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Ideas of Exchange

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emulate. However for high street retailer's hand produced textiles such as embroidery and hand painting suggested objects that had inherent difficulties in terms of supply. This problem could partly be alleviated if the objects were manufactured by someone other than the craft maker. The new dilemma was how you would then translate the quirky Idiosyncrasies of the, handmade one off or small batch runs into mass production, whilst meeting the specific quality controls imposed by high street shops.

Habitat had the answer to this it had worked with crafts men and women in developing economies for some time establishing manufacturing globally. It had in India a workforce with generations of knowledge and expertise that could interpret craft textiles. They had developed a good working relationship with their Indian suppliers, but the translation of samples and designs was problematic, there appeared to be a gap in the manufacturers understanding of the whole concept. Habitat hoped that by sending textile makers out to work side by side with the Indian workforce they could transcend some of the problems that were occurring. Two embroiderers were chosen to collaborate with manufacturers. In the hope that by sending individuals who designed through making a new understanding could be forged. I refer to Sue Rowleys essay 'Craftsmanship and the Crafts'.

'Craftsmanship suggests the customised adaption of skill to circumstance and implies interpretations improvised for the task by an accomplished craftsman.'<sup>4</sup>