

Design With Conscience projects employ production methods that are human and environmentally friendly. They denounce child labor, promote safe, toxic-free environments, and use purchasing criteria that prevent labor and environmental exploitation. The vision is to promote self-sustaining communities of skilled artisans in underdeveloped countries. Design can be used to advance living standards worldwide. Through design with conscience, Artecnicahopes to inspire others, promote global awareness, and help generate a better and more humane world. Artecnicah's Design With Conscience campaign infuses social and environmental responsibility into design. Artecnicah promotes, directs, and sponsors collaborative exchanges between leading designers and artisan communities to create meaningful design that challenges people to adopt a deeper, more sensitive way of thinking about objects.

The biggest challenge is to develop a competitive product that will encourage the survival of indigenous craft. Fulfilling this mission requires a smart designer, a savvy and visionary project producer, and a willing and ambitious artisan. Artecnicah's objective is to avoid the mechanization of the artisan, which devalues his work and undermines the project from both a design and an economic standpoint.

In accomplishing their goals Artecnicah avoids the assembly line production, exploitation of third world labor, and displacement of workers that often results from monopoly-oriented marketing organizations with global reach. The promise of creating a great quantity of product at low cost initially attracted the designer in the hope of reaching a larger audience. But now that designer products have become commonplace, they have begun to realize that quantity invariably dilutes quality, both actual and perceived. The more ubiquitous the product, the lesser the demand, resulting in thousands of products nobody wants anymore, thus depleting resources, contributing to the accumulation of garbage and environmental degradation, and resulting in negative backlash from exploited third world populations. Today's sophisticated consumer recognizes a need for change. What may once have been nostalgia for craft is now becoming an appreciation of all that sustainable craft has to offer, including shared work and profit across borders, cultures, races, and religions. The transformation is beginning.