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**LOOMS IN MOTION** See related image detail

**a WORLDWIDE WOMEN WEAVERS PROJECT**

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Visionary and Creative Producer

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Looming in the subconscious fabric of our world, lies our traditions, our culture, our history, our mythology, and its people. Throughout centuries and civilizations, a common thread of sacred feminine artisans, still beholds a diverse worldwide community of women weavers. From the Andean Mountains in Peru, Bolivia, and Ecuador to the jungles of Vietnam, Asia, Thailand, and Philippines through Australia and into the Mongolian Mountains, to the prairies and plains of the native American Indian Tribes, to the highlands of the Scottish/Celtic tribes to Africa, Morocco, Tangiers, and the islands.

There is nowhere on mother earth, Gaia, where the time-honored tradition of impeccably curated sacred art of textile weaving, doesn’t exist. It spans across time, destinations, cultures, and traditions down to our present day; and therein lies a compelling story so rich, so magical, and yet so humble, that it begs to be documented, told, and sold through the creative team at Looms in Motion See related image detail Worldwide Women Weavers Project.

The narrative and artform of weaving continue through the sacred and ceremonial traditions that live on to this day. Like a song, woven and sung across a distant and seductive space and time, these master women weavers have been weaving their special song into the very fabric that sustains their livelihood, cosmically held within the sacred spiderweb of their community, society, family traditions, culture and into the tapestry of life.

Women are the weavers of life, the master craftswomen, who weave the protection of the clothing and textiles they create while weaving a family legacy and heritage through their nimble hands…they are the spiders of creation. They teach, they commune in nature’s humble abodes and in communities, where often, the women weaving community was their only form of speech in a patriarchal civilization where women were expected to be “seen and not heard”. These weaving communities became the lifeline for these industrious, brilliant women, who were seldom recognized for their matriarchal contributions which kept their family thriving, learning, and producing next generations of this sacred art-form.

Through my research, I have discovered tribal communities that have kept the secrets to their traditions spanning thousands of years down to this day. I have unearthed weaving roles for the men, that only the men are allowed to create. There are also weaving roles for the women, where the divine feminine was only allowed to weave. Very strict patriarchal / matriarchal roles are still in existence today. Young women are not deemed to be “marriageable” until they master the deeply intricate weaving skills needed to provide for their family.

We refer to the worldwide web, and certainly, nothing can compare to the worldwide network of women weavers who still work at their time-honored craft. This dying art is kept alive, to the best of their ability, while sustaining their own life through the means of producing sacred textiles. Their exquisite work and craftswomanship outshines and overshadows our fast-paced, prêt-à-porter, style of commerce. How rich and luscious is their story of life. Time-honored traditions are woven through the textile arts and through civilizations that ignored the divine feminine through their ancient creative pieces. Sacred traditions with skills and a creatively brilliant mind-set, kept their hearts in attunement to the rhythm of the looms weaving in motion, and the weathered hands that inspires the story of this forgotten sacred art.

As an intuitive Sound Healer, what profoundly resonates with me is the intricate interconnectedness between sound, healing vibrations, and the harmonics inherent in and of the melodies found inherent within the art of weaving itself. I teach frequency, vibrations, and how connecting the energy centers of the body through the sounds of ancient Tibetan Singing Bowls, Drums, Gongs, Crystal Bowls, and other indigenous instruments provides the perfect alchemy and medicine for the soul. Life mirrors art like art weaves life and gives birth to its creation. It takes time, attention to detail, patience, energy, passion, love, tenacity, and a creative process to express innate talent and learned skills, through to the completion of the newborn creation.

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Description automatically generatedIt may seem odd at first to read how interconnected sound, healing and weaving exist within these two art-forms, however, through my Shamanic Studies and as a Life/Wellness coach, I take on the role as a master weaver, creative observer, and one that has innate skills to peer through the landscape of these diverse cultures around the planet through the lens of sound, healing, music, rhythm and the melodic textures woven into the fabric of a sustainable, thriving life. The sheer art of listening, hearing when the loom becomes off-balance or broken, and the delicate fibers and threads break the cadence; the pattern is obstructed and the weaver has to start all over again. Such is life; a delicate weaver’s dance of threads that balances the melody, harmony and beat to remain in attunement with the creative process and through life itself.

