



SFPA helped capture attendees' attention at the recent Build Live show through the engaging Think Wood exhibit, which featured live woodworking demonstrations by two popular YouTube creators.

The exhibit stood out from traditional show floor displays by bringing the sounds and sights of woodworking to life. Throughout the event, visitors gathered to watch projects take shape, creating an interactive experience that showcased the creativity and craftsmanship behind working with wood.

Featured projects included a Western Red Cedar bench, a Southern Pine rocking chair, and an Eastern White Pine newel post. The demonstrations highlighted the beauty and versatility of each product while drawing attention to the skill involved in fine woodworking.

In addition to the live demonstrations, representatives from SFPA and other wood products associations were on hand to answer questions about the species and products being showcased. Their presence provided attendees with access to credible, third-party information on wood performance, applications, and design possibilities, helping builders and remodelers make informed material decisions.

Attendees responded enthusiastically, with many appearing less focused on specific wood species and more inspired by the artistry and hands-on nature of the craft. The exhibit offered a welcome contrast to typical construction displays, emphasizing craftsmanship, design, and the enduring appeal of wood products.

"SFPA is grateful for the Softwood Lumber Board's ongoing commitment to engaging builders and remodelers through the Think Wood program. These events provide valuable opportunities to showcase the versatility of North American lumber and demonstrate how wood products complement a builder's vision. We appreciate SLB's leadership and continued support in promoting the benefits of wood construction."

— Eric Gee, Executive Director, Southern Forest Products Association