



The Alutiiq Seal is a mark of authenticity. When you see the seal emblem attached to a piece of artwork, you can be certain that it was crafted by an Alutiiq artist. Only Alutiiq artists registered with the Alutiiq Museum can use the logo.

GENUINE ALASKA NATIVE ART

AUTHENTIC. HANDCRAFTED. INSPIRED BY TRADITION.

BE AWARE

Much of the Native-style artwork sold in America is made by non-Native people. It is illegal to advertise reproductions as a genuine Native works. Yet, a huge international market fuels the production of fakes. Deceptive advertising and misleading labels encourage customers to buy imitation art.

This practice disadvantages Native artists. Replicas, imitations, and knockoffs steal Native designs for profit and force Native artists to compete for sales.

BUY AUTHENTIC

Native artists fill their artwork with traditional materials, ancestral knowledge, and a unique worldview. When you purchase genuine Native-made art, you show respect for this heritage and help Native people live their culture.

Support Native artists. Shop carefully. Visit reputable retailers, read labels, ask questions, and look for the Silver Hand or Alutiiq Seal logos that signal authenticity.

There is no substitute for the real thing.



Alutiiq Museum Store
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