

# cultural HERITAGE

**HXN UNIVERSITY - 10 YEARS**  
University of Arts & Crafts  
*NGO Hecho por nosotros.*



2009 - 2019

**TRANSFORMING THE BASES OF THE FASHION  
INDUSTRY, UNITING THE ACTORS AND PROVIDING  
THEM WITH SUSTAINABLE PRACTICES TO DATE.**



## Design for transformation

As members of *Hecho por Nosotros*, we hope to make a social impact and help the environment by transforming the paradigm of the fashion industry from unsustainable to sustainable.

This mission led us to create the *University of Arts and Crafts* – open to all Latin American artisans, whether from rural areas or inner-city neighborhoods or already successful places known worldwide. The idea is to create, strengthen, and collaborate with local entrepreneurs focused on handmade products and the use of collective knowledge in design and sustainable practices to help them to build up their businesses.

We respect artisans and their extraordinary skills and talents gleaned from rich cultural tradition. Their skill in working with natural materials makes it easy to see how successful locally based products and businesses could be once prepared for the market. With a business and production plan and strong product design, these artisans could compete in the market and do well.

We see design a powerful economic and social tool for transforming craftsmen and artisans from local vendors to successful business people. We recognize that it can be difficult to take a design and turn it into something of commercial interest. That's why the University of Arts and Crafts is so important.

Our experience has shown us how to synthesize design and product to create items that maintain their distinct character but yet are suitable for daily use. The *University of Arts and Crafts* functions as a central point for collecting and distributing ancient techniques that would otherwise be lost, leaving behind invaluable culture and rich history. We offer workshops on sustainable fashion, local arts and crafts, ancient techniques and natural tinting, and designing products using natural, local materials, such as natural fibers, wood, onyx, alpaca, metal, seeds, and ceramic.

The university brings together designers and artisans. This facilitates the exchange of knowledge and allows for collective learning. The designers live in the same communities as the artisans and learn about their skills, materials, and production processes.

Together, the artisans and designers decide on a design, the aim being to preserve the original techniques as much as possible while creating a practical and visually pleasing item for consumers. This type of collaboration forms the root of systematic change.

**THE UNIVERSITY OF ARTS AND CRAFTS  
WORKS AS CENTRAL POINT FOR COLLECTING  
AND DISTRIBUTING OF ACIENT TECHNIQUES**

# SUSTAINABLE ARTISTRY AND DESIGN

A social, cultural and economic tool.

## Books, videos and collaborative workshops

We find ourselves in a moment of time where we are disconnected from ourselves and others. We are participants in a technological revolution in which new modes of communication have changed our lives – the way we work and use our time, the way we interact with each other, and more generally, in many other ways.

Recognizing this, we propose to create a space for reconnecting with our culture and coming back into contact with natural materials – something we believe is important for everyone in contemporary society, but especially for young people who have grown up in cities.

We propose to analyze artisanal work and how it's connected to many social, economic, and cultural themes, both within Latin America and internationally. We will discuss it alongside the increasing recognition of the importance of preserving cultural diversity and how traditional knowledge can be used to spur social change. We believe culture and creativity should still play a central role in our lives.

We research and disseminate knowledge to advance the sustainable textile industry, creating opportunities for a variety of communities.

