

TRUE CRAFTSMANSHIP

E-MAGAZINE MEDIA DECK



ABOUT THE MAGAZINE

AT TRUE CRAFTSMANSHIP MAGAZINE WE BELIEVE THAT THE GROWING SUPPORT FOR HERITAGE BRANDS AND CRAFT PRODUCTION IN SOCIETY IS AN ENCOURAGING SIGN THAT SUGGESTS WE ARE SLOWLY WAKING UP TO THE THROWAWAY SOCIETY WE LIVE IN. WE FEEL CRAFTED PRODUCTS ARE MORE IMPORTANT THAN EVER AS THEY CREATE LESS WASTE, LAST LONGER AND ARE MADE WITH SKILL, CONSIDERATION AND CARE. SUSTAINABILITY IS A RESPONSIBILITY THAT WE SHOULD ALL BE AWARE OF AND EMBRAC.



IT IS WORTH NOTING THAT TRUE CRAFTSMANSHIP HAS BECOME A DYING ART, BEING REPLACED BY MASS PRODUCTION AND AUTOMATION. HOWEVER, THERE IS A GROWING TREND TOWARDS SUPPORTING ARTISANAL AND HANDMADE PRODUCTS, AND THAT IS WHY OUR MAGAZINE RESONATES WITH BOTH CRAFTSMAN AND READERS ALIKE AS WE EXPLORE, DELIGHT OVER, AND REVISIT TRADITIONAL AGE OLD CRAFTS IN THIS MAGAZINE.



“A TRUE CRAFTSMAN IS HONEST AND CARES ABOUT HIS WORK IN A WAY THAT MECHANICS AND MACHINES, CHEAP LABOUR AND PRODUCTION LINES DON’T”



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