

Hi I'm Josh.
I design.

A handwritten signature in black ink, appearing to read "Joshua Matthew Tawney", with a long horizontal line extending to the right from the end of the signature.

joshuatawney.com

[@joshuamattthewtawney](https://twitter.com/joshuamattthewtawney)

NYC

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**I bring a background in architecture
to create creative experiences in
branding and marketing.**

ELK RIVER LIVING

WEST VIRGINIA

LIFESTYLE & CULTURE PUBLICATION

CJT PUBLISHING

2018

The Elk River in central West Virginia is home to over 50,000 proud people in communities that line its valleys. It is an area of the state that is often overlooked in acknowledgment. Elk River Living magazine (ERL) gives voice to the people and businesses of this region, with a strong emphasis on cultural contributions and the preservation and support of local businesses. Elk River Living serves as a mirror to the good things happening, strengthening the fabric and identity of the Elk River.

ERL's philosophy is to celebrate the people, places, and businesses of the region. The driving goal is to reinforce a sense of pride of place by simply providing a platform - a mirror to reflect the character and culture of the area. In order to achieve a sustainable magazine format that provides an ongoing source of content, we have developed a system that relies on feature stories supported by a series of recurring segments, including events, individual contributions, art and photography, student achievements, written submissions, historical references, food, and small business recognition.

Together, each issue of ERL captures a snapshot of the communities of the Elk River - a collection of developments and defining moments that, viewed together, paint a picture of a proud and resilient place **JM**



ELK RIVER LIVING



A voice for a region to celebrate their people and businesses by providing a platform that strengthens the fabric of their communities.



VOLUME 05 | ISSUE 12 | DEC 2022

ELK RIVER LIVING
Happy Holidays!

FEATURE STORY
Grace Acres Farm
Top-quality fresh beef—you can taste the difference! Doug and Terry Hanshew are taking orders now for half- or whole-feeder beef, cut and wrapped to your specifications. **p. 22**

Joyful Nest
Stephanie Salisbury, owner, creates incredible, handmade polymer clay earrings, perfect for special occasions or no occasion at all! View them on Facebook or at Elk River Boutique. **p. 16**

kicking off our 60th year
The Elk's Garden • p. 42

no place like home...on the Elk River.
304.546.9243

HELLO & Welcome Back!



As I watch the gorgeous tassels on our ornamental grasses sway gently in the wind, I am reminded it is certainly the beginning of autumn. Lawn mowers can be heard in the distance, making one of their last trips around the yard before the cold weather arrives. It's time to close out summer and be ready for the nip in the air, the smell of wood smoke, and pumpkin spice everything.

This month ERL features some of our talented Elk River locals and their array of delicious canned goods. Laura Boggess Shafer told us she knew nothing about canning at age 18 but with the help of her neighbors and a Kerr Canning book, she learned quickly. Fred Hays shared a wonderful recipe for canned squash that tastes like it just came out of the garden. This year he adjusted his recipe for canned sweetener rather than sugar for healthier products. Kathy Payne learned canning basics from her mom, but says she and her husband, Ted, can a lot of things now that her mom would never have attempted. Also, Sarah Mitchell stepped up her gardening skills this summer and grew her first crop of corn. Until this year she pretty much limited her canning to green beans and taco soup, but she had a successful yield of corn this summer and shared her recipe for freezer corn with us.

I will tell you after writing this month's feature, it gave me the urge to start canning again. Maybe not a full cellar, but I am thinking about trying Laura's Kitchen Floor Pickles and Kathy's Zesty Salsa. Laura shared that, in one of her facebook groups, she sees many people are learning to can, no matter what their age. Soaring food prices, limited store inventory, and the desire to have healthier products are encouraging more of us to join in. Share your favorite recipes with us—that's how we all can learn!

Remember to check in with your neighbors. It's the little things like helping them roll up a water hose to store in the garage or bagging raked leaves that means more than you realize. While you are at it, don't forget to take them a jar of your favorite canned goods. You can't put a price on homemade.

Until next month, stay safe and know you are loved.

Cyndi

Editor In Chief / **Cyndi Tawney**
Creative Director / **Josh Tawney**
Operations Director / **Ken Tawney**
Printer / **The Printing Press**
Charleston, WV
Layout / **Little Secret Design Co.**

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Throughout this issue, trademarked names are used. Rather than denoting a trademark symbol in every occurrence of a trademarked name, **Elk River Living** uses the names in an editorial fashion, with no infringement. All trademarked names are still fully protected, and anyone who uses them without permission will be prosecuted.

On the cover:

Laura Boggess Shafer of Gabe Road in Clendenin shared her photo of this year's delicious canned goods.

This magazine depends on our advertising partners! Production, printing and mailing costs are offset by the participation of our valued local businesses. It is how we provide this service at no charge to you. Please take the time to review our Sponsors Page, and if you are in need of a product or service they provide, we ask that you give them a shot at earning your business. And let them know you saw their ad in **Elk River Living**!

