"THE WORK OF MEN’S HANDS"

We ought to get to understand the value of intelligent work, the work of men’s hands guided by their brains, and to take that, though it be rough, rather than the unintelligent work of machines or slaves though it be delicate; to refuse altogether to use machine-made work unless where the nature of the thing compels it, or where the machine does what mere human suffering would otherwise have to do; to have a high standard of excellence in wares and not to accept make-shifts for the real thing, but rather to go without—to have no ornament merely for fashion’s sake, but only because we really think it beautiful . . . to treat with the utmost care whatever of architecture and the like is left us of the times of art.”

William Morris.