



CONSCIOUS COLLABORATIONS

“The depth and scope of economic development impact of artisan enterprises is often not fully appreciated.

They generate income, create jobs, foster economic communities, sustain ancient techniques, and preserve culture and meaning that is an essential component of healthy and sustainable development—development that is grounded in the uniqueness of people and place. And in conflict regions, economic community through artisan work can promote reconciliation, healing, and empowerment. “

-Aspen Institute



What is an artisan?

A person or company that makes a high-quality or distinctive product in small quantities, usually by hand or using traditional methods.

Photo: Pastora by Ethical Fashion Academy



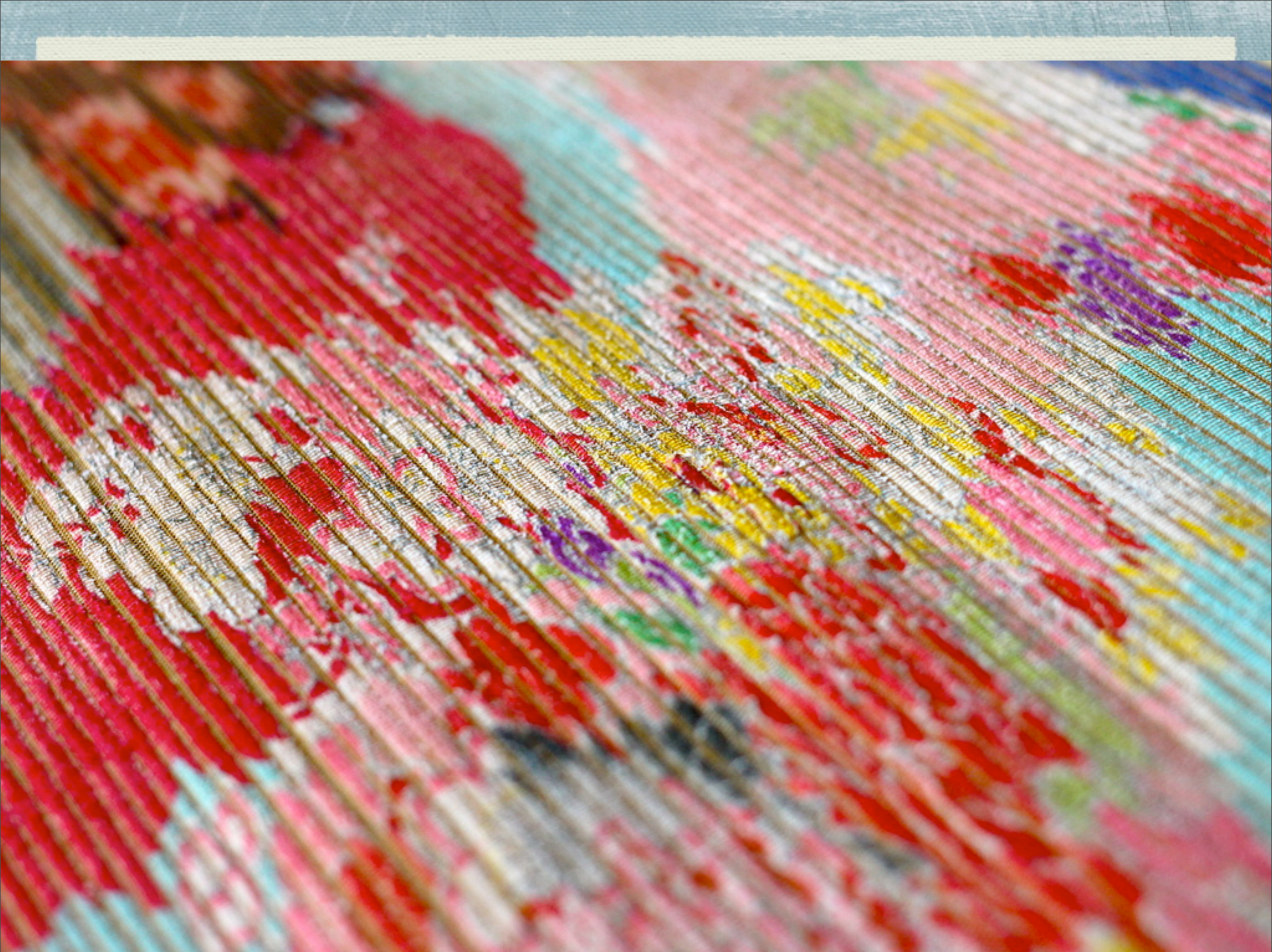
Why work with artisans?



