Samoa is the heart of Polynesia and governed by a 3,000 year old way of life called Fa’a Samoa (The Samoan Way). It’s the traditional breath of life, where family is everything and unconditional love is woven through the cultural fabric. It is a guideline for every Samoan on how to lead their lives, celebrating and embracing their traditional values, culture and environment.

Embracing this way of life means little has changed among the Samoan people, who keep these time honoured customs as an integral part of life.

We welcome you to the Samoa Cultural Village, which allows visitors a chance to watch and observe the Fa’a Samoa culture in an entertaining and educational way. The Cultural Village is located in the centre of Apia on Beach Road, along the waterfront and entry is free of charge.

Tour times are: 10:30am Tuesday, Wednesday and Thursday (except public holidays). The tours run for approximately 2 hours and commence with a welcome and observing the preparation of the Umu.

A guided walk around the Cultural Village explains the demonstrations that are taking place, then once the Umu is ready, guests can sample the traditional Samoan cuisine including fish, taro and palusami served on a mat or woven plate while watching a performance of traditional Samoan dance.

The Samoan Siva is a graceful dance performed by the women where the dancer tells a story with her hands and the fast actions of the fa’ataupati or slap dance is performed by the men. Outside of these times visitors may still view tattooing, wood carving and siapo fabric printing.

Experience Fa’a Samoa in the Cultural Village

One of the most important features of Fa’a Samoa is the Tatau, a rite of passage that represents the spiritual and cultural heritage of Samoa and is a mark of one’s personal and spiritual maturity.

Unbroken for thousands of years, this art has spread the world over and is now considered one of the finest traditional art forms. Many believe that Samoa is the ancestral home of the tattoo, with some experts claiming that the modern word tattoo is derived from “Tatau.”

The siapo, more commonly known as the Tapa, is one of Samoa’s oldest cultural art forms. Made from the bark of the mulberry tree, the siapo is used traditionally as clothing or even as a form of currency. It’s a meaningful piece of ceremonies such as weddings and funerals.

The village women create this beautiful piece of art from start to finish and, if you are lucky enough, take one home to call your own.

Weave the village women prepare banana leaves in traditional and imaginative ways in preparation for the ceremony, which is a tradition that involves the presentation of the banana leaves and artistic collaboration.

Weaving is one of the defining images of Polynesian culture, a beautiful tradition deeply connected to the landscape of Samoa. View master artisans at work as they create traditional pieces of art out of nature.

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