What has emerged through the chrysalis of my life and career experiences over the span of 30+ years, is a passion for the history, culture, and traditions woven into the geometric patterns, colors, textures, feel, and history of these magnificent textiles. My research led me to acquire textiles from around the world with the objective to repurpose vintage tribal, ceremonial, ethnic and vintage textiles into a one-of-a-kind luxury décor accessory collection.

As a former SAKS Fifth Avenue Public Relations, Media, Fashion, and Special Events Director in Central Florida and Tampa area, as well as having spent 13 years as a Director of Catering Sales (as a certified Cultural and Event Expert and International Steering Committee member for Ritz-Carlton Luxury Weddings and Special events,) I bring a truly unique perspective to the passions in my life and with an ambition to help preserve the threads of tradition for an uncommon artform – hand-woven textiles.

With the assistance of a creative team within the Luxury Retail industry, I called upon former colleagues from SAKS Fifth Avenue to join me in my mission to not only create and manufacture a one of a kind collection, I also called upon my contacts within the Entertainment / Hollywood Film Industry to join me to produce and direct a multi-series documentary and spin-off animated feature through a fictional character that will educate young artisans about the craft of weaving textiles and to encourage a new generation of magical textile creators.

One key take-away from my learnings with these iconic organizations is the customer experience. Engaging the customer can take the form of a personalized experience and Looms in MotionSee related image detail Worldwide Women Weavers Project initiatives is brought to life by each piece in the collection. Each luxury piece is masterfully articulated through its own life story. The women, the culture, the history, destination, and the journey of the piece brings the repurposed textile product to life. The bearer of the product/accessory can bring their own illusion and reality of what the piece means to them, how it speaks to them, and what stories it has to share. There is an alchemy between the product and purveyor. I have also acquired vintage tribal jewelry pieces as an accoutrement to enhance the ethnicity and authenticity of the collection.

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Description automatically generatedThe idea of formulating a global initiative to support the women in these micro-communities has been my primary objective and to give back to the worldwide women weaver’s community and an opportunity for greater Fair Trade, enhanced commerce, and financial abundance to sustain their livelihood, support their families, and to foster a greater awareness through a 501c3 Charity.

Many organizations offer tours and other fundraisers to support a destination-specific weaving community of artisans. These communities could include both men and women, however, my goal is to support the divine feminine and to honor their specific role in the historical perspective and narrative as a minority of an underprivileged and overworked group of women.

Therefore, it is my goal to align with an assortment of global entities driving the fundraising components through consumer-driven events, while creating an exciting pivot through the world of motion pictures; a multi-series travel-inspired documentary, a children’s animated feature, and the creation of a global consortium that supports and gives back to future women in textile arts education and to encourage a greater community of women leaders for generations to come.

The collection, named Zen-e-ologySee related image detail, is in the process of crafting a meticulous luxury collection and is targeted to launch in July 2023 through an exclusive series of pop-up events throughout the Los Angeles communities. The first outbound trip with a film crew is scheduled for October 2023. An educational trek that will guide our film crew through specific destinations focused on textiles, workshops and hands-on opportunities. Documenting our travels throughout Peru, Bolivia and Ecuador allows us to capture the intimate stories and the women who have woven the fabric of their society through hundreds, if not thousands of years. This is THEIR story.

Looms in MotionSee related image detail future is to structure a 501c3 to further the charitable arm of the organization. Funds from the crowdfunding, Hourglass24 platform and other targeted crowd-funding or outside donors/donations will be used to launch the manufacturing of the on-going collection, create selling events to generate funds for the communities and to assemble the film crew for the October Documentary Film launch series and 2024 destination series.

*Debra Hertzog’s career spans over 30 years in Creative Entertainment for The Walt Disney Company, Luxury Retail for SAKS Fifth Avenue, Live-Scale Special Event Production, Luxury Hospitality for*

*The Ritz-Carlton Hotel Properties, a certified Life/Wellness coach, and Triple Certified Sound Healer from the International Academy of Sound Healing (India). She currently resides in Central Florida and owns The Ninth Shambhala, Solfeggio No. 9, a sound journey mobile turn-key sound healing business. Debra is co-authoring a book on Self-Awareness, Empowerment and the magic of moving beyond self-limiting beliefs and surviving “The Spiral of Sameness”.*

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