Our guest photographers who care about our communities and help make this magazine possible: Aubrie Abbott, Scott Abbott, J. Craig Allison, Tim Cunningham, Alycen Swor, Joe Hoover







THE ELK RIVER



THE ELK ICON

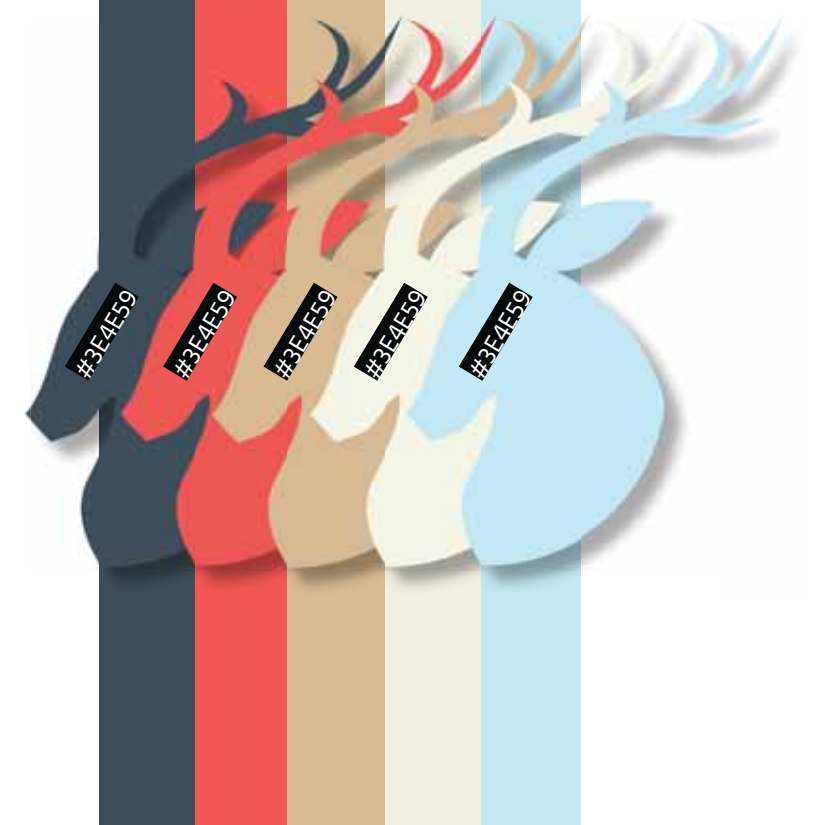
Instantly identifiable, our Mighty Elk symbolizes the strength and resiliency of the communities.

OUR LOCKUP

Our magazine anchor appears at the head of every issue and cross-media advertising and marketing expressions.

SECONDARY LOGO

Incorporating the elements of our main lockup, this logo is used in instances where a square format is appropriate, per space constraints or visual balance. It is also the recurring logo on the information and legal page of each issue opposite the Editor's Welcome.



the HEALTHY ELK 

the ELK'S STUDENTS 

the ELK'S COOKBOOK 

the ELK REFLECTS 

the ELK'S JOURNAL 

the HUMANITIES CORNER 

the ELK'S GARDEN 

AROUND THE ELK
READERS SUBMISSION



Trail Mix

RECURRING SEGMENT BUILD

The backbone of the magazine, the ERL recurring segments, use Source Serif Pro for the main text in all caps, while "the" is in Source Sans Pro in a vertical orientation at the beginning of the title, also in all caps.



MAIN FONT

Source Serif Pro

QWERTYUIOP qwertyuiop
ASDFGHJKL asdfghjkl
ZXCVBNM zxcvbnm

1234567890 # @ & \$ © ® ™ ? ! ½

SECONDARY FONT

Source Sans Pro

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While the Elk River Trail at Duck has garnered much of the media spotlight this past year, we would be remiss if we didn't highlight Nottingham's Store that sits on the bank of the Elk River at the Duck Rails-to-Trails Trailhead.

DROP CAP USED IN FIRST PARAGRAPH FOR FEATURE ARTICLES ONLY

While the Elk River Trail in Duck has garnered much of the media spotlight this past year, we would be remiss if we didn't highlight Nottingham's Store that sits on the bank of the Elk River at the Duck Rails-to-Trails Trailhead. 🍷

END OF ARTICLE SIGNIFIER GRAPHIC

All article body text must be Source Serif Pro, no smaller than 10 points to ensure legibility. Main and feature story headlines will also be in Source Serif Pro, with Source Sans Pro used for secondary headlines and supplemental information where deemed appropriate. Source Sans Pro is also used as a non-serif compliment to Source Serif Pro.

Cover titles, tag lines, skylines, pugs, and stickers can use tertiary fonts as needed on a case by case basis. This also applies to special feature articles.

HOOVER YOUTH BASKETBALL LEAGUE

RISES & SHINES

Since 2020 the Hoover Youth Basketball League (HYBL) has more than tripled in size by resurrecting their K-2 division and promoting their league on social media and in the community. This year the Hoover League left its mark across the Kanawha Valley when every team finished with a winning record in All-Star play. This is the first time in HYBL history that all Hoover All-Star teams finished with a .500 record or above!



"I know they'll carry on the lessons learned and the spirit of teamwork and camaraderie that has been so vital to their success. We can't wait to see what all they accomplish!"

Fifth Grade All-Star Team Sets Records and Leads the Way

This year the fifth-grade Hoover All-Star team finished third out of seventeen teams in the Kanawha Valley Youth Basketball League (KVYBL). These young basketball players finished the season 16-3 and hold a remarkable three-year record of 41-12, making them the winningest All-Star team in Hoover League history.

The KVYBL fifth-grade tournament was held at the new Herbert Hoover High School March 1-3. Many Elk River sports fans and parents cheered on the fifth-grade team as they played their final KVYBL tournament before transitioning to middle school basketball. All games were streamed LIVE on the Hoover Youth Basketball YouTube Channel and can still be viewed by navigating to that site.

The talented Hoover All-Star teams hail exclusively from Herbert Hoover feeder schools (Pinch, Clendenin, Shoals, and Elk Elementary).

