



KUCHING · SARAWAK · MALAYSIA

SECOND IMPACT REPORT

2024 2025

A biennial account of Tanoti's work in the preservation of Borneo's living textile heritage, the empowerment of its artisan communities, and the programmes we have built across Sarawak and beyond.

tanoticrofts.com

56 Jalan Tabuan, 93100 Kuching
Sarawak, Malaysia



Making People. Preserving Heritage. Building Futures.

Dear Friends of Tanoti,

Two years ago, we published our first Impact Report — a moment of reckoning that invited us to look honestly at the distance we had travelled, and the ground that still lay ahead.

This second report is something altogether different. It is not simply a record of activities completed or numbers tallied. It is a testimony to what becomes possible when a community of weavers, craftspeople, advocates, partners and funders refuse to accept that the old ways must fade.

In 2024 and 2025, Tanoti crossed new thresholds. We brought songket weavers to the stage through Dreamweaver The Musical. We co-produced the second Hasanah Gold Threads Awards – the first national celebration of Malaysia's heritage textile excellence. We conceived and developed Project Craft Connections, our flagship programme pairing artisan communities with designers, academics and creative collaborators to produce an extraordinary range of prototypes now ready for commercialisation. And we saw Tanoti's artisans carried to the world stage at Expo Osaka and Milan Fashion Week.

None of this belongs to Tanoti alone. It belongs to every artisan who hold memory in her fingers, every funder who aligns with our values, every government partner who saw beyond commerce to culture, and every colleague who believed these threads are still worth following.

We offer this report in gratitude and in accountability.

Jacqueline Fong

FOUNDER & CHIEF EXECUTIVE · TANOTI SDN. BHD.



"Heritage is not what we received from our ancestors. It is what we pass on to our children."

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Our Story & Theory of Change

From a single loom in Kuching to a regional voice for living heritage — the arc of Tanoti's formation and the logic that drives every decision we make.

WHO WE ARE

Tanoti was founded on a simple, stubborn conviction: that the handweaving traditions of Borneo are not relics but living systems — ecological, economic, and deeply human.

Based at 56 Jalan Tabuan in Kuching, Sarawak, Tanoti operates as a social enterprise whose commercial activities directly fund its preservation and community work. We weave songket, rattan, Pua Kumbu and an expanding range of heritage crafts; and we reinvest those proceeds into programmes that keep craft knowledge alive across generations.

Over the years since our founding, Tanoti has grown from a micro-enterprise into an institution — a reference point for Borneo's creative economy, a trusted partner of government, a convener of regional conversations, and a home for artisans who might otherwise have had nowhere to turn.

OUR OPERATING MODEL

Commerce as a vehicle for culture

Every product sold is a vote of confidence in the hands that made it. The market is not our master — it is our medium.

THEORY OF CHANGE

Heritage crafts decline not because people do not value them, but because the systems that would sustain them — market access, living wages, knowledge transfer, cultural confidence — have been allowed to erode. We work to rebuild those systems.

1

INPUTS

Artisan skills · traditional knowledge · raw materials · donor funding · government partnerships · commercial revenue · volunteers

2

ACTIVITIES

Craft production · skills training · community relief · co-creation · exhibitions · awards · research · digital documentation

3

OUTPUTS

Products sold · artisans trained · communities served · events convened · prototypes developed · knowledge documented

4

OUTCOMES

Sustainable artisan livelihoods · intergenerational knowledge transfer · cultural identity strengthened · ecosystem of support built

5

IMPACT

Living heritage traditions survive and evolve · women achieve economic independence · Borneo's identity celebrated globally

Impact at a Glance · 2024 – 2025

All figures cover January 2024 - December 2025,
as confirmed at time of publication.

800+

Artisans Directly Engaged

95%

Women Artisans

11

Craft Disciplines Preserved

14

Communities in Craft Connections

18

Programme Partners

23

Dreamweaver Performances

42

Events & Exhibitions

LIVELIHOODS

13

Songket Weavers Employed

30+

Rural Communities

101

Rattan Craft Artisans

102

Pua Kumbu Craft Artisans

96

Home Sewists in Network

89

Tanoti Foods Producers

HERITAGE

167

Trainees Trained

22,651

Workshop Participants

3,454

School Students Hosted

COMMUNITY RELIEF

RM12,808

Raised - Long Kerangan Fire

7

Corporate Relief Partners

1,000

Reusable Cloth Maternity Pads
Recipients

CULTURE & CRAFT CONNECTIONS

14

Communities Engaged

14

New Products Developed

3,145

Dreamweaver Audience

158

Hasanah Gold Threads Awards
Submissions





SONGKET WEAVING

Tanoti's handwoven songket continued to drive livelihoods for master weavers and apprentices throughout 2024-2025. We expanded contemporary applications – architectural interiors, corporate gifting and fashion collaborations – while keeping production rooted in traditional technique.

