



## Handmade vs. Machine



Handmade needs hands, and usually, along with those hands, comes a maker. We like makers. We like makers because they're passionate people that can get really geeky about what they're doing. Makers pour time, energy, and sometimes their life savings into what they're doing because they can't imagine doing anything else. We like that kind of passion.

People are nostalgic. We like stuff that reminds us of where we've come from and where we've been. We like to be reminded of our past, and not just our personal past, but our cultural past as well. The accomplishments we can all be proud of, the folks who we may not see as often as we would like. A saved handbill, or a box of letters carefully preserved in a shoe box under your bed. The stuff of sweaty palms and butterflies in your stomach.

It seems in this era of bright, new and shiny, handmade is an antidote to digital ephemera, texts, emails, and voicemails, which unlike ephemera of the past, are truly here in the now, gone in the next. As we continue forward into an increasingly digital world, the stuff you can actually hold onto is going to become increasingly valuable to us.



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A handmade product is the expression of a creative spirit – it's got soul and there is a story in its colour, texture, shape, or maybe even the cute box that it came in. Sometimes, you buy Handmade because you see a bit of yourself in it. By nature, the human spirit is creative and will naturally gravitate towards a kindred spirit. Handmade gifts are more thoughtful and treasured than the mass-produced alternatives.

Crafters like other artists, do what they do, first out of passion. I know this, I practically need to beg some of them to make a profit from their work. They just want to create because it gives them joy.. crafting is therapeutic, you need to try it! Handmade products get assembled in this atmosphere of love and joy, beautiful virtues that somehow find their way into every string and stitch of the end product.



Anything handmade is unique and no two items are exactly same. Copied handmade work will have variations in texture, colour, shade, stitching etc. When you own a handmade piece, you can take pride in the knowledge that it is really one-of-a-kind.

Each handmade item is made from the heart; some thought and emotion went into its creation. The story of its conception, when told by its maker, makes it all the more special and this is why handmade products make the most heart-warming gifts. Ask your crafter for the story behind the piece, if it isn't already stated.