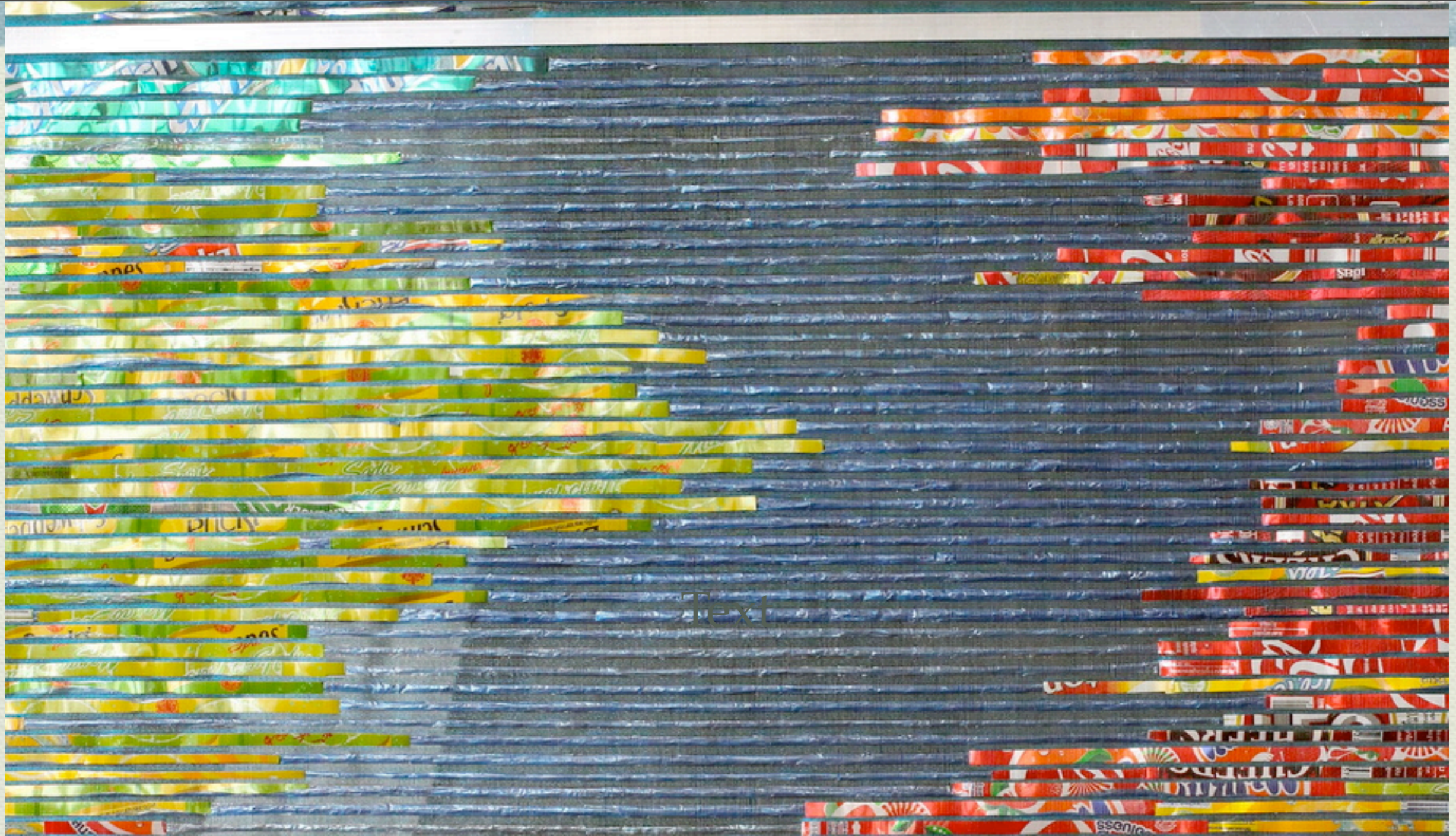
KACHAMA

Kachama has been using hand woven and natural dye techniques in her studio in the Chang Mai region of northern Thailand. The first time she went to the mountains to learn these ancient techniques almost every home had a loom and often the grandmother was the weaver. Since then the number of weavers has dwindled and those using natural dyes are even more rare. What are we losing? More than those of us who live a modern life can even begin to comprehend. Natural dyes are not just about gorgeous colors, but serve us with their medicinal properties as well. By studying with the tribes she learned so many of the subtleties like why it is best to dye indigo at night. She also spoke of a woman who healed her son's skin ailments by dyeing his clothes in natural tree bark dyes to protect his skin. As each generation loses interest in this history who knows what knowledge is lost. It has taken hundreds of years to pass down this information and the temptation to work in the city, often to sew at a fast fashion factory, is too great to stay behind with grandmother and weave. Conservation of cultural heritage is key in Kachama's mission.

