

## Made by...?

Living environments only can exist if equipped with the necessary entities. Life in the home becomes part of the culture – and since crafts have been around for hundreds of years, we must ask ourselves what visions and perspectives we should award to the guilds. Every day, craftspeople design items for individualized living environments, thus contributing significantly to culture. Educational disciplines such as good form, and the performance contest of the German crafts sector serve as attempts to set the benchmark for aesthetics.

As I know from experience, however, innovation, a sense of form and functional solutions often are communicated by the manufacturers of semi-finished products and materials.

I believe these developments have the potential for comprehensive changes. Cooperating with young entrepreneurs and labels, craftspeople already have indispensable roles as suppliers. They offer unconventional solutions, are reliable partners and respond flexibly to individual needs. Nevertheless, small and medium-sized crafts businesses must deal more intensively with the issue of design if they are to deliver responsible solutions to end consumers.