13	25	10
Weavers Employed	Pieces Produced	Foreign Markets

RATTAN, BAMBOO & MENGKUANG

Our crafts arm provides piece-rate income for home-based artisans, particularly women in semi-urban and rural Sarawak. In 2024-2025, Tanoti introduced new product categories and expanded its retail presence - most notably with the landmark Themoiré collaboration at Milan Fashion Week.

128	3,802	19
Craft Artisans	SKUs Active	Retail Outlets

TANOTI FOODS

Tanoti Foods created market access for traditional ingredients and agri-crafts from rural producers across Sarawak, connecting smallholder farmers and home kitchens to urban and export markets.

89	33
Food Producers	Products

HOME SEWIST NETWORK

Built during the COVID-19 emergency and sustained deliberately beyond it, our home sewist network evolved into a standing community mobilised for both commercial production and humanitarian projects - creating dignified income close to home for mothers and caregivers.

96	5
Active Sewists	Projects Supported

CHAPTER THREE

Artisan Economy
& Livelihoods



GLOBAL MILESTONE · SEPTEMBER 2025

Tanoti Rattan Weaves at Milan Fashion Week

Tanoti's rattan weaves featured in the Themoiré collection presented at Milan Fashion Week in September 2025 - placing Sarawak's artisan craft on one of the world's most prestigious fashion stages. Subsequent to the showcase, Themoiré placed a bulk commercial order with Tanoti, which was produced and delivered in full.

366	RM 47,644.02	4
Units Ordered	Order Value	Communities Activated

Bringing Craft to Market

From Parliament to a world stage, the landmark commissions, collaborations and institutional projects through which Tanoti's artisans places Sarawak's craft at the heart of Malaysia's most significant moment in 2024 - 2025

WORLD EXPO 2025 OSAKA · MALAYSIA PAVILION

Tree of Harmony

Tanoti's artisans were commissioned to weave the leaves of the Tree of Harmony – the centrepiece installation of the Malaysia Pavilion at World Expo 2025 in Osaka, Japan. Created in collaboration with celebrated Malaysian artist Red Hong Yi, the Tree of Harmony stands as one of the most significant placements of Sarawak handwoven craft on an international stage - seen by millions of visitors from across the world.

World Expo 2025 Osaka

Malaysia Pavilion Centrepiece

collaboration



25 320

Artisans Involved in Weaving

Leaves Woven

SOCIAL ENTERPRISE COLLABORATION

Budget Bag 2025

Tanoti was commissioned to produce the official Budget Bag 2025 – the bag carried by YAB Dato' Sri Anwar Ibrahim, Prime Minister and Finance Minister of Malaysia, to Parliament to table the national budget.

Produced in collaboration with Hearts Treasures, a social enterprise employing special needs young adults, the Budget Bag embodies Tanoti's belief that craft can be both beautiful and deeply purposeful.



In collaboration with

Hearts Treasures

Presented to Parliament by

YAB PM Dato' Sri Anwar Ibrahim

TANOTI TO THE WORLD · LUXURY & LIFESTYLE

We are pleased to have been able to export our Tanoti products to various luxury and lifestyle brands across the world, giving wings to the work and traditions of our artisans.



MALAYSIA ASEAN CHAIRMANSHIP 2025

Premium Corporate Gifts for ASEAN Meetings

Tanoti was engaged to produce premium handcrafted corporate gifts for Malaysia's various ASEAN Chairmanship meetings and summits throughout 2025 – placing Sarawak heritage craft at the diplomatic table of Southeast Asia's most prominent regional forum.

6

Meetings Served

1,155

Gift Sets Produced

15

Nationalities

INTERIOR COMMISSION · IDC ARCHITECTS

Dewan Undangan Negeri Sarawak

Tanoti produced the decorative fabric wall and rattan lampshades for the media room and cafeteria of the Sarawak State Legislative Assembly building, in collaboration with interior consultants IDC Architects.



