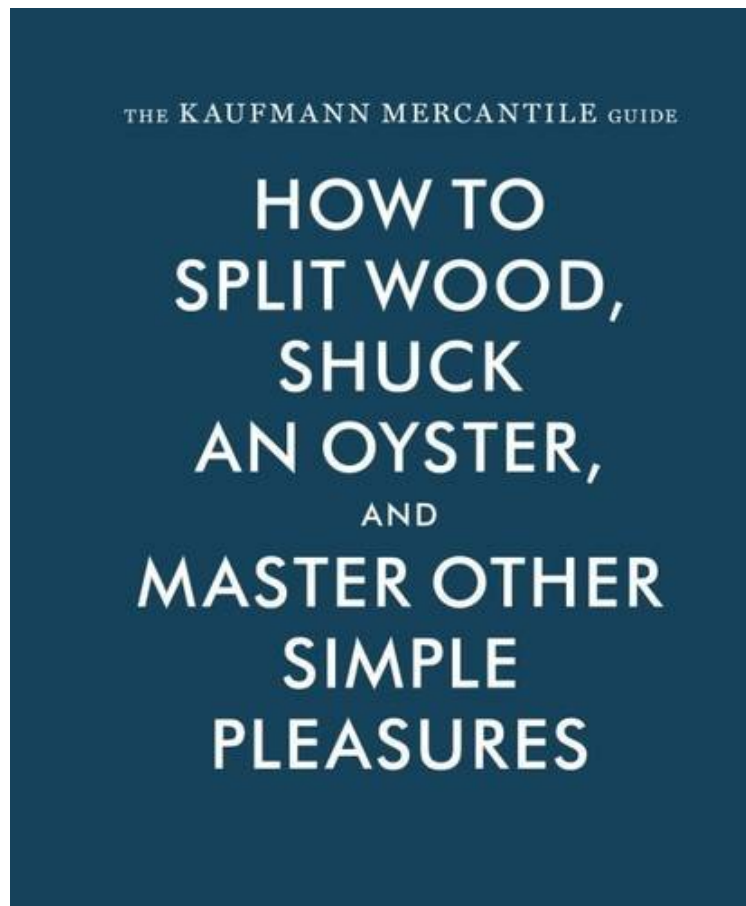


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The Kaufmann Mercantile Guide: How to Split Wood, Shuck an Oyster, and Master Other Simple Pleasures

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From Chronicle : The Kaufmann Mercantile Guide: How to Split Wood, Shuck an Oyster, and Master Other Simple Pleasures before purchasing it in order to gage whether or not it would be worth my time, and all praised The Kaufmann Mercantile Guide: How to Split Wood, Shuck an Oyster, and Master Other Simple Pleasures:

53 of 53 people found the following review helpful. I like the idea of the book more than the book itselfBy aSimpleManThis is a handsome book and I found the idea of it very appealing. Unfortunately, it came off as a little too promotional (lots of space dedicated to purchasing items the book references). Due to the quantity and breadth of information, it isn't really conceivable to convey anything with any real depth, like caring for indoor houseplants. The information is all true, but a little to vague to replace doing some quick (and free) searching online. I found myself not referencing it much like I was hoping I would.If this same group was to make another series of books that were of the

same quality but were more focused on specific topics (like, "the KM guide to caring for indoor house plants and flowers"), and made a commitment to seriously reign-in on the in-book advertising, I would seriously consider purchasing it. 3 of 5 people found the following review helpful. Five Stars By George the book man Fabulous and very handy. Definitely worth purchasing. 3 of 3 people found the following review helpful. Wonderful, old-fashioned fun. By Vicki M. Amusing and instructive book that strives to teach a wonderful set of skills, from vegetable gardening to engaging in entertaining diversions, such as oyster shucking, to people who want a simpler, more enjoyable life. Good line drawings and suggestions for tools of the trade that may last several lifetimes. Very fun read. Highly recommend.

A trusty companion for the slow and thoughtful home and the inner utilitarian in us all, *The Kaufmann Mercantile Guide: How to Split Wood, Shuck an Oyster and Master Other Simple Pleasures* allows you to experience the singular satisfaction of doing it yourself. Each project, whether caring for cast iron or planting with the seasons, is supplemented with expert tips to inspire and empower. Organized into five sections: Kitchen, Outdoors, Home, Gardening, and Grooming, the comprehensive guide features detailed instructions and original artwork for tasks both simple, such as brewing the perfect cup of coffee, and exploratory, such as fording a stream and reading the sky. Accompanying the how-tos are tried-and-true products selected from the Kaufmann Mercantile store that not only help one get the job done but are also a joy to use. As editors Alexandra Redgrave and Jessica Hundley describe in the introduction, "This book began out of a curiosity for how we grow, build, and craft the world around us. We discovered that there's an art to a simple task done well - it calls for consideration and creativity, the rolling up of sleeves, and the digging into of details. It means getting messy, and, perhaps, messing up. In our world of modern convenience, doing it yourself is immensely rewarding. And so, consider the book in your hands as a starting point. We hope you, like us, find inspiration in these pages to experiment, to investigate, to create, and to enlighten your everyday."

"Forty-eight how-tos that reflect Kaufmann Mercantile's larger philosophy about life. Included are instructions for starting a campfire, repairing a bicycle tire flat, building a lean-to shelter, sewing a button and sabering a bottle of Champagne, along with suggested tools for the jobs." - the New York Times

By the purveyors of the masterfully curated online store with the same name, their first endeavor in print is a huge success. Real Simple

About the Author: Sebastian Kaufmann is CEO and founder of the New York-based online retailer, Kaufmann Mercantile. Originally conceived as a blog, Sebastian's strategic vision has led the company's growth to a full-scale e-commerce brand, offering the finest made products from over 300 of the world's best manufacturers in more than 20 countries. The company's dedication to sourcing and selling ethically-made and hand-picked items carries across in its careful consideration and selection criteria, as well as its commitment to telling the stories of those who made them.

Prior to founding Kaufmann Mercantile, Sebastian co-founded music video and commercial film production company Draw Pictures, where he helmed the company as CEO. In addition, he founded feature film development company Six Neighborhood Films in 2003.