Coached by Jason Cantrell, Lee Hall, and Larry Abshire, the fifth grade team is comprised of nine players: Richie Abshire, Chance Cantrell, Eli Collins, Jameson Garton, Zander Hall, Colton

Hess, Josh Lawson, Mason Matuszkiewicz, and Ali Mullins.

All of the Hoover All Stars compete in the highly competitive KVYBL, considered the state's toughest youth basketball league. The league consists of 18 teams of second-through-fifth graders from Buffalo, Chapmanville, Dunlar, Hoover, Hurricane, Kanawha City, Logan, Milton, Nitro, Pinca, Ripley, Riverside, Sissonville, South Charleston, South Hills, St. Albans, West Side and Winfield.

These teams play every Friday-Sunday starting in January and concluding with the KVYBL Tournament the first weekend of March.

This year all four Hoover teams flourished throughout the season. The fifth-grade team finished with a record of 16-3 and captured the third place trophy by defeating Ripley; the fourth-grade team finished with a winning record at 9-8 after losing their first round game to Hurricane; the third-grade team finished 12-5 after being upset in the first round of their tournament by Riverside and our second grade team finished with an even 7-7 record after falling in the semi-finals of their tournament.



Cynthia Tawney 

OWNER, EDITOR
304-546-9243
cyndi@elkrivertliving.com
www.elkrivertliving.com



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ELK RIVER LIVING

CELEBRATING LIFE & BUSINESSES
IN & AROUND THE ELK RIVER VALLEY



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123 Main Street
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6 119
*****AUTO**MIXED ADC 450

it's here





Cyndi Tawney 
Editor In Chief

JAN 2023 - DEC 2023

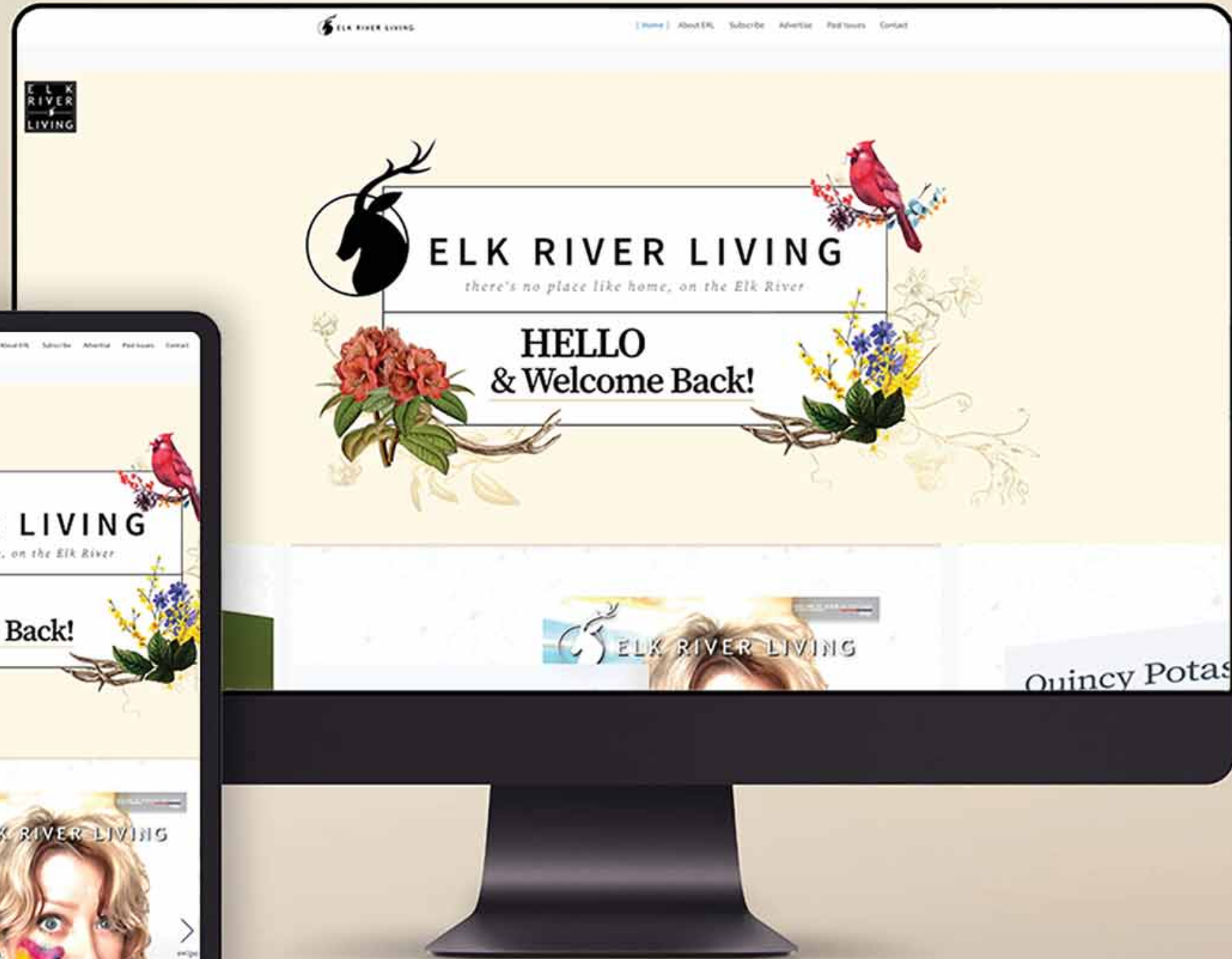

Cyndi Tawney 
Editor In Chief

JAN 2024 - DEC 2024

ELK RIVER LIVING 

Cynthia J. Tawney, Editor In Chief
304-546-9243
cyndi@elkrivertliving.com

PRESS PASS



MERCHANDISE

ERL has a variety of merchandising options that are currently being explored. There are few items available that specifically cater to the Elk River communities, and the ERL brand is a great vehicle to give people a way to express their pride of place for this niche market.



