

manifesto:

a good design is nothing without the best possible execution

Maaklab constructed the pillars described below to lay a foundation to bring artisans and organizations together. Through this, a strong and autonomous craft environment can arise, independent of subsidizing parties, resulting in high-quality products.

Crafts

Well-executed craft is built on embodied knowledge, combined with an understanding of materials and tools. Practice accompanied by knowledge makes for high-quality craftsmanship and can only be reached by passionate and persistent makers. Well-executed craft is independent of the current classifications of the educational levels.

Innovation

Crafts do not exist without innovation and experimentation. A true artisan stays up to date with the latest techniques and ideas. An open mind to other disciplines, a challenging of boundaries, ensures enriched practice and stimulating cooperation. Heuristics (the art of finding) and serendipity (unforced discovery) are indispensable.

Cultural entrepreneurship

The best possible results always take precedence, not profit. To face a sustainable future, intelligent operational management is required, with active networks and up-to-date machinery.

Knowledge sharing

Whether it is about helping designers bring their ideas to life, providing a playground for research, or giving lectures or workshops, knowledge must be shared, instead of protected.

Professionality

Good and concentrated work is best done in a safe and distraction-free environment with the best tools available. An artisan carries the responsibility to honor their profession, both in result and in communication.

The dynamics balance between the designer, maker and client ultimately ensures a high-quality result.

For more information and backgrounds:

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