



A Continuous Pursuit

ELEVATING THE AUTHENTIC, ANTIQUE, AND IMPERFECT:
THE IDEAS UNDERPINNING 1924US

To venture onward is to push forward bravely in an uncertain, sometimes difficult world. As a kid, I used to repeat the phrase “venture onward” to myself as a kind of mantra; over time, it came to refer not just to bravery but to a continuous pursuit of self-improvement. This idea is now the foundation of my personal and professional life. I never want to take where I am for granted, nor do I want to be stuck thinking that where I am is good enough. It isn’t a state of

permanent dissatisfaction so much as an acknowledgement that better things are always possible: better attitudes, better practices, better design. “Venture onward” is an all-encompassing call for me, and it is something anyone who encounters our work can feel.

Closely linked to this idea of venturing onward is the concept of the journeyman, an apprentice who, over time, becomes more and more skilled at their craft. They may achieve mastery one