-ETHICALFASHIONACADEMY.COM

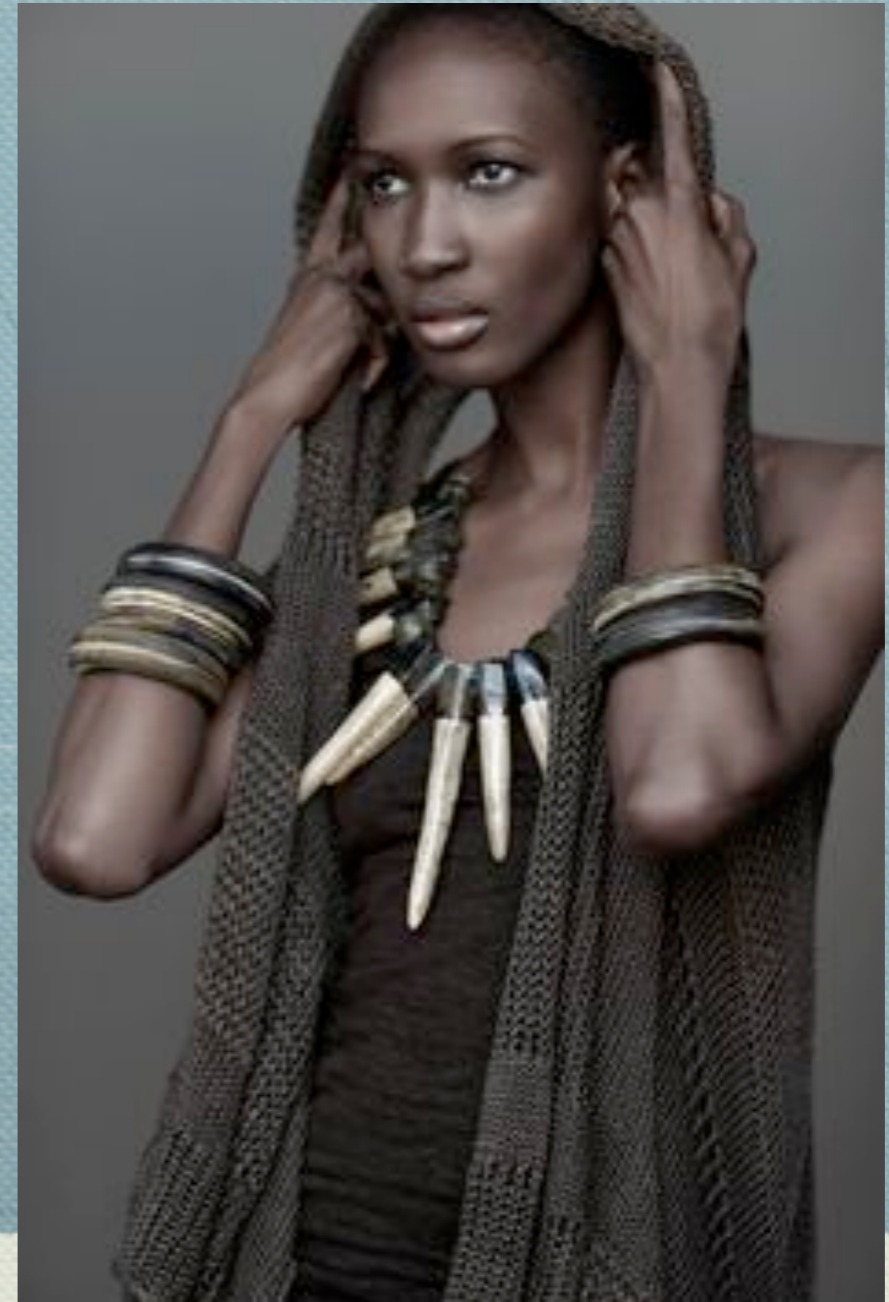






Text

Reuse/Recycle/Replenish series exhibited in Tokyo, Kachama explores our everyday waste and manages the impossible by incorporating our modern day garbage into her work, creating a devastatingly beautiful landscape.



