

VANTAGE POINT

Experts weigh in on industry issues



MICHAEL PETRASEK

Craftsmanship – can it still be found?

By definition craftsmanship is a skill or ability in a particular craft that has been achieved by training – once a common descriptor of men and women who long ago created everyday pieces of extraordinary workmanship in such fields as architecture, building construction, furniture creation and the arts to name a few.

Craftsmanship: once a way of life without thought of shortcutting or expedient production, but rather attention to great detail, methodical care and painstaking effort to produce the best to last for the ages.

Contrast to today, where only expedient producers using materials that will not always stand the test of time will survive and where emphasis on quantity not quality reigns. Will terms we use on great works of yesterday like vintage and classic be used on the works and creations we make today when our ancestors view our work?

To be honest, the world has changed and the ability to take great time to

create or build a product of superior quality seems less and less likely. High production means profitability and will ultimately rule. There are, however, still companies and artisans that exist who are committed to a high degree of craftsmanship in their chosen fields of endeavor. And while these same companies will strive to maintain a high level of expediency, they will always commit to quality over quantity.

Yes, there are still those among us who remain steadfast in their vocation in producing the best within the constraints of today's ever-changing desire for immediate gratification. There are many individuals and organizations who

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will make this motto a way of life. Search out those contractors, architects and artisans who show a proven capability to build, design and create with an emphasis on sustainability and quality.

While sometimes hard to do, disregard the short-term lowest price and consider the long-term gain with quality products and services. Research and look for the best people you can find. It will be worth the effort and will bear fruit in the finished product you are seeking.

Great talent can still be found today. Those companies and individual craftworkers who are teaching their young apprentices the techniques to become artisans and masters of their crafts will be the future companies that sustain their existence and provide and perpetuate the term "craftsmanship" to us, the consumer. **P**

Michael Petrasek is president of American International Construction, a building restoration contractor located Berea.



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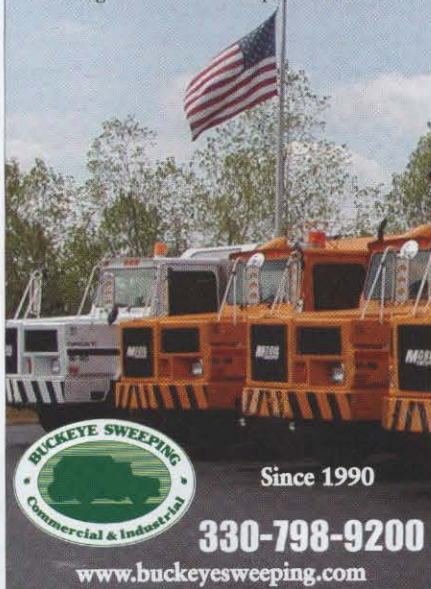


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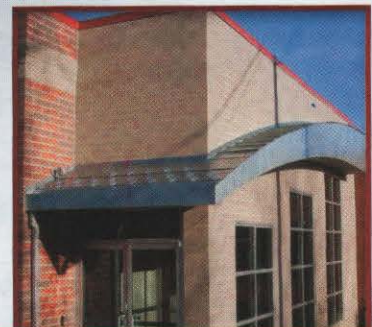
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