HASANAH GOLD THREADS AWARDS 2024

Tanoti Artisans Recognised for Songket Excellence

Two of Tanoti's own artisans were among the prize winners at the 2024 edition of Hasanah Gold Threads Awards 2024 — a moment of extraordinary pride that affirmed the quality of the craft being produced at Tanoti House.

Syamimi Razali

PRIZE WINNER
SUPPLEMENTARY WEFT
BEST TRADITIONAL



Nor Haimah

YOUTH ACHIEVEMENT
SUPPLEMENTARY WEFT



Voice and Advocacy

From Moscow to Singapore - Tanoti's voice and craft were present at forums, festivals, runways and publications across the world in 2024 and 2025, making the case for heritage craft as a vehicle for economic empowerment, cultural identity and sustainable development.

SPEAKING & PANEL · 2024 - 2025

PANELIST	Batik Lestari Securities Commission · Kuala Lumpur	PRESENTER	Boston Consulting Group, HOD Event BCG Office · Kuala Lumpur
PERFORMER	Borneo Craft Global Waterfront · Kuching	PANELIST	Borneo Creative & Cultural District Kampung Warisan Sabah · Kota Kinabalu
PANELIST	Borneo Native Festival Central Market · Kuala Lumpur	PANELIST	BRICS-WBA Women Entrepreneurship Forum Creative Economy Track National Centre Russia · Moscow
SPEAKER	Global Rural Changemaker Fellowship Online	PANELLIST	Ilham Cipta Podcast Craft Complex · Kuala Lumpur
MODERATOR	Kind Borneo BCKK · Kuching	PRESENTER	KL Engineering & Science Fair MINES Convention Centre · Kuala Lumpur
PERFORMER	Perlis Royal Dinner Dewan Warisan · Kangar	SPEAKER	Rainforest Youth Summit Borneo Cultures Museum · Kuching
PERFORMER	SAREF 4.0 Gala Dinner - Dreamweaver Medley BCKK · Kuching	FACILITATOR	SDG Workshop at Pustaka Negeri Sarawak Pustaka Miri
PANELIST	SME Conference – ASEAN Chairmanship MITI · Kuala Lumpur	PRESENTER	World Expo Osaka Malaysia Pavilion · Osaka
SPEAKER	World Indigenous Day Hong Leong Bank · Kuala Lumpur	PANELIST	Youth Entrepreneurship, Digitalisation & SMEs Universiti Malaya · Kuala Lumpur

ADVOCACY THROUGH CRAFT · 2025

SHOWCASE Sarawak Mega Fair
Singapore · 2025 · demo & fashion show

18	8	5
Advocacy Engagements	Countries and Locations	Artisans' Advocacy

PERSONAL HONOUR · KL FASHION WEEK 2025

L'Oréal Paris x KLFW2025

Walk Your Worth

Jacqueline Fong was selected as one of 22 "Women of Worth" who walked the runway at KL Fashion Week 2025 in partnership with L'Oréal Paris — a recognition of her leadership, impact and vision as a woman entrepreneur in the creative economy.

1 of 22

Women of Worth
Malaysia Fashion Week 2025

ADVOCACY THROUGH PERFORMANCE

Weaver Performances

Original Songs and Arrangements

Our cross-disciplinary work with music and performing arts artists have led us to produce special pieces to be performed by our weavers. Through such performances, artisans have the chance to advocate for their own crafts.

3

Weaver Performances

≈1,500

Total Audience

MEDIA FEATURES & RECOGNITION

PUBLICATIONS

Tatler Malaysia

Prestige Malaysia

Grazia

Impact Entrepreneur

MillionaireAsia

PRINT & BROADCAST

Inspirasi Duniamu (TVS)

BFM

Sarawak Tribune

Borneo Post

The Star

Heritage Preservation

How Tanoti teaches, exhibits and advocates for the intangible cultural heritage of Sarawak – keeping knowledge alive and moving across generations.

TEXTILE HERITAGE

Weaver Training Programme

Tanoti emphasises heritage preservation. In 2024–2025, with support from Maybank Foundation and the Ministry of Finance, We trained trainee weavers and helped revive traditional crafts including Sarawak songket, Iban pangit, karap and sungkit, Iranun dastar, Melanau songket and Rungus weaving.

