



# Microfactories: Move Aside Mr. Ford

*Masa & Jon Kleinhample*

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## **Microfactories: Move Aside Mr. Ford** Masa & Jon Kleinhample

- 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 recognize 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 benefiting from the intimacy of local actors.

This is not your fathers' globalism, but one shaped by the transparency of social networks.

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