

## **PRODUCING A “WORK OF ART”**

Unfortunately, production of such an intricate piece of equipment as the Basis Work of Art is not like “churning out” a mass-market consumer item.

The Work of Art is an ultimate statement of precision, performance, and the art of analog playback. The turntable itself is indeed a piece of art, sculpted from solid billet pieces of material. Not one part of shape is extruded or molded. All of the features, contours, and architectural shapes are created by precision machining operations. Further, all machining is performed by “Tool and Die-Makers”, machinists of such high caliber as to be differentiated by their ability to create the special tools, dies, and molds that are used to produce molded, cast, and stamped products. Only the best machinists ever achieve this level, working on dies that can cost hundreds of thousands of dollars and yet may be ruined by one wrong move on the maker’s part. Most such machinists, after attaining this status, no longer will accept production work of components for products, reserving themselves for the more difficult job of creating tooling. Due to the challenging nature and the prestige of the Work of Art, Basis has been able to convince two Tool and Die Makers to machine all parts for this product. Combined, these two craftsmen have forty-five years of experience. One has been a supplier to Basis Audio since 1984, and the other since 1987. This type of machining, consuming thousands of hours for a small production run of the Work of Art, is one of many reasons why the Work of Art will always be unique in the marketplace and will represent the pinnacle of analog playback and art for decades.

Most consumer products are designed with an eye toward “ease of production”. The Work of Art, however, is no normal production product. Instead, the Work of Art was designed to be an ultimate work, whose design is based only on the requirements of performance and unique, sculptural shape. Even the polishing of the four-inch thick acrylic subchassis is a major difficulty: normal acrylic polishing businesses refuse the work due to its difficulty and the cost of the component should they damage it. Therefore, the designer of the Work of Art performs the acrylic polishing using his own proprietary process.

Basis Audio hopes that the above helps explain both some of the intense requirements of building the Work of Art, and why quantities of this product will remain limited for the life of the project.