

# MANIFESTO

RECLAIMING DESIGN FOR PEOPLE, PLANET, + PURPOSE

DESIGN AS A COMMON GOOD	3
SUSTAINABILITY AS A NON-NEGOTIABLE	3
COMMUNITY OVER CAPITAL	4
RADICAL TRANSPARENCY + ETHICAL LABOR	4
EDUCATION AS LIBERATION	5
DECOLONIZING DESIGN	5
AESTHETICS WITH PURPOSE	6
ACTION OVER ASPIRATION	6
COLLECTIVE POWER	7
A LIVING PRACTICE	7

## 01. DESIGN AS A COMMON GOOD

DESIGN IS NOT A LUXURY OR A PRIVILEGE.  
IT IS A PUBLIC RESPONSIBILITY.  
EVERY SPACE, OBJECT, AND STRUCTURE THAT SHAPES OUR  
WORLD MUST SERVE THE MANY, NOT THE FEW. WE REJECT THE  
COMMODIFICATION OF BEAUTY AND AFFIRM DESIGN AS A TOOL FOR  
CARE, AGENCY, AND LONG-TERM STEWARDSHIP.

DESIGN IS HOW WE CARE – AND CARE BELONGS TO EVERYONE.

## 02. SUSTAINABILITY AS A NON-NEGOTIABLE

THE AGE OF RECKLESS CONSUMPTION IS OVER. WE DESIGN WITH  
INTENTION – CREATING SPACES THAT HONOR THE EARTH RATHER THAN  
EXPLOIT IT. WE CHOOSE MATERIALS THAT REGENERATE, SYSTEMS  
THAT REPLENISH, AND PROCESSES THAT DEMONSTRATE RESPECT  
RATHER THAN EXTRACTION.

WASTE IS A FAILURE OF IMAGINATION – AND WE WILL NOT FAIL.

## 03. COMMUNITY OVER CAPITAL

NO DESIGN EXISTS IN ISOLATION. WE REJECT PRACTICES  
THAT PLACE PROFIT ABOVE PEOPLE, PLACE, AND LONG-TERM  
RESPONSIBILITY. OUR WORK PRIORITIZES COLLABORATION, SHARED  
KNOWLEDGE, AND MUTUAL ACCOUNTABILITY.

DESIGN MUST UPLIFT COMMUNITIES RATHER THAN EXTRACT FROM  
THEM. IT MUST REMAIN ACCESSIBLE, NOT EXCLUSIVE. CAPITAL IS  
A TOOL – NOT A VALUE SYSTEM – AND IT SHOULD NEVER OUTWEIGH  
HUMAN OR ECOLOGICAL WELL-BEING.

## 04. RADICAL TRANSPARENCY + ETHICAL LABOR

THE SUPPLY CHAIN IS PART OF THE DESIGN. EVERY HAND THAT  
TOUCHES OUR WORK – CRAFTING, BUILDING, ENVISIONING –  
DESERVES DIGNITY, FAIR COMPENSATION, AND RECOGNITION.

WE REFUSE HIDDEN EXPLOITATION, GREENWASHING, AND SILENT  
COMPLICITY. IF IT CANNOT BE MADE ETHICALLY, IT SHOULD NOT BE  
MADE AT ALL.

## 05. EDUCATION AS LIBERATION

WE BELIEVE KNOWLEDGE SHOULD CIRCULATE, NOT CONCENTRATE.  
WE DESIGN IN WAYS THAT MAKE SYSTEMS LEGIBLE – TO CLIENTS,  
COLLABORATORS, AND COMMUNITIES ALIKE.

EDUCATION IS NOT AN ADD-ON TO OUR WORK; IT IS EMBEDDED  
IN HOW WE DRAW, SPECIFY, AND BUILD. THROUGH CLARITY,  
DOCUMENTATION, AND OPENNESS, WE TREAT LEARNING AS A SHARED  
RESOURCE RATHER THAN A GATEKEPT COMMODITY.

## 06. DECOLONIZING DESIGN

WE ACKNOWLEDGE THE COLONIAL HISTORIES EMBEDDED IN THE  
BUILT ENVIRONMENT – HISTORIES OF ERASURE, EXTRACTION, AND  
EXCLUSION. WE CHOOSE TO LISTEN.

OUR WORK PRIORITIZES LOCAL KNOWLEDGE, CLIMATE-SPECIFIC  
INTELLIGENCE, AND CRAFT TRADITIONS ROOTED IN PLACE. WE  
DESIGN WITH HUMILITY, BUILDING FROM PLURAL PERSPECTIVES AND  
SHARED STEWARDSHIP RATHER THAN SINGULAR AUTHORSHIP.

## 07. AESTHETICS WITH PURPOSE

BEAUTY MUST SERVE FUNCTION – AND FUNCTION MUST SERVE CARE.  
WE REJECT THE AESTHETIC OF EXCESS AND PURSUE FORMS THAT ARE  
DURABLE, RESTRAINED, AND HUMAN.

OUR SPACES ARE DESIGNED NOT TO IMPRESS, BUT TO BELONG. EVERY  
LINE, EVERY THRESHOLD, EVERY BREATH OF AIR IS MEANT TO  
ELEVATE DAILY LIFE – PRACTICAL, POETIC, AND JUST.

## 08. ACTION OVER ASPIRATION

WE DO NOT SPEAK ABOUT CHANGE – WE ENACT IT. WE CHALLENGE  
COMPLACENCY, DISRUPT HARMFUL NORMS, AND DEVELOP NEW  
MODELS OF PRACTICE ROOTED IN ACCOUNTABILITY RATHER THAN  
ABSTRACTION.

THE FUTURE IS BUILT THROUGH ACCOUNTABLE PRACTICE, SUSTAINED  
EFFORT, AND THE COURAGE TO BEGIN AGAIN.

## 09. COLLECTIVE POWER

WE DO NOT WORK ALONE. WE FORM ALLIANCES OF DESIGNERS, BUILDERS, THINKERS, AND MAKERS – NETWORKS OF SHARED RESPONSIBILITY AND RENEWAL.

THE FUTURE OF DESIGN IS COOPERATIVE, GENEROUS, AND TRANSPARENT. WE RISE TOGETHER, OR NOT AT ALL.

CREATION AS STEWARDSHIP. DESIGN AS CARE.

## A LIVING PRACTICE

THIS IS A CALL TO ACTION – A REFUSAL TO COMPLY WITH SYSTEMS THAT HARM, HOARD, AND ERODE TRUST. IT IS AN INVITATION TO REIMAGINE WHAT DESIGN CAN BE – AND WHAT IT MUST BE.

WE WILL CREATE A WORLD WHERE DESIGN IS NOT DICTATED BY EXTRACTION, BUT GUIDED BY CARE. THIS IS NOT A STATEMENT, BUT A PRACTICE – REFINED WITH EVERY DRAWING, EVERY BUILD, EVERY DECISION.

JOIN US.

**b.a. forma**