



FOR IMMEDIATE RELEASE

**Beau Dromiack Releases His Debut Book “*The Craft Advantage*” -
This Game-Changing Book Unveils the Necessity
and Power of Craftsmanship in Architecture**

“The Craft Advantage” illuminates the pivotal role of craft in revitalizing the architecture profession. Uniting tradition with innovation. It unveils strategies to reverse decline, amplify professional influence, and elevate the built environment.

Chandler, Arizona, October 9, 2023 - The architecture world is about to witness a groundbreaking transformation with the release of [*The Craft Advantage: Reviving Craft in Architecture for a Better Built Environment and Improved Influence*](#). Authored by Beau Dromiack, this highly-anticipated book takes architects on a riveting journey through the timeless art of craftsmanship, unveiling its pivotal role in revitalizing the architecture profession. *The Craft Advantage* illuminates the pivotal role of craft in revitalizing the architecture profession. Uniting tradition with innovation. It unveils strategies to reverse decline, amplify professional influence, and elevate the built environment.

In *The Craft Advantage*, readers will embark on a captivating exploration of how traditional value of craft is essential to maximize innovation and influence in architecture. This book not only diagrams the trend of the craft decline, it also reveals innovative strategies to reverse the decline of craftsmanship, amplify professional influence, and elevate the quality of the built environment.

Beau Dromiack has meticulously crafted a treasure trove of insights, empowering architects to harness the power of craftsmanship and craft skills for a better built environment, increased influence and effective longevity in the profession. [*The Craft Advantage*](#) presents a compelling case for embracing the advantage of craft to ensure accountability, responsibility and quality are maintained in the face of new technical pressures such as AI and the rapidly evolving architecture and building industry.

Key highlights of *The Craft Advantage*:

Describes and diagrams the craft decline trend in architecture.

Describes in detail the three over-arching categories that define craft and 15 sub-categories that describe what craft can be so the craft advantage can be maximized.

Offers 27 practical skills to revive and integrate craftsmanship into modern architectural practice.

Presents the necessity of an optimized craft for an increased influence and a positive resistance against losing accountability to virtual tools such as AI and other rapidly evolving industry pressures.

Describes the obligation that the advantage of craft is the architect’s single most important endeavor to ensure a better built environment and effective longevity over time.

The Craft Advantage is not just a book; it's a movement that encourages architects to revisit their roots, rediscover the essence of their craft, and usher in a new era of architectural excellence. By embracing the principles and practices presented in this book, architects have the potential to make a lasting impact on the built environment while enhancing their own professional influence.

Join the movement today and unleash the potential of [The Craft Advantage](#). Whether a seasoned architect, an aspiring professional, or a student, this book promises to inspire, inform, and equip with the tools to embrace craftsmanship in architecture.

The Craft Advantage releases October 31, 2023 and is available now for pre-orders from major online retailers.

About The Author:

Beau Dromiack's architectural journey began in high school working in a small design studio and helping to build what was designed in that studio. Out of Beau's unique obsession "to know why," he curated his career to learn the macro pressures that define the current architectural profession. Experience including the hands-on craft of cabinet making, artist/architect architecture, boutique design studios, designing in corporate engineering and architecture giants, the establishment of integrated design teams in the construction and development industry, and leading architecture teams and practice.

This vast range of experiences has formed his real-life experience to write *The Craft Advantage*. He has a broad integrated design expertise in Design-Bid-Build, CMaR, Design-Build and Integrated Design delivery. He is a member of The American Institute of Architects (AIA), Design-Build Institute of America (DBIA), Society for College and University Planning (SCUP), and National Council of Architectural Registration Boards (NCARB). Beau has earned a Master of Architecture from Arizona State University and teaches as an undergraduate and graduate student professor and mentor.

He volunteers teaching design to design-build teams at Northern Arizona University School of Construction. Beau is an active volunteer teaching STEM-focused architecture and engineering principles to elementary school students and has developed STEM teaching tools to expand the student understanding of architecture and engineering. He is 33 years married and has four adult kids, one son and three daughters. Beau loves backpacking and nurturing chickens to achieve the best egg while also as an avid cookie baker, pursuing the best cookie experience. He is very active hobbyist, loves coffee and thoughtful conversation, reading "everything," analogue vinyl, and fly fishing.

About Press 49:

Press 49 is a hybrid [publishing company](#) founded in 2019 that provides a full suite of publishing services to new non-fiction authors. Headquartered in Chandler, Arizona, Press 49 is a part of BMH Companies and designs, creates, and delivers high-quality trade books and eBooks to expand brands and solidify professional speakers, business coaches, real estate experts, consultants, and business owners as contenders in their industries.

Boasting a roster of more than 160 authors and co-authors with several having earned the titles of award-winner, Amazon bestseller, and Amazon #1 new release, Press 49 is the proud recipient of an Award of Distinction from The Communicator Awards as well as a Stevie® Award in the Startup of the Year - Business Services Industries category.

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