

Procurall supplies paper cup inspired by Fijian art for Fiji Airways



The collaboration between Fiji Airways, Sigavou Studio and Procurall brings authentic island creativity into the cabin

[Procurall Solutions](#) tells *PAX International* it has introduced a paper cup for [Fiji Airways](#), representing a vibrant piece of Fijian art traveling around the world. The collaboration between Fiji Airways, Sigavou Studio and Procurall brings authentic island creativity directly into passenger hands.

Art in the sky

Procurall says at the heart of the project is award-winning Fijian artist Maria Rova, Founder and Creative Director of [Sigavou Studio](#), a family-run art hub located near Fiji's Nadi International Airport. For more than two decades, Rova and her team of young artists have been creating contemporary artworks inspired by Fiji's rich landscapes, traditions and cultural heritage.

Rova is known for her vivid interpretations of Fiji's flora, fauna, coral reefs, rainforests and island life, ¹

all hand-painted primarily on traditional barkcloth. The canvas is made from tropical mulberry bark by women in remote island communities, adding a deep sense of connection to local materials and artisanship in every Sigavou creation.

When Fiji Airways invited Rova to design a cup that reflects the soul of Fiji, she embraced the opportunity. The artwork that followed, Roka Kei Viti – Colours of Fiji, is a joyful celebration of the islands: bold colors, natural motifs and storytelling elements that evoke the warmth and beauty of Fiji. A simple inflight cup becomes a miniature canvas carrying the spirit of the Pacific sky.

“My art is my love song to Fiji,” Rova says.

Rova says her hope is that each passenger, as they enjoy their drink, feels the same joy and connection to nature that inspires every brushstroke at Sigavou Studio.

Fiji Airways' commitment

The introduction of the cup reflects Fiji Airways' commitment to supporting local artists and uplifting community craftsmanship, while sharing the story of Fiji with millions of global travelers. Sigavou Studio has a long history of creating artwork for resorts, collectors and cultural experiences, including studio tours and hands-on art sessions, making the collaboration especially meaningful.

“With every sip, travelers experience a piece of Fiji: its colours, its culture, its artistry and its soul. A tribute to Fiji. A celebration of its artists. A story that travels proudly with Fiji Airways,” says Wafa Zaghdadi, VP Sales and BD at Procurall Solutions. “On behalf of Procurall, I am proud to be part of this project and to help bring authentic Fijian creativity to the inflight experience.”

Find more images of the collaboration below:



The cup features artwork from award-winning Fijian artist Maria Rova, Founder and Creative Director of Sigavou Studio



