

MANIFESTO

RECLAIMING DESIGN FOR PEOPLE, PLANET, + PURPOSE

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THIS MANIFESTO OUTLINES THE ETHICAL COMMITMENTS THAT INFORM OUR PRACTICE.
IT IS NOT A DESCRIPTION OF SERVICES, BUT A STATEMENT OF RESPONSIBILITY.

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.

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.

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.

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.

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.

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.

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.

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