167

Young Ladies Trained

14

Weaving Techniques

6

Communities

PUBLIC ENGAGEMENTS

Demonstrations & Workshops

Tanoti's workshop and tour programme invites the public into the world of heritage craft — offering hands-on engagement with songket weaving, rattan basketry and more. In 2024–2025, we hosted a record number of visitors including school groups, diplomatic delegations and international tourists.

45

Public Demonstrations

30

Workshops

8

School Visits

PUBLIC ENGAGEMENTS

Exhibitions and Showcases

Through travelling cultural showcases featuring live craft demonstrations, Tanoti brings the intricacies of heritage textile techniques to urban audiences, making traditional skills and craftsmanship more accessible and engaging in contemporary settings.

30

Pop-Ups

1

Fashion Shows

10

Exhibitions

EMBRACING NATURE'S SOLUTIONS

Natural Dye Workshops

Natural dyes are a key element in heritage weaving, using ingredients such as engkudu, rambutan bark, guava leaves, ash, mud, and rubber tree bark, drawing trainers and participants drawn from across the ASEAN region to share and exchange knowledge.

226

Natural Dye Colours

123

Artisans

11

Communities

PUBLIC ENGAGEMENT

Experiential Tours

A total of 55 experiential tours were conducted to Tanoti House, Rh Mawat, and Rh Gare, offering immersive experiences of living heritage through craft and community life. Participants gained firsthand exposure to weaving traditions, natural dye practices, and authentic longhouse culture shared by the communities.

138

Visitors

12

Countries

3

Communities

EDUCATIONAL PARTNERSHIPS

Interns and Volunteers

Tanoti acknowledges the contributions of interns and volunteers from UNIMAS, Deakin University, Jane Goodall's Roots & Shoots (RASA), Youth Environment Living Labs (YELL), Bordeaux Montaigne University, and Institut Français de la Mode, Paris, whose support enriched our programmes, community initiatives, and efforts to foster heritage preservation among youths in 2024–2025.

12

Interns

18

Volunteers

MWEW WEAVER ACTIVATIONS



Community Humanitarian Work

When our communities face crisis Tanoti mobilises its networks, raises funds, and deploys resources to where they are most needed.

LONGHOUSE FIRE RELIEF · MARCH 2024

Long Kerangan, Ulu Baram

An electrical spark in March 2024 razed the longhouse of Long Kerangan in the Apoh region of Ulu Baram, displacing 17 families and 70 inhabitants. Tanoti immediately activated its donor network, raising RM12,808 in cash and coordinating substantial in-kind support from seven corporate partners — directing relief to emergency logistics, chainsaws for reconstruction, and essential household items for displaced families.

17
Families

70
Inhabitants

RM 12,808
Cash Raised

7
Corp. Partners

DIGNITY CARE · 2023-2024

Reusable Cloth Maternity Pads Distribution

Together with Star Foundation, we provided reusable cloth maternity pads to remote health facilities, supporting women in need during childbirth while creating income opportunities for 26 home sewists. Each pack contains four reusable pads, offering a sustainable solution for post-partum and menstrual hygiene.

1000
Cloth Pads Distributed

4
Hospitals

250
Postpartum Mothers

COMMUNITY SERVICE THROUGH TANOTI

Volunteering by DMT Academy Trainees

Discover Muaythai as part of their training programme, two teams of four DMT trainees volunteer at Tanoti House on a weekly basis, taking turns every Wednesday. Each year, new trainee batches are rotated into the programme, where they contribute hands-on support — often assisting with cleaning and general upkeep — as part of their practical learning and community service experience.

8
Trainees A Year

16
Total Trainees



Long Kerangan Relief Operations



Delivery of Cloth Maternity Pads to Maternity Wards of Hospitals

COMMUNITY PARTNERS 2024

Petros · Maybank Foundation · The Star Foundation · UNIQLO · Mr DIY · Safewater Asia · Rotary Club Kuching Central · Weida Berhad · Kuching CSSC · Discovery Muay Thai · Rentap Gym

Project Craft Connections

14

Communities
Benefitting

5

Funding
Partners

110

Artisans
Trained

14

Prototypes
Developed

100%

Proceeding to
Commercialisation

MINISTRY OF TOURISM, CREATIVE INDUSTRY & PERFORMING ARTS SARAWAK

Dana Mudah Cara - Arts, Heritage & Culture Facilitation Fund

Craft Development Programme with Four Community Clusters

Four distinct craft development projects, each pairing an artisan community with an established creative collaborator to develop new craft products rooted in local tradition and material.

