

MADE51

A new initiative brings authentic, refugee-made crafts to the global market



WomenCraft, Tanzania

The world is facing a refugee crisis. To date, an unprecedented 65.6 million people around the world have been forced out of their homes, among them nearly 22.5 million refugees. Within this growing population lies a wealth of talented artisans and craftspeople. This is where **MADE51** comes in.

Initiated by the **UN Refugee Agency** (UNHCR) and supported by a global network of local social enterprises, MADE51 helps refugee artisans achieve independence by integrating them into viable supply chains and creating a means to market their crafts worldwide.

While supporting a sustainable livelihood for talented makers fleeing war or persecution, MADE51 also helps keep traditional crafts alive, preserving indigenous techniques and material processes that might otherwise be lost.

By providing the opportunity to work and earn a living, MADE51 aims to offer a stable framework in which displaced people can rebuild their lives in dignity and peace. Whether based in Jordan or Thailand, Rwanda or Afghanistan, the artisans in MADE51's network are all paid a fair wage, earning them income to meet their basic needs, and safeguarding their sense of self-worth and independence.

From intricate basketry by Burundian refugees living in camps in Tanzania to refugee artisans in Thailand adapting traditional bamboo-weaving techniques to make modern lampshades, MADE51 products are not just beautifully crafted objects – they are artefacts from endangered cultures, and testaments to the potential contribution that the creativity of refugee makers can make to the world's economy and material culture.

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'Refugees have skills and talents that only need a chance to grow and flourish. Within each piece lies a story of history and culture, and the opportunity for a person who has fled war and persecution to offer something of beauty and style to the world.'

– **Filippo Grandi**, UN High Commissioner for Refugees



Products from Indego, Rwanda and WomenCraft, Tanzania

Featuring 12 product lines made in collaboration with local social enterprises all over the world, MADE51's debut collection launched at the Ambiente trade fair in Frankfurt this February. The collection includes complex pile rugs created by 57 refugee Afghan artisans of Arzu Studio Hope.

The sheep's wool rugs are made using a traditional hand-knotting technique widely employed in **Afghanistan**. In **Jordan**, Syrian refugee artisans are crafting a series of cashmere throws and bags for the collection, using traditional crochet and embroidery techniques. Meanwhile in **Tanzania**, 50 Burundian refugee artisans are using their skills in traditional basketry to weave a series of natural vessels and wall hangings. In **Burkina Faso**, Malian refugees are combining hammered bronze and copper with hand cured leather to create bowls, boxes and pieces of jewellery, intertwining the cultural identity and symbolism of the Tuareg culture in every piece.

The MADE51 collection also features embroidered home textiles from **Pakistan**, wool kilims and cushions from Rabat in **Afghanistan**, scarves and accessories from **Egypt**, lampshades and upcycled soft furnishings from **Lebanon**, bags and fashion accessories from both **Kenya** and **Malaysia**, modern basketry from **Rwanda**, and smoked bamboo lighting from **Thailand**.

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Artisan Links Zardozi, Pakistan

"I thought Sham jasmine flowers were only in Syria. They remind me of good memories with my family. When it was wartime in Syria, everything turned black. But when I found women of all countries gathered together at Nilfurat artisan group, I knew that Sham jasmines are not only in Syria, but also in Cairo and throughout in the world."

Ebtesam El Safady, a Syrian refugee artisan currently based in Cairo, Egypt.

As a result of MADE51, hundreds of refugee artisans are now equipped to contribute to the global economy, but it is only through sales, and a genuine demand for their products, that refugee artisans will be able to employ their skills and traditions to earn an income through their craft. By including the MADE51 collection in their sourcing plans, retailers and brands have a vital role in helping refugees to achieve self-reliance. Retailers and brands can be part of the solution to this global crisis.

For more information about **MADE51** and its launch collection, please contact Jodi Moss at jodi@zetteler.co.uk or on +44 (0)7910 705147.

