



BISHOP MUSEUM  
**AMY B.H. GREENWELL**  
ETHNOBOTANICAL GARDEN

## CAREN LOEBEL-FRIED WINS BREADFRUIT FESTIVAL FINE ART CONTEST

**HOLUALOA, Hawai‘i**—Caren Loebel-Fried was named winner of the *Ho‘oulu ka ‘Ulu – Revitalizing Breadfruit in Hawai‘i Art Contest* at the Donkey Mill Art Center in Holualoa on Thursday, August 11, 2011.

The winning piece, “The Gift of Kū,” is a print the artist hand-pulled from a carved linoleum block, printed on Kozo, a Japanese rice paper, and hand-colored with inks. Caren is a second-generation carver and learned the art of block printing from her mother. Her art is inspired by the natural world of Hawai‘i and the legends told long ago by the people who settled there. Caren has written and illustrated six award-winning books for children and adults on the legends of Hawai‘i. The contest judges chose the piece due to its powerful rendering of the legend of Kū, who in a time of famine transformed himself into a breadfruit tree in order to feed his family and community. Contest judges felt that this message was in alignment with the Breadfruit Festival’s goal of promoting breadfruit as a culturally appropriate food source to enhance food security in Hawai‘i.

In addition to announcing the contest winner, Andrea Dean and Craig Elevitch gave a presentation about the *Ho‘oulu ka ‘Ulu* project and premiered videos of Hawaiian cultural experts sharing their knowledge of breadfruit and its cultural significance in Hawai‘i. This was preceded by a potluck with numerous breadfruit dishes and other locally grown foods, highlighting the culinary arts of chef Olelo pa‘a Faith Ogawa.

This art contest—along with the Youth Art Contest that is currently underway—is part of the educational outreach associated with the *Breadfruit Festival—Ho‘oulu ka ‘Ulu* which will be held at the Amy B.H. Greenwell Ethnobotanical Garden in South Kona on **Saturday, September 24, 2011**. The art contests celebrate the beauty of the breadfruit tree and fruit as well as honoring the rich cultural heritage and future role of breadfruit in Hawai‘i. “The Gift of Kū,” will be reproduced as a collectable poster, which will be sold at the *Breadfruit Festival* as a fundraiser for the project. Additionally, all of the finalists’ pieces will be displayed at the festival.

The *Ho‘oulu ka ‘Ulu – Revitalizing Breadfruit in Hawai‘i Art Contests* are presented by Hawaii Homegrown Food Network, Breadfruit Institute of the National Tropical Botanical Garden, Amy B.H. Greenwell Ethnobotanical Garden and Donkey Mill Art Center. The Breadfruit Festival is sponsored in part by the Hawaii Tourism Authority’s Kūkulu Ola—Living Hawaiian Culture Program.

Additional information can be found at [www.breadfruit.info](http://www.breadfruit.info).