



Microfactories

Move Aside Mr Ford

Masa Kleinhample
Jon Kleinhample

ISBN	9789401437011
Publisher	Lannoo Publishers
Binding	Hardback
Territory	World excluding Belgium, The Netherlands, France, Switzerland & Scandinavia
Size	270 mm x 205 mm
Pages	312 Pages
Illustrations	120 color, 40 b&w
Price	£45.00

- This is a book about a new breed of entrepreneur, tangled up with both tradition and technology
- Includes interviews with entrepreneurs from around the globe, such as Mast Brothers, Stephen Kenn, Piet Hein Eek, Chad Robertson

“When perfection is contrasted in the same moment by imperfection. When the precision of an industrially produced object is contaminated by the imprecision of the human hand.” Masa & Jon Kleinhample Informed by both traditional and digital techniques, these “microfactories” operate within a contemporary setting, forging new rules for a unique business strategy. To quantify a company as a microfactory means to elevate their status. To recognise that person’s ability to shift the rules defining operational norms within creative businesses. They are, by definition, the embodiment of a ground trembling creative renaissance, ushered in by the integration of both tradition and technology into our daily lives, whether business or personal. They operate small foot print, extremely agile companies that communicate directly with their customers. They do not rely on large production facilities; rather on their own, on-demand micro-factories. Living in both the physical city and within a new, expansive, digitally networked community, they define a new breed of commerce. Unbound by location, we see the emergence of a new global landscape benefitting from the intimacy of local actors. This is not your fathers’ globalism, but one shaped by the transparency of social networks.

Specialising in creatively re-thinking the way in which people dwell, **Klein Agency** focuses on simple solutions to living well. They make a point to focus their attention on material, beauty, and timelessness in their design. With a focus to design and fabricate products for simple living, Klein Agency harnesses the beauty of raw materials.