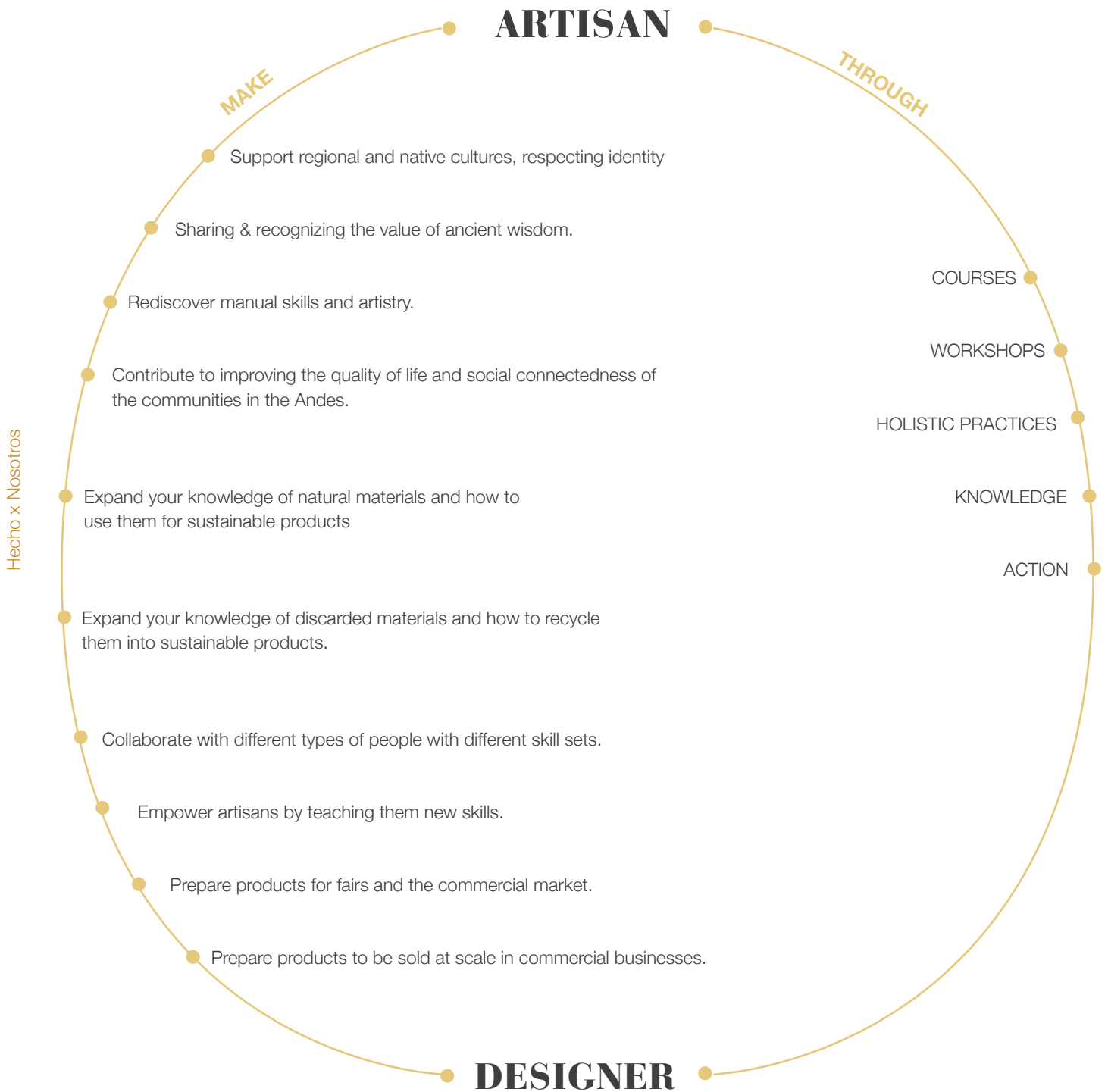
**WE AIM TO CREATE A SPACE FOR  
RECONNECTING WITH OUR CULTURE AND  
GETTING IN TOUCH WITH NATURAL MATERIALS**

This renewed vision that incorporates the contemporary significance of artisanal work will come to fruition in part because globalization makes it possible. It is inextricably linked to the renewed appreciation of culture and cultural projects. These attitudinal changes stemmed from the realization that we were at risk of losing that culture and that part of our identity.

The new perspective on artisanal work is that it represents rich, regional craftsmanship and forms a part of intangible regional patrimony. Artisanal work is now recognized as a depository of ancient knowledge passed down from the different cultures and ethnicities that created the diverse nations and nationalities of the region. It creates a sense of belonging for the men and women in each community, and the work generates both a material and spiritual richness. The HxN University aims to teach and inspire young people who want to be agents of change.

# HAND MADE

# OBJETIVES OF HXN UNIVERSITY



10 years collaborating with communities and the environment. Spurring systematic change.



## NATURE & HISTORY.

Linking ethics and sustainability.



# ANCESTRAL WISDOM TO CHANGE THE WORLD

HXN UNIVERSITY  
10 YEARS

[www.hechoxnosotros.org](http://www.hechoxnosotros.org)  
[www.animanaonline.com.ar](http://www.animanaonline.com.ar)



animaná



*Fabric of Change*