CHOPT RE-IMAGINATION

EASTERN UNITED STATES

GUIDELINES PACKAGE & RESTAURANT DESIGN

PROPHET

2017

As part of Chopt's store and brand transformation, I led the charge in drawing plans for new locations and designing and modeling physical and brand components for the new restaurant layouts. I coordinated meetings to develop plans and elevations of new location layouts, including customer journey explorations, FFE, and architecture drawings up to CD, drawing the new standard for their expanding franchise.

With each new location came a different set of challenges in order to ensure a smooth customer service experience from door to POS, with attention given to mobile and tablet ordering. **JM**





CHOPT

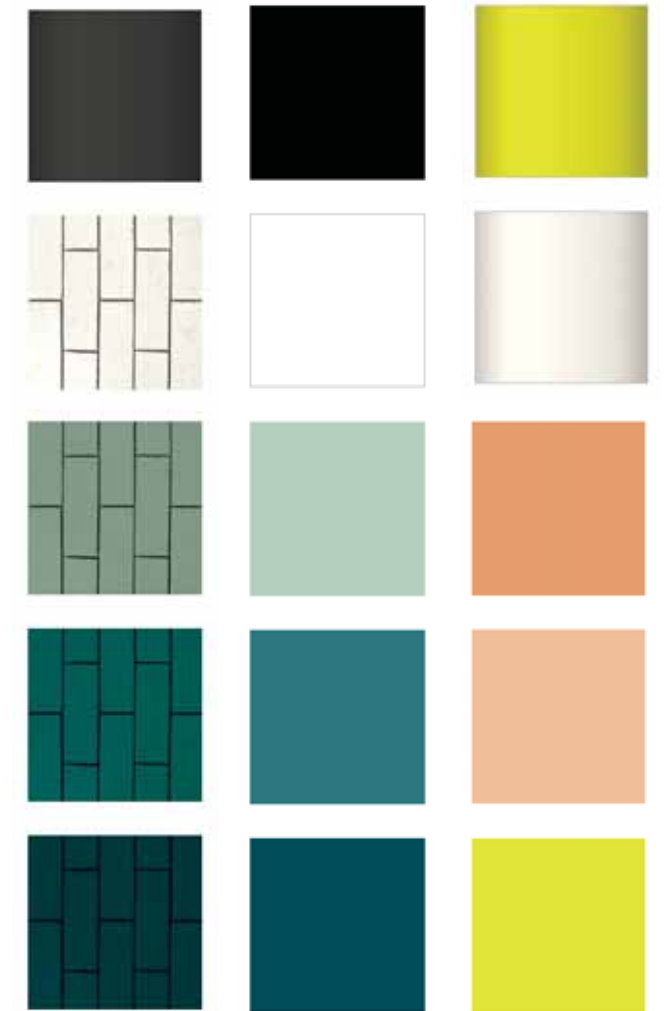
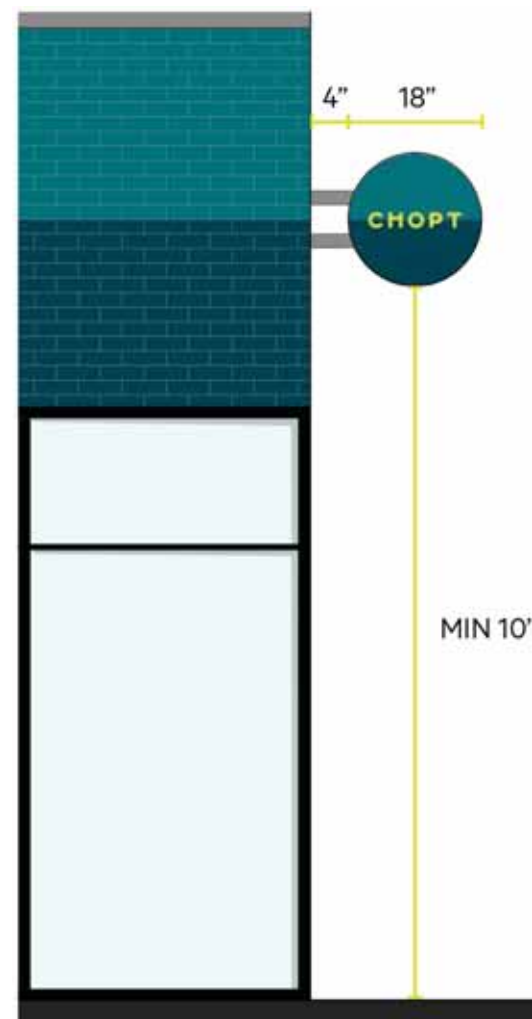
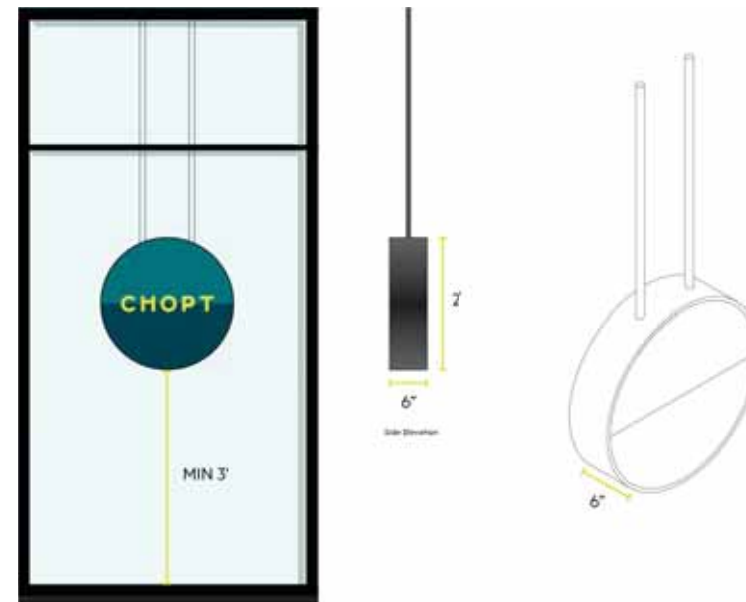
CREATIVE SALAD CO.

