

manifesto

reclaiming design for people, planet, and purpose

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i. design as a common good

Design is not a luxury. It is not a privilege. It is a fundamental right. Every space, object, and structure that shapes our world must serve the many, not the few. We reject the commodification of beauty and embrace design as a tool for empowerment, sustainability, and justice. Design is how we care – and care belongs to everyone.

i.i.i. community over capital

No design exists in isolation. We reject the supremacy of profit-driven practice and stand instead for collaboration, shared knowledge, and mutual care. Our work must uplift communities, not exploit them. It must remain accessible, not exclusive. Design should not serve capital – it should serve connection.

i.i. 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 reveal respect, not extraction. Waste is a failure of imagination – and we will not fail.

i.v. radical transparency + ethical labor

The supply chain is our responsibility. Every hand that touches our work – crafting, building, envisioning – deserves dignity, fair wages, and recognition. We refuse hidden exploitation, greenwashing, and silent complicity. If it cannot be made ethically, it should not be made at all.

v. education as liberation

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v.i. decolonizing design

We acknowledge the colonial histories embedded in our industry – histories of erasure, theft, and exclusion. We choose to listen. We prioritize Indigenous knowledge, local craftsmanship, and non-Western approaches to sustainability and space-making. We build from the ground of plural perspectives and shared stewardship.

v.i.i aesthetics with purpose

Beauty must serve function – and function must serve justice. We reject the aesthetic of excess and pursue forms that are timeless, durable, 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.

v.i.i.i action over aspiration

We will not merely speak of change – we will enact it. We pledge to disrupt systems of harm, challenge norms of complacency, and create new models of practice that center care, not capital. The future is not built by corporations. It is built by hands, hearts, and the courage to begin again.

i.x. collective power

We do not work alone. We form alliances of designers, builders, thinkers, and dreamers – networks of resistance and renewal. The future of design is cooperative, generous, and transparent. We rise together, or not at all.

b.a. forma

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 oppress. It is an invitation to reimagine what design can be – what it must be. We will create a world where design is not dictated by capital, but guided by care. This is not a statement, but a practice – refined with every drawing, every build, every breath.

Join us.