- 1 **Ulu Ai**
With Gigi Lee
- 2 **Long Lamai**
With Aureole Design
- 3 **Rumah Ayai, Niah**
With Melinda Looi
- 4 **Kampung Lajong, Niah**
With Melinda Looi
- 5 **Rumah Patrick Libau, Niah**
With Melinda Looi
- 6 **Rumah Agnes, Niah**
With Melinda Looi
- 7 **Rumah Aron, Niah**
With Melinda Looi
- 8 **Rumah Sikun, Niah**
With Melinda Looi
- 9 **Sibuluh**
With Dr Joseph Lo

MALAYSIAN DESIGN COUNCIL · RMK12 PROGRAMME

Design & Innovation Projects

Two design-led projects developed under the Malaysian Design Council's 12th Malaysia Plan (RMK12) funding, each producing a completed prototype collection now entering Tanoti's commercialisation pipeline.

Serut Seating Series

A seating collection drawing on traditional weaving techniques in contemporary furniture form.

- 10 **Tanoti Songket Weavers**

KANOPI Light Series

A lighting collection inspired by the forest canopy, translating indigenous material knowledge into contemporary design.

- 11 **Long Nen**

Tanoti's most ambitious community programme to date — pairing 14 artisan communities across Sarawak with creative collaborators from various disciplines to co-create a portfolio of prototypes now entering commercialisation. Funded through a coalition of government agencies and sponsors.

IB-VCDI: Inclusive Business - Value Chain Development Initiative

Iban and Penan Handicraft

Craft Innovation Programme

To introduce new products and designs to rural craft entrepreneurs, incorporating innovative and environmentally friendly materials and developing contemporary designs that appeal to urban markets.



- 12 **Ulu Ai** with Aureole Design
recycled plastic bags are processed into strips and handwoven by the Iban community into accessories.

- 13 **Kubaan Puak** with BUNGKUS
recycled plastic bags are transformed into strips and handwoven by the Penan community into contemporary lampshades.



APPGM-SDG · COMMUNITY BASED DEVELOPMENT PROJECTS

Circular Craft: Waste Plastic to Woven Bags

A three-day co-creation programme facilitated by BUNGKUS with the artisan community of Kuchun Jabey — developing a technique to weave waste plastic bags into functional bags. An innovative intersection of craft tradition, circular economy practice and community empowerment.

- 14 **Kuchun Jabey, Saratok**
Facilitated by BUNGKUS



Project Craft Connections — co-creation session with Melinda Looi

THE EXHIBITION · PROJECT CRAFT CONNECTIONS 2025 · PERANTIS

All the efforts of Project Craft Connections culminated in a month-long exhibition held at Spring Mall in October 2025 in conjunction with the What About Kuching Festival. Participating artisans travelled to Kuching to witness firsthand how the market received their products.



Dreamweaver The Musical

Produced in collaboration with Balkon Media, Dreamweaver The Musical brought the life of a songket weaver to the stage through performance, music, live weaving and storytelling.

23

Performances

2

Cities

3,145

Audience

60

Cast & Crew

Dreamweaver
THE MUSICAL

WITH THE SUPPORT OF

Sarawak Energy · MyCreative · Ministry of Tourism, Creative Industry & Performing Arts Sarawak · Ministry of Tourism Arts and Culture



When a songket weaver steps onto a stage, she carries with her the full weight of her tradition. Dreamweaver wove together live weaving, original music, choreography and storytelling to narrate the life of a master weaver — her mastery, her struggles, her inheritance.

Running across Kuching and Kuala Lumpur, the production reached thousands of audience members who may have had no previous engagement with Sarawak's textile culture. It established Tanoti's capacity as a cultural producer in the fullest sense — not merely a craft house but a storytelling institution.

LANDMARK PROJECT

Reimagining Cultural Production

Tanoti's presentation of Dreamweaver is one which only Tanoti could execute, because the soul of the musical were the weavers themselves. The ensemble was made up of practising songket weavers, and the costumes and props were handwoven by Tanoti's artisans. At Dreamweaver, **weavers take the stage to tell their own story** to an audience who came to be entertained for an evening.