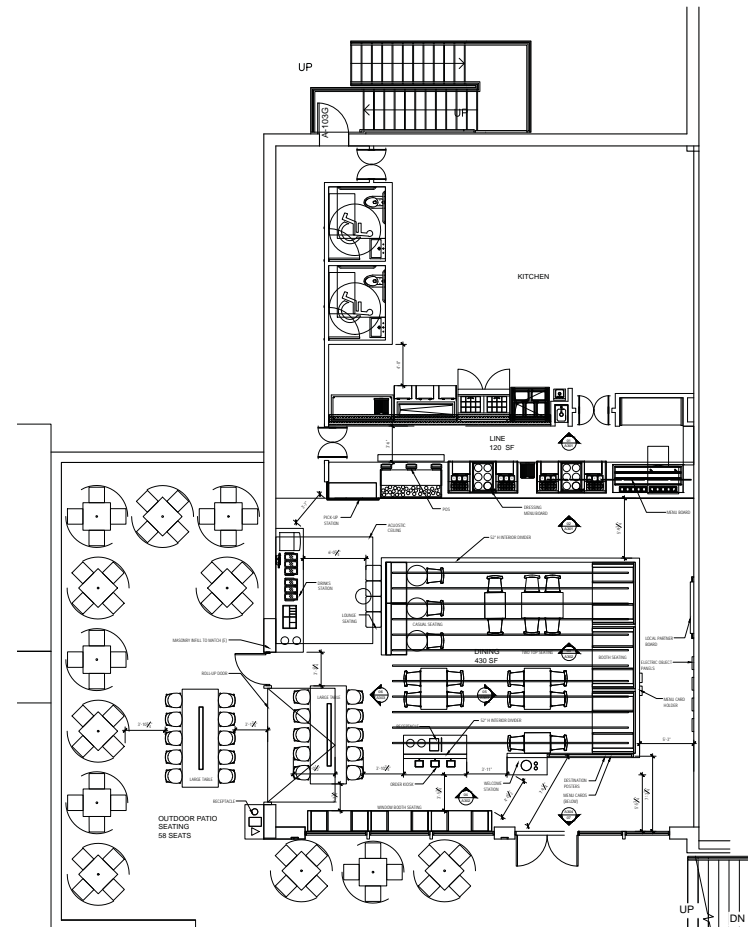
The primary signage Chopt Letters use a hollow dimensional prototype. This design uses a faux-neon LED strip as the light source.

The Chopt blade sign is used as a secondary form of signage, installed vertically or horizontally as dictated by the site.

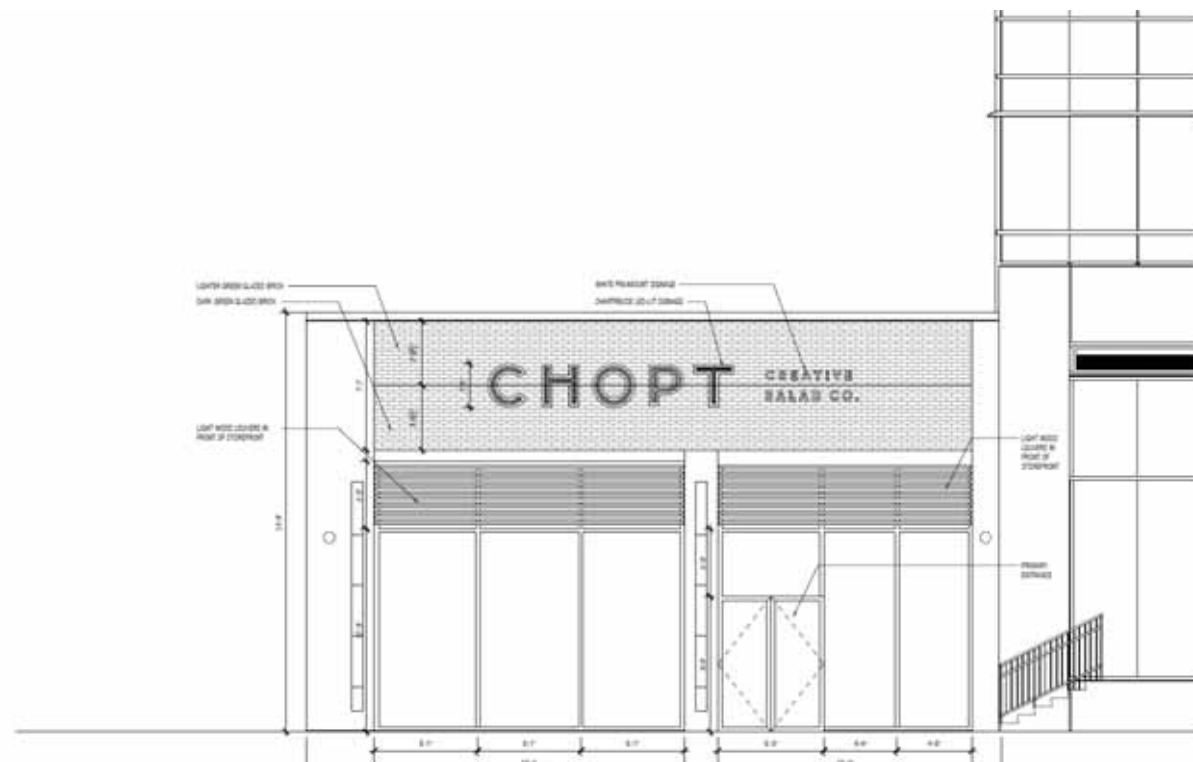
Chopt color palette and exterior materials, including brick, glazed brick, metal, wood and paint.

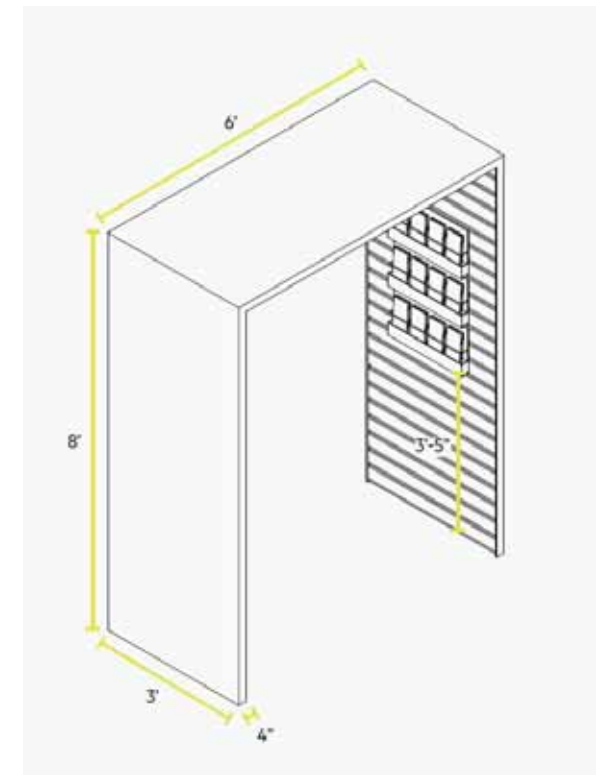
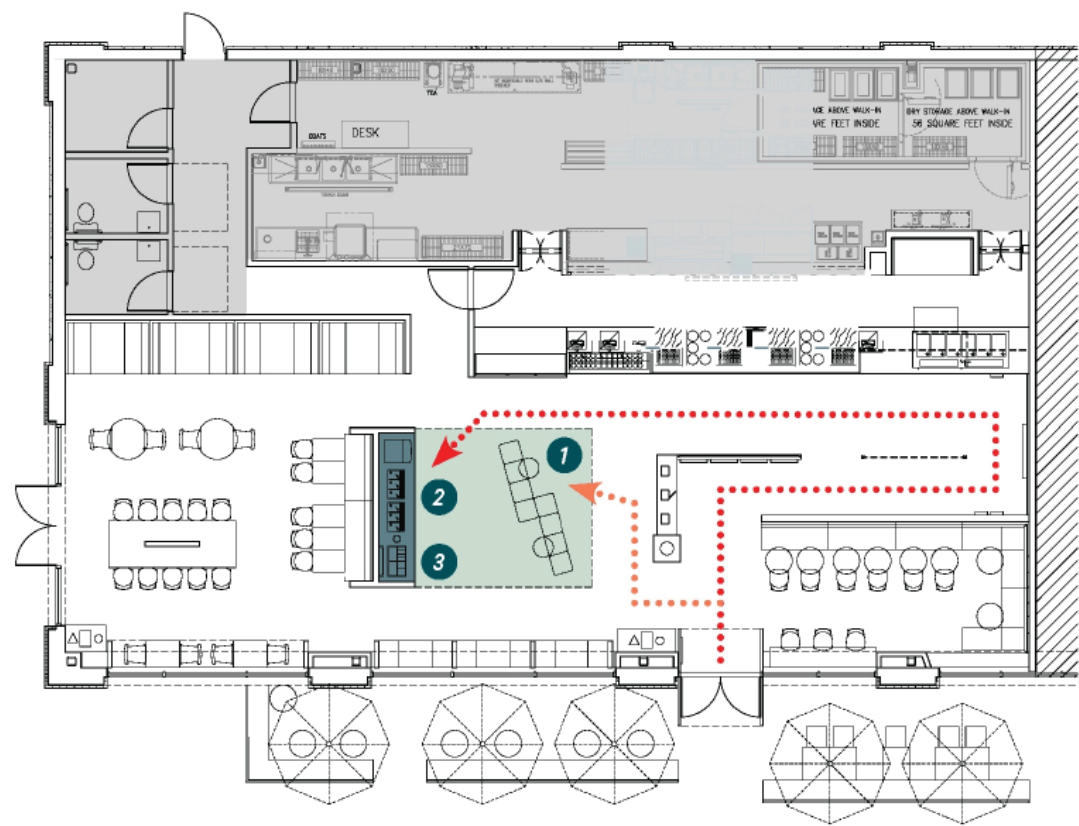
The exterior architecture of existing structures was updated to align with the Chopt brand, effectively bringing the interior design out, and the exterior in.





Plan, Brentwood, NJ location







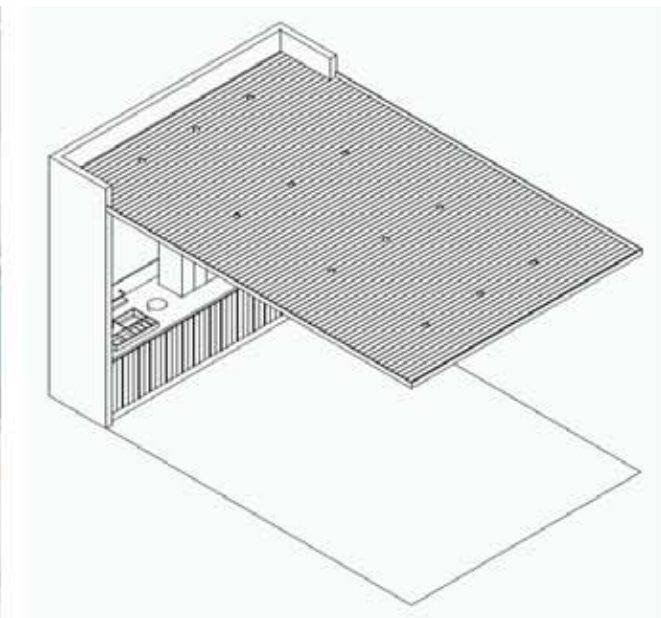
The guest journey varies depending on how they choose to place their order - via the tablet Order Kiosk, mobile pick-up, or traditional line queue.

Incorporating the Chopt identity into the physical spaces, I developed and modeled in detail interior brand elements, from arrival to ordering to paying to dining.

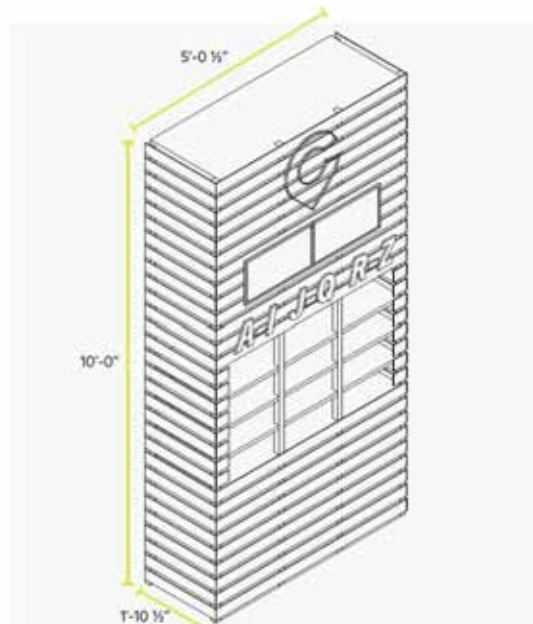
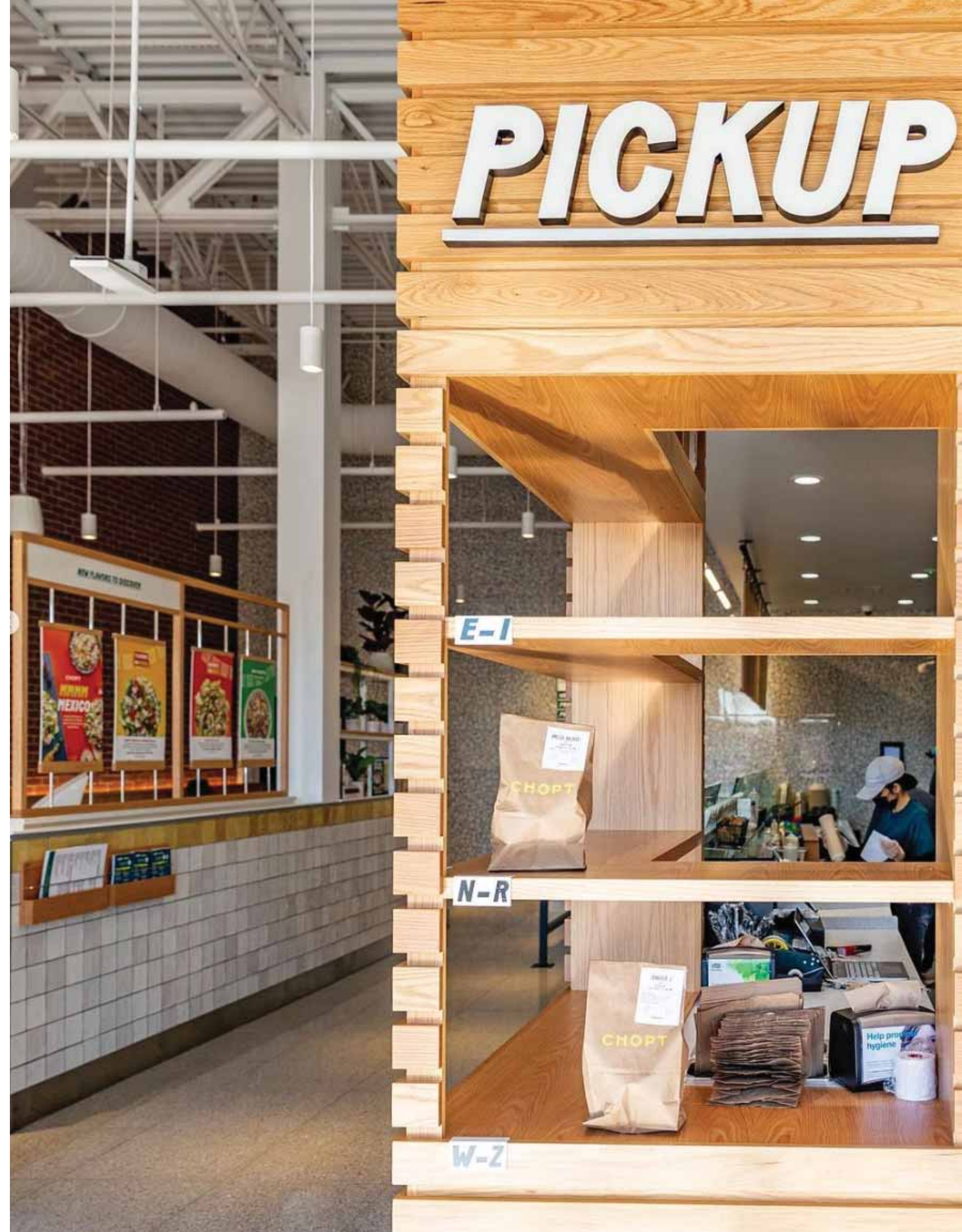




Framing the entry door inside the restaurant, the entry portal allows guests to settle in before embarking on the journey. The portal is lined with striated light wood panels on the inside. The outside has a white glossy metal finish. Menu Map Holders are hung on one side of the portal.



The Acoustic ceiling near the drinks station is intended to keep noise to a minimum in this high traffic area.



The crate shelving is designed to resemble a custom farm crate in order to bring a natural feel to the Pick-Up area. Display tvs above the window let the customer know when their order is ready.



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Batabasta wallpaper and the unconventional use of motifs brings a fresh and new approach to the dining areas and drink station. Exotic plant and animal patterns, human silhouettes and playful geometric designs are used on the wallpapers.



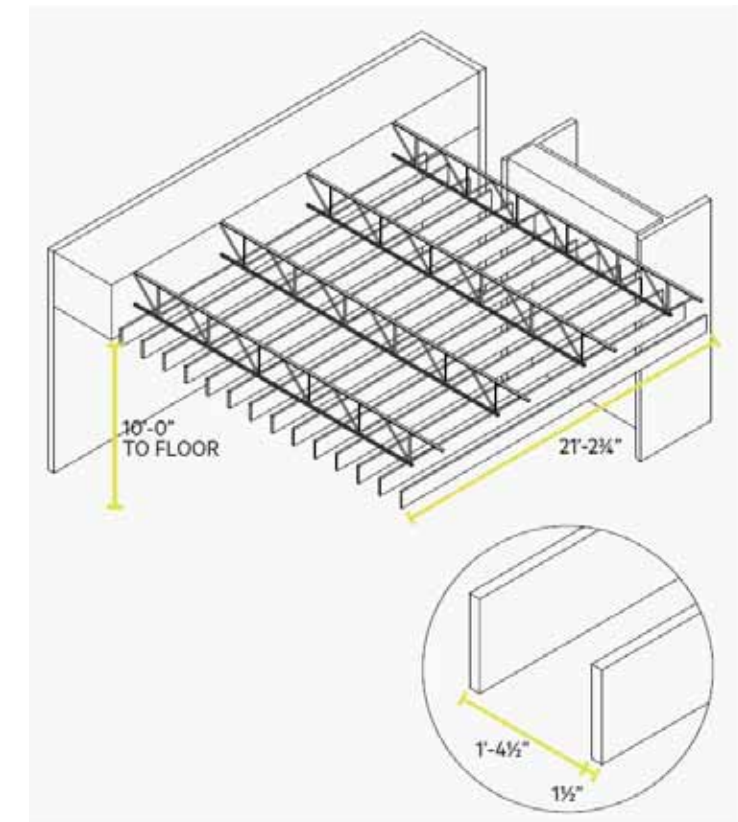


The Cirque Pendant Light by Clara von Zweigbergk brings a fun and vibrant color to Chopt dining area. The inside is painted matte white to diffuse and reflect the downward light, providing soft and comfortable glare-free illumination.





The wood baffle ceiling is suspended just under the ceiling structure roughly 10' above the dining floor. The baffle helps with acoustics to create a more quiet atmosphere and adds quality to the space.



HEALTHCARE MERGER

USA

GUIDELINES PACKAGE & PRIMARY SIGNAGE

PROPHET

2017

Formerly HealthSouth Corp, one of the nation's largest providers of post-acute healthcare services, changed their name and came to Prophet to develop their new identity. I was the designer lead on signage and related aspects of the company's new guidelines package. From exterior signage to reception to meeting rooms, Prophet came up with a cohesive design narrative for all workplaces spaces to illustrate the role of each design element in the journey and how they should be deployed in order to ensure the experience is consistent throughout all locations. I coordinated with Encompass Health leadership to accomplish desired image, including presentations at their headquarters in Birmingham, Alabama.

JM

Primary signage



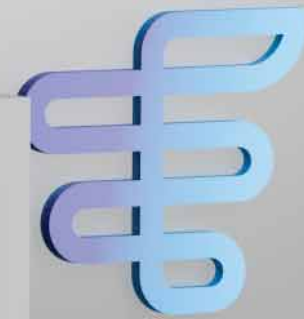
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Health**

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