations and contact numbers.
- Mix handcrafted fairs with car boot sales. They attract two different groups of customers. Handcrafts done by the vendors themselves deserve the price that they are sold at – a lot of work goes into each item.
- Put stall holders selling similar items standing next to each other.
- Keep table fee collection until

the last minute – this can cause chaos, especially for vendors who are always late in paying for the table.

- Leave anything for the last minute. It would be an absolute disaster for you, for the vendors and for the customers.

–Preethi Janice D'Sa, an Abu Dhabi-based freelancer



■ GIFTS

Thoughts that count

We've all heard the saying 'it's the thought that counts'. Here are some fantastic gift ideas that your children can get involved in and let their creative streak shine. Dads take note as this will definitely get you in the good books!

Recipe file box

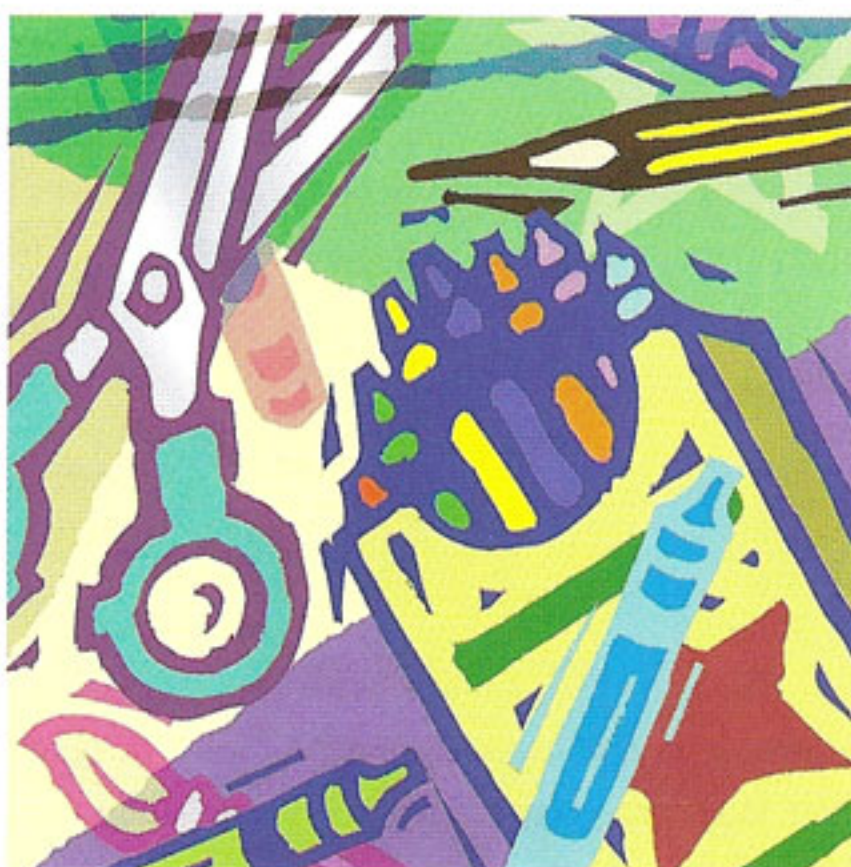
1. Cover the outside of an index file box with pictures of food cut out from magazines. Once dried mix two parts white glue to one part water and brush over the entire outside of box. This will seal the pictures.
2. On index card dividers, write the different food categories you wish to include.
3. Use blank index cards to write your favourite recipes – or the ones you would like the recipient to make! Alternatively, you could print them

off the internet to save time.

This is a great gift for an adventurous chef or a Jamie Oliver in the making!

Craft box

1. Cover a large shoe box with pictures



of craft items such as scissors, a drawing or other colourful stationery items. Once dry, use the same mixture as above to seal the surface.

2. You may want to stick to a craft theme such as card making. Fill the box with craft items – card making magazine, ribbons, bows, stickers, sequins, coloured paper and card, envelopes and so on.
3. You may want to include a list of websites where a more varied selection of craft items can be purchased. There are also sites that hold card-making competitions.

Toiletries box

Perfume, aftershave, baths salts, water-proof miniature radio, candles, razors, facecloths and sponges can be kept together in here.

– Donna Burfield is a Dubai-based freelancer