Artisan production in highland Bolivia is diverse and unique, including handwoven textiles, silverwork, and woodworking, as well as knitting, sewing and other handwork activities. Individuals and institutions promoting income generation and economic development in both rural and urban contexts have often focused on artisan production, implementing programmes to “promote” and “develop” artisan products for national and international markets. Without attempting an exhaustive listing or evaluation of these programmes, this paper focuses on a few examples that highlight typical patterns and issues: the ASUR textile project in Sucre, Bolivia; the national-level PROMMI microenterprise development project, and the El-Alto-based Artisans’ Association “Señor de Mayo”. In line with the conference theme of “Contact, Communication, and Creation”, the paper explores how artisans and their (often non-artisan) promoters negotiate the economic development of handwork done originally for home consumption and/or local markets. This includes issues around quality expectations of customers, marketing and sales processes that span continents and cultures, and artisans’ own economic priorities.