ANCESTORS
(repeat)
AALIYA. AALIYA. AALIYA.

AALIYA
I HAVEN'T HAD A DREAM IN A LONG TIME,
I DON'T KNOW WHERE TO START.
MY MIND'S ALWAYS IN THE WRONG PLACE AT THE WRONG TIME,
AND I'VE FORGOTTEN HOW TO REST MY HEART.
I HAVE TO GO, HAVE TO WAKE UP,
IT'S TIME FOR WORK, I CAN'T BE LATE,
I WISH I COULD STAY BUT THE REAL WORLD AWAITS.

THIS WAS MY ROOM,
I USED TO FEEL SO SAFE IN HERE,
THIS WAS MY WINDOW,
I WOULD WATCH THE SUN APPEAR,
I WOULD WHILE AWAY THE HOURS,
AND DREAM THE DAY AWAY,
BACK THEN IT FELT LIKE ANYTHING WAS...POSSIBLE.

"YOU'RE ALWAYS DREAMING",
MY FATHER USED TO SAY.
"ALWAYS DREAMING,
BUT LIFE DOESN'T WORK THAT WAY".
"GET YOUR HEAD OUT OF THE CLOUDS",
"WORK HARD", "BE STRONG AND MAKE ME PROUD",
BUT THEN IT SEEMED...IMPOSSIBLE.

"KEEP ON DREAMING", MY MOTHER USED TO SAY,
"KEEP BELIEVING, AND LIVE TO DREAM ANOTHER DAY",
"BE WHO YOU WERE BORN TO BE",
"AND BREATHE OUR LEGACY",
EVEN IF FEELS...IMPOSSIBLE.

From Dreamweaver original score "IMPOSSIBLE"

Lyrics: Jon Smith, Leon Parris, Arafah Edruce

Music: Leon Parris

Vocals: Laura Cotter and Weavers

CHAPTER TEN

Hasanah Gold Threads Awards

Malaysia's first national programme celebrating excellence in heritage textile traditions.

The Hasanah Gold Threads Awards — co-produced by Tanoti and the ASEAN Handicraft Promotion and Development Association (AHPADA), and supported by Yayasan Hasanah and the Ministry of Finance, Malaysia under the Hasanah Special Grants allocation — represent the first national programme to celebrate excellence in Malaysia's heritage textile traditions.

The Awards are more than a prize. They are a statement of national values — acknowledging that the craftspeople who have kept these traditions alive in homes, workshops and longhouses deserve to be seen, celebrated and supported. Tanoti's role as co-producer positioned the organisation as a national-level advocate and institution-builder.

6

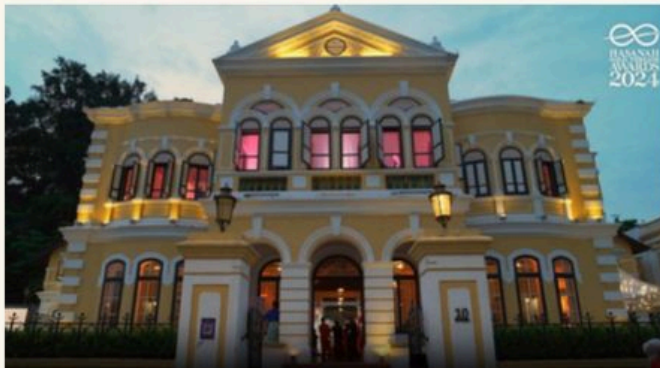
Award Categories

20

Winners

5

States Represented



PROGRAMME PARTNERS

Yayasan Hasanah · Ministry of Finance, Malaysia · ASEAN Handicraft Promotion & Development Association (AHPADA)



SIGNIFICANCE

A First for Malaysia

Before the Hasanah Gold Threads Awards, Malaysia had no national recognition programme dedicated specifically to heritage textile excellence. Tanoti helped to create one — permanently changing how the nation sees and experiences its rich craft traditions.

AWARD TIMELINE

2023

Awards Conceptualised & the Inaugural HGTA Co-produced

Tanoti and AHPADA jointly develop the framework, categories and judging criteria.

April 2024

Nominations Open Nationwide for HGTA 2024

Nominations received from 11 states across Peninsular Malaysia, Sabah and Sarawak.

