**IDEA 4**

**Fábrica Social**

The Fábrica Social is one of those initiatives that demonstrate that creativity and the social vision can generate new and truly inspiring realities. This Mexican company created in 2007 revalues ​​the traditional trade of weavers and embroiderers, providing employment to more than 150 indigenous women from five states, promoting their development through a rural design school and distributing in fair trade terms the product of a job. which highlights cultural diversity, respect for creative freedom, equality of opportunity, equity and autonomy. In short, a deep social conviction that is demonstrated, for example, in each piece made where the name of the craftswoman who created it, the hours she invested and her community. Undoubtedly, if Karl Marx were alive, he would applaud this small and enormous detail. And all this without forgetting the innovation and the high quality in the materials and designs. Fábrica Social has two points of sale in Mexico City, has brought its products to Japan and even to the Museum of Modern Art in New York.