



PHOTOS SEICHO-NO-IE USMHQ

**TOGETHER**  
with people  
throughout  
the world,  
the  
**Seicho-No-Ie  
Craft Club**  
is expanding  
the joy of crafting  
which gives love  
to nature  
and to others.



For more information,  
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**SNI  
CRAFT  
CLUB**



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## WHAT DO YOU WEAR?

## WHAT DO YOU USE NORMALLY IN YOUR DAILY LIFE?

We make our daily choices from various points of view, such as price, design, brand name, fashion, convenience, etc. Seicho-No-Ie (SNI) Craft Club members are actively working to reconsider the choices we make in daily life. Instead of a consumer's life—getting things cheaply, quickly, and easily—we dare to do bothersome things, changing our point of view to:

**CAN WE MAKE IT OURSELVES?**

**CAN WE USE SOMETHING ELSE WE HAVE NOW AT HOME INSTEAD?**

**SHALL WE TRY TO FIX AND REUSE THIS?**

**We have set our goals to living carefully using the things around us as long as we can.**

The **SEICHO-NO-IE CRAFT CLUB** is daily practicing, nature-respecting, low-carbon expressive activities. This means activities that will not damage nature, making something by hand in the image we have in our mind while feeling the rhythms of nature. Irrespective of scale, there is value in the expression of individuality in the world. By sharing information on craft-making through social networking services with other members worldwide, we deepen the pleasure and the joy of the activities.

## WE ARE CONFRONTING

environmental destruction, global warming, depletion of natural resources, and ethical problems. Many of these problems originate from mass production and mass consumption that have set economic development as their goal. Long distance shipping and transportation of goods causes emission of large quantities of carbon dioxide. Plastics and chemical fibers made out of petroleum and other fossil fuels are easily shaped and suitable for mass production. But in turn, they generate detrimental substances leading to degradation of the environment.



If the vicious cycle of mass production and mass consumption through which you can buy goods cheaply accelerates, it will increase throw aways, increase garbage, and overcrowded landfills will contaminate soil, rivers, and seas and will have a negative effect on the ecosystems.

## WHAT IS THE POINT of crafting?

**Shape things as you like.** The things you make will be completely different from anything you can buy. Something like “sentiment” or “warm feelings” will be attached to them, and **IT WILL BRING JOY AND PLEASURE.**

There are things we can do. Fix broken or torn things and reuse them. Reconsider if you really need it before you buy. Try making it, regardless of whether you are skillful or not. Remake and reuse things no longer needed. Give presents of your own making. Try to use natural materials. This careful way of living will make future generations on earth smile. Go from “buy” to a new lifestyle—**CRAFT IT YOURSELF.** Continue with this manner of living in which, by changing our ways, we give back to nature for the blessings we have received. This helps to satisfy one of the guidelines for a “new civilization” in the religious sense by the appropriate control of desire.

