

GOV. MSG. NO. 560

ISABELLA "BELLA" ELLAHEH HUGHES

Isabella Ellaheh "Bella" Hughes is an arts and culture leader, entrepreneur and sustainable agriculture advocate. She is the President and co-founder of Shaka Tea, the first line of authentically Hawaiian iced teas on the market as well as Director Emeritus and co-founder of Honolulu Biennial Foundation, a 501c3 arts and culture nonprofit. A member of the 2018 Pacific Business News' '40 Under 40,' Hughes was appointed by Governor David Y Ige in 2018 to serve on the Hawai'i Technology Development Corporation Board (HTDC); she presently serves on the board of Honolulu Biennial Foundation, is the VP of the Māmakī Association and serves as an advisor for the Terasaki Conservancy.

A frequent public speaker and moderator on the arts, culture, entrepreneurship and agriculture around the world, Hughes has spoken at the US Japan Council Conference (Hawai'i Island); for the Hawai'i Venture Capital Association (Honolulu); at the Hawai'i Business Conference (Honolulu); the Smithsonian National Museum of the American Indian (Washington, DC); Ayyam Gallery (London); Inaugural Māmakī Conference (Hawai'i Island); Barjeel Art Foundation (Sharjah, UAE); Seattle Art Fair (WA); Maui Arts & Cultural Center (Kahului); Honolulu Museum of Art School; Vienna Art Week (Austria), Art Dubai (UAE) and for the Terasaki Conservancy (Honolulu).

Hughes was a winning 'Trailblazer' for Food Vision USA 2016; a finalist at New Beverage Showdown 12 presented by Bevnet and Coca-Cola's Venturing & Emerging Brands (VEB) in 2016; two times a finalist for the Hawai'i Venture Capital Association Awards (2017 & 2018 with Shaka Tea); was a member of Blackbox Powered by Google for Entrepreneurs Cohort 20 (2017) and most recently won a spot in the Burt's Bees Natural Launchpad Cohort 3 (2018), which focus on woman-led, natural consumer packaged goods businesses, winning a \$10,000 grant from the Clorox Company.

Representing Shaka Tea, she is one of the selected companies to pitch in Foodbytes! 2019 San Francisco this March, presented by Rabobank. Also this March, she is a member of the jury for the inaugural Golden Hibiscus Art Award presented at Honolulu Biennial 2019.

Shaka Tea

President and co-founder

2016-present

www.shakatea.com

Shaka Tea is the first line of ready-to-drink, authentically Hawaiian iced teas on the market, supporting sustainable agriculture and community development in Hawai'i, through the farming of herbal, māmakī tea. Working with 11 different farms across the islands, Shaka Teas has a commitment to advancing sustainable agriculture via economic development in Hawai'i. Shaka Tea has won numerous awards and was honored to be recognized by Governor Ige in his 2017 State of the State address.

Shaka Tea is now available on Amazon as well as in over 1,500 accounts nationwide, including: Whole Foods Market, ABC Stores, Safeway/Albertsons, Foodland, Cost Plus World Market, Walmart, Uwajimaya, PCC, Lassen's, Giant, among others. Shaka Tea will also be expanding to Japan and Australia in 2019.

Shaka Tea is the brainchild of Hughes, who was born and raised in Hawai'i and sought to offer an authentically Hawaiian, healthy, CPG good with the world that support sustainable agriculture and economic development. Hughes spearheads māmakī supply chain development; new product development; strategic partnerships and investor relations; heads sales, PR and is the public face of the brand, which she co-founded with her husband, Harrison Rice.

Honolulu Biennial Foundation

www.honolulubiennial.org

Director Emeritus, co-founder and member of the Board of Directors

2019-present

Innovation Director and co-founder

2018-2019

Director and cofounder

2014-2018

Honolulu Biennial Foundation (HBF) celebrates the countries and cultures linked by the Pacific Ocean, promoting cultural diplomacy and exchange. Founded in 2014 by Dr. KJ Basya, Isabella Ellaheh Hughes and Katherine Tuider, the inaugural Honolulu Biennial 2017, which was under the Curatorial Direction of Fumio Nanjo, Director of the Mori Art Museum, welcomed nearly 100,000 visitors, was covered in *The New York Times*, *Vanity Fair*, *Condé Nast* and *The Today Show*, having an economic impact of \$37 million via arts and culture tourists. Operating throughout the year, HBF offers continuous educational programs for audiences of all ages and cultural programming, as well as smaller scale exhibits. Hughes was directly responsible for the PR and Marketing of HBF from 2014-2017, strategic partnership development and government relations; as well as raising with Tuider over \$2.7 million dollars and leading the strategic development to make the inaugural festival happen from over 50 different local, national and international partners.

Hughes continues to represent HBF as Director Emeritus around the world and is an active board member.

Independent Curator, Writer and Juror

2009 - present

As an independent curator, writer and juror, Hughes has curated and juried numerous exhibitions around the world for various organizations including for the US Embassy Abu Dhabi (UAE); Maraya Art Center (UAE); Art Dubai (UAE); Ayyam Gallery (London); The Smithsonian National Museum of the American Indian (Washington, DC); Honolulu Biennial Foundation (Hawai'i); Art Maui (Hawai'i); CONTACT/Pu'uhonua Society (Hawai'i); Hawai'i Craftsmen (Hawai'i). She is the editor of the monograph *Sama Alshaibi: Sand Rushes In*, has contributed to exhibition catalogues for the Singapore Art Museum, Barjeel Art Foundation, Aga Khan Museum, amongst others and formerly served as the Dubai Editor for ArtAsiaPacific. Her writing has also appeared in *Frieze*, *Summit Magazine*, *Whitehot Magazine*, *Contemporary Practices*, and *Harper's Bazaar Art Arabia*.

Education

High school: Punahou, Honolulu, HI

Undergraduate: BA, Art History, Boston University

Graduate: MA, Museum Studies, Johns Hopkins University

Additional training in entrepreneurship

Blackbox Powered by Google For Entrepreneurs, cohort 20

Burt's Bees Natural Launchpad, cohort 3

Personal references:**Professional references:**