



Will Schueler

My company: W.S. Woodmasters, Merton, WI

My Web site: www.wswoodmasters.com

My background: I've been doing woodworking ever since I was in high school, back when they used to teach woodworking. I have a knack for it.

My materials: Most of my material is solid wood; I use a lot of maple and walnut. I like to use natural colors on all of my pieces. I try to use solid wood as much as I can, and I make all of my veneers. If I'm working with local customers, I take them where I buy my wood, let them pick out what they want, and cut veneers from what they pick.

My inspiration: It's my surroundings' shapes and colors. But for a lot of pieces, it's what the customer wants. I can go as crazy or straight-lined as he or she wants.

My challenge: I always try to make my next piece more difficult than the piece I made before. That's the truth. I always try to out-do myself.

My clientele: Mainly high-end people who are interested in artsy products. But we make straight-lined furniture, too. The main thing is that when a customer puts one of my pieces in his house, his friends ask, "Where did you get that? It's so different." Even if I make 10 of the same table design, each one will be original, since all of my products are hand-cut and hand-laid. I make it all myself, and my clientele appreciates it.

Where you can see my products: We exhibit at the Fine Furniture Show, both the Milwaukee (Sept. 29-30) and Providence, RI, (Oct. 26-28) editions. The nice thing about these shows is that exhibitors have to design and build their own pieces.

How I describe my products: Furniture that defines art.

How I describe myself: An artist with a passionate insight into design.



W.S. Woodmasters' Will Schueler produces high-end furniture that is constructed mostly from maple and walnut solids. His creations include (from top to bottom) a hall table, an end table, the "S" table, and a dining table and chairs. **CIRCLE 201**

