

A shift from machine produced goods to craft work can allow people to work at things they enjoy. Much work can be unrewarding in modern society. Permaculture aims to reduce the amount of unrewarding work and drudgery and to increase high quality work which people enjoy.

It is important to realize that this craft work can also be very hard work. Permaculture is not about romanticising a golden age, but rather an attempt to re-define the way in which we work and to think of the importance of an integration of art and life. In industrial-consumer society, we have seen a tendency to separate beauty and function, art has become an elite occupation which is seen as an extra activity, not essential. Art is something the ordinary person goes to see in a gallery at the weekend, not an entity which has direct relevance to and importance in everyday life. Permaculture aims to create a society where work is seen as art, where beauty and function are intertwined, and people have a part in creating the objects with which they are surrounded. Beautiful surroundings and articles are important and the work which people do should be seen as artistic and creative. This relates to an idea held in Balinese society, "We have no art, we do everything as well as we can" (Todd, 1984 : 97) This concept suggests why their daily life has the "precision, creativity and uplifting carefulness of an artform"

Craft products are often considered to be too expensive for many people to buy craft products, and a luxury in which only the rich can indulge. Therefore, a move towards a craft industry could be seen as an elitist impracticality for most people. I would suggest, however, that craft products are more expensive than factory products largely due to a false economy based on artificially low prices of fossil fuels. As fossil fuels become more scarce, they may become more expensive. This would be intensified if the price of fossil fuel was to reflect the true environmental cost of their use.