

DOMESTIC PRODUCTION, COMMERCIALIZATION AND MEANING OF PATAXÓ HANDICRAFT
Souvenirs of Coroa Vermelha, Santa Cruz Cabralia, Brazil

Sandro Campos Neves
Universidad Federal de Paraná
Curitiba, Brasil

The production of handicrafts in Pataxó village of Coroa Vermelha is a key aspect of their relationship with the surrounding society on the one hand, and of the aboriginal economy on the other. It brings up many meanings as regards the construction of an indigenous way of life in the area. In this paper, with the ethnographic methodology, made with the use of participant observation and making use of quantitative and qualitative data collect instruments, the author tried to explore the various aspects of craft constitution, focusing on their domestic production. A set of data on production, selling and attribution of meaning that make up the idea of a traditional craft Pataxó is presented. The author tries to show different nuances of the idea of tradition, as emblematic of the construction process of Pataxó identity.

KEY WORDS: *crafts, production, marketing, senses, Pataxó identity.*