April - August 2024

19 Weekly Demo & Workshops

Activations were held in the form of weekly demonstrations and workshops at Pavilion Bukit Jalil. A rotation of 19 crafts artisans were invited to share their crafts to the public.

September 2024

Awards Ceremony

Awards presented in a ceremony at Rumah Tangsi, KL on 5 September, attended by government, industry and the creative community.

Partnerships, Funders & SDG Alignment

GOVERNMENT & INSTITUTIONAL PARTNERS

APPGM-SDG · Institut Keusahawanan Negara (INSKEN) · Jabatan Pembangunan Wanita (JPW) · Jabatan Wanita dan Keluarga Sarawak (JWKS) · Khazanah Nasional Berhad · Kraftangan Malaysia · Malaysian Design Council · Malaysian Industry-Government Group for High Technology (MIGHT) · Malaysian Trade Development Corporation (MATRADE) · Ministry of Entrepreneur Development & Cooperatives · Ministry of Finance, Malaysia · Ministry of Tourism · Ministry of Tourism, Creative Industry & Performing Arts Sarawak · Sarawak Craft Council · Sarawak State Government · Sarawak Tourism Board · Securities Commission · SME Bank · STATOS · The Star Foundation · Unit Integriti dan Ombudsman (UNION) · Yayasan Hasanah

CORPORATE PARTNERS

1Utama · Asian Trails · Borneo Cultures Museum Shop · Borneo Exploration · Central Market · CIMB · Chul Thai Silk · Cove55 · Earth Heir · Everpeaks Consulting · EXO Travel · GMBB Mall · Hong Leong Bank · Kit Hin Company · Kuching CSSC · Loewe · Lurex · Mandarin Oriental Desaru Coast · Maybank Foundation · Mr DIY · MyUS Group · Neepa Hut · Old Courthouse · One & Only Desaru Coast · Pavilion Bukit Jalil · Petronas Carigali Sdn Bhd · Petros · PJ Pac · PNB 118 · Sarawak Energy · Telang Usan Travel · The Datai Langkawi · The Spring Mall · Themoiré · TVS · UNIQLO · UNPLUG · Weida Berhad

CREATIVE, ACADEMIC & COMMUNITY COLLABORATORS

AHPADA · Active Sights · AKDI Arkitek · AOK Sound · Archidex · Atlas Collective · Aureole Design · Balkon Media · Ben's Medium Photography · Beori · Bordeaux Montaigne University · BUNGKUS · Chen Foong Enterprise · Connie Lim · Cult Gallery · Deakin University · Dignity for Children Foundation · Dots and Line Atelier · Dr Joseph Lo · EDT · Exuscor · Filmco · Gigi Lee · Hero AVL · HL Design Group · IDC Architects · Inisaya · Institut Français de la Mode, Paris · Jane Goodall's Roots & Shoots (RASMA) · Kakao Origin · Kakiseni · Kelvin Chan Photography · KL Fashion Week · KommuniHub Co. · Langit Collective · MadTech · Malaysian Design Council · Melinda Looi · Mulberries Laos · Nanyang Academy of Fine Arts (NAFA) · Rez Studio · Red Studio · Samyama · Society Atelier Sarawak · Sometime by Asian Designers · Studio Red · Sukaseni · TEDX · The Global Student · UNIMAS · Universiti Malaya · Wikilmpact · XSDB · YINK · Youth Environment Living Labs (YELL)

The individuals, institutions and governments whose belief made this work possible — and how Tanoti's programmes map to the United Nations Sustainable Development Goals.

SUSTAINABLE DEVELOPMENT GOAL ALIGNMENT

Tanoti's programmes contribute directly to eight of the United Nations Sustainable Development Goals — not as a reporting exercise, but as a genuine expression of how we understand our purpose in the world.



Artisan income generation, focusing on underserved rural and remote communities



Driving a strong women-led artisan economy



Artisans residing in the interiors benefit from crafts employment without having to suffer displacement



Promoting and activating natural fibres, natural dyes and circular craft through recycled materials



Weaver training programme, skills transfer and Project Craft Connections



Fair-wage craft livelihoods, with career progression



Skills and heritage become cultural assets to sustain rural communities and enhance urban communities



Cross-sector and inter-disciplinary collaborations as well as activating cross-border relationships

UNESCO CONVENTION ALIGNMENT

2003 Convention on Intangible Cultural Heritage

Tanoti's preservation of Sarawak songket, Pua Kumbu and rattan traditions directly supports Malaysia's obligations under the UNESCO 2003 and 2005 Conventions — contributing to the national inventory of living intangible cultural heritage.

Looking Ahead

Tanoti does not mistake growth for progress. Our ambitions for 2026 and beyond are rooted in the same commitments that founded us — carried now by an organisation with far greater capacity to deliver on them.

"We measure success not only in revenue or reach, but in whether the next generation of weavers in the longhouses chooses to stay at the loom."

JACQUELINE FONG, FOUNDER

TANOTI'S PRIORITIES — 2026 & BEYOND

TANOTI'S MOST CRITICAL B2C ENTRY POINT · OPENING 11 AUGUST 2026

Flagship Store at 118 Mall, Kuala Lumpur

For the first time, Tanoti steps beyond heritage retail and into the mainstream B2C market. In August 2026, Tanoti's flagship store shall open at 118 Mall, the retail podium of Menara 118 – Malaysia's tallest skyscraper – in the heart of Kuala Lumpur. With this store, Sarawak's handwoven heritage will take its place alongside some of the world's and nation's most recognised brands, demonstrating that traditional craftsmanship belongs not only in museums and cultural spaces, but is undeniably reclaiming its place in contemporary life.

11 Aug
2026
Opening Day

2026 · INAUGURAL EVENT



Tanoti's most ambitious convening to date — a five-day congress of weavers, natural dye practitioners, designers, researchers and cultural stakeholders from across the ASEAN region. Borneo Interwoven 2026 will establish a new institution for Southeast Asian textile heritage, gathering practitioners to exchange knowledge, explore techniques and collectively reimagine the future of the region's handwoven traditions.

2026 · PUBLIC ART WORKS

Woven Nests

A team of seven Penan rattan artisans will participate in Tanoti's first public art installation. This sculpture will be located within the Malaysian Artisan District at 118 Mall, Kuala Lumpur, where traditional craft is presented in a contemporary public space where all can experience it.

SKA Wall Art

Starting in 2025, Tanoti and a collection of 100 community artisans undertook 8 pieces of artworks for the Petronas Carigali Sdn Bhd Sarawak Asset Building. The project completes in 2026, showcasing five traditional artistic elements of Sarawak's diverse ethnic groups.

CONTINUING COLLABS

Co-Creating Crafts

With the vast benefits which emerged from Project Craft Connections of 2025, Tanoti has embarked on a co-creation project involving 3 designers and 6 handloom-weaving communities. When completed, these designs shall be commercialised via Tanoti, spotlighting the project, the artisans as well as the collaborators.

A collection of fashion-forward apparels resulting from a co-creation pairing is expected to debut at KL Fashion Week 2026

KUALA LUMPUR
FASHION WEEK
2026

CLOSING THE RANGE

Public Activities

In the longer term, Tanoti shall continue to run programmes which bring crafts closer to the general public. The increase in access is intended to demystify crafts to non-practitioners, and catalyse interest in our ancestral techniques.

WORKSHOPS EXPERIENCES
TOURS TALKS EXHIBITIONS
RESIDENCIES INTERNSHIPS
PERFORMANCES

EARTH HOUR 2026 · MERITIN HOTEL KUCHING

For Earth Hour, four artisans took to the stage in a spoken-word presentation that gave voice to the determination of weaving communities to preserve their ancestral traditions, protect the forests upon which their craft depends, and champion a future where cultural heritage and environmental stewardship thrive together.

She holds the old ways – so the world does not forget how to live. **Jian Kenin.**



"To all who work with us and who allow us to do more,
reach wider, and care deeper – thank you."

This report is dedicated to every artisan who has transformed skill into creation, and to every keeper of knowledge who has carried the traditions of their community from one generation to the next.

With Gratitude

To our funders, corporate and institutional partners, government stakeholders, collaborators, volunteers and the communities who trusted us — this work is yours as much as ours.

SECOND IMPACT REPORT

2024 2025

Tanoti is committed to transparency, accountability and continued improvement in how we measure and report our impact. We welcome your questions, your feedback and your partnership; and for commercial enquiries and commissions, please reach us at the details below:

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