NATURAL DISASTER RELIEF
URBAN ZEN-HAITI



DISEASE

Before finding this employer, all of these artisans — many of whom are single mothers — faced lives of homelessness. The Addis Ababa Ex-Leprosy Disabled Women's Work Group of North Africa may sound like an atypical name for a crafts guild, but the artisans each have physical challenges in common. Their histories range from surviving leprosy to living with HIV.



workshelter.org

Creating safe spaces in India where women can come to live and work.



WAR

In the war-torn country of Uganda, the traumatizing impact of years of war on children—particularly girls—demands a targeted and comprehensive approach to facilitate successful psychosocial healing and community reconciliation. [ChildVoice International worldcrafts.org](http://www.worldcrafts.org)



VIVA LA VIDA NY- MEXICO PRISON-CRAFT

In 2013, as part of the Clinton Global Initiative, West Elm announced a commitment to invest \$35 million in artisan partnerships around the world through 2015. These partnerships create a number of benefits for both West Elm and the artisans they collaborate with.

Supports developing communities —

According to the US Department of State and the Aspen Institute, artisan activity is the 2nd-largest employer in the developing world and is often the [primary means of income](#). The block-printed quilt is just one example of the type of artisan products offered in West Elm stores. These “handcrafted” items take a community to create. Instead of being made by machines, which would require two people, the hand-made quilt requires the teamwork of seven different people. The partnership with West Elm ensures consistent year-round work for the artisans. Additionally, West Elm helps artisans implement process and infrastructure to accommodate increased scaling of their business. With a reliable and steady income, these craftsmen are able to support their families, improving their quality of life.

Empowers women — A number of artisans involved in the West Elm collaboration are women. In the artisan group that produces felt-fabric items, 96 percent of the workers are women. Moreover, most of the top positions are held by women. In the artisan group that produces embroidered wall art, many of the workers are women who had never held jobs or earned income before. According to the World Bank, when women control more income, children benefit as a result of more spending on food and education. The West Elm partnership opens up opportunities for women to become an economically valued part of society and allows them to have greater control over their lives.

Keeps tradition alive —

Manufacturing has become increasingly automated and machine-based in order to produce higher quantities at a lower price. Making items by hand increases production time exponentially and a small family-run business cannot compete with companies using machines. A number of the skills required to make the beautiful handcrafted items are skills that have been taught and passed down from generation to generation. Without practice and constant use, the artisan skills are lost. By ensuring that handcrafted items are economically viable, the West Elm partnership helps to keep these cultural traditions alive. Additionally, American consumers are introduced to these different cultures through designs that integrate both the artisans' and West Elm's aesthetics.

Attracts socially-conscious customers —

More and more, consumers' purchases are reflecting their social values. In Nielsen's 2014 Global Survey on Corporate Social Responsibility, 55 percent of global online consumers across 60 countries said they are [willing to reward companies](#) that give back to society by paying more for their goods and services — a 5 percent increase from 2013's survey results. With the growing awareness of responsible sourcing, the artisan goods offered by West Elm appeal to the socially conscious consumer.

What help do they need?



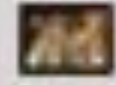


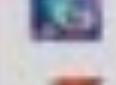




- ◆ • Business Consultancies
- ◆ • Professional Training
- ◆ • Leadership & Management Training
- ◆ • Design Mentorships
- ◆ • Workshop & Community Center
- ◆ • New Equipment
- ◆ • Upgraded Technology
- ◆ • Partnership Curation

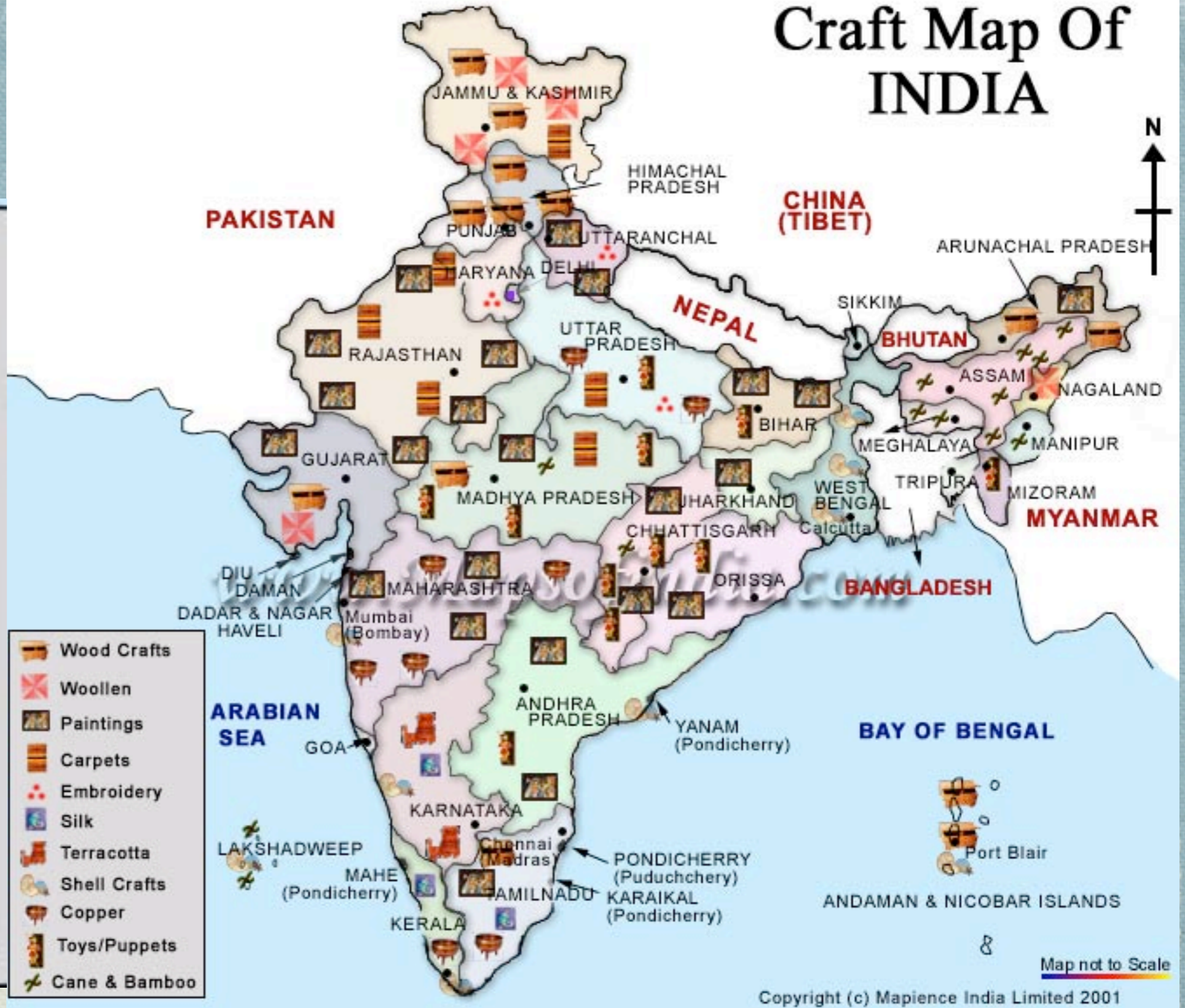
Want to get started?

- Identify niche within the structure of the U.S. Market
- Sales points
- Marketing Basics & Internet Marketing
- Global Opportunities & Trends for Handmade
- Costing & Pricing
- Key Concepts in Product Development & Design
- Planning for Production & Quality Control
- Trends in Color & Design
- Export Distribution Channels

<http://www.aidtoartisans.org/what-we-do/business-training/market-readiness-program/>

Craft Map Of INDIA

-  Wood Crafts
-  Woollen
-  Paintings
-  Carpets
-  Embroidery
-  Silk
-  Terracotta
-  Shell Crafts
-  Copper
-  Toys/Puppets
-  Cane & Bamboo



india-crafts.com

Information on India's traditional crafts ranging from stone craft, woodcrafts, metal crafts, textiles, paintings, jewelry to crafts village and exclusive handicraft traditions



MAIYET-

Mission: to revive ancient techniques and elevate the next generation of master craftsmen from places such as India, Indonesia, Italy, Kenya, Mongolia, and Peru. -VIST CROSBY ST> NY location

<http://maiyet.com/video>



NEST

buildanest.org

IMPACT REPORT <http://www.buildanest.org/wp-content/uploads/Impact-Report-Nest-for-Web.pdf>



MODERN ARTISANS



BALMASEDA



Wonju Seo, Textile Mixed Media

Her work has been deeply inspired
by Korean antique bojagi, (a traditional Korean wrapping cloth).



**Karen Ahn,
Maedeup**





Adrienne Antonson
STATE



<http://www.adrienneantonson.com>