

DESIGNNY
TAKES AN INSIDER'S LOOK AT...

Fawn Meadow Wood Crafters, Inc.

Written by Jane Trubert Schmitt

... *The Splendor of Wood Revealed* ...

A deep knowledge of wood and a dedication to his craft inspire the wonderful creations by Bruce Alles, owner of Fawn Meadow Wood Crafters Inc.

His business, located in Bloomfield, N.Y., just outside Rochester, prides itself on a creative blend of imagination and reality to produce custom cabinetry and furniture for discerning homeowners and commercial customers.

"I never tell a client what I can offer them," Bruce says. "I ask them what it is that they would like and we go from there."

An artisan at heart, Alles spent nearly three decades in the corporate world before deciding it was time to focus on the very thing that always seemed to bring him the most pleasure: working with wood. He established



photograph courtesy of Fawn Meadow Wood Crafters

Fawn Meadow Wood Crafters to offer every kind of decorative expression, from the finest in cabinetry for every room of the house to custom paneling and moldings, fireplace surrounds, Pubs and much more.

"We offer our craftsmanship, professional experience and enjoy a creative challenge," he says.

The process begins with a consultation to determine just what the customer needs or wants.

"You have to ask the golden questions to figure it all out," Alles says, "lots of questions that they know the answers to but never really thought about. You go through the process with a customer to find out their likes and dislikes, right down to the shade of the wood. Is it contemporary or traditional they



photograph courtesy of Fawn Meadow Wood Crafters

want, or some sort of mix in between? Everyone's taste differs and we look to marry the right wood type and character with the style that ultimately pleases that customer."

You get the picture: This is real custom work at its best. When the job calls for it, there

is a sawmill and kiln onsite to cut and dry the wood specifically for that project.

"That's the thing," Alles says. "We don't want to do what other companies do. We let the wood talk. When we say 'custom,' you will see the difference."

"The fabrication and craftsmanship of the cabinetry is in one word, 'phenomenal!'" - Dr. Lewis & Barbara Giglio



photographs by Acorn Studios

Fawn Meadow Wood Crafters Inc.
1939-4 Bennett Road, Victor, NY 14564
585-766-3239
www.fawnmeadow.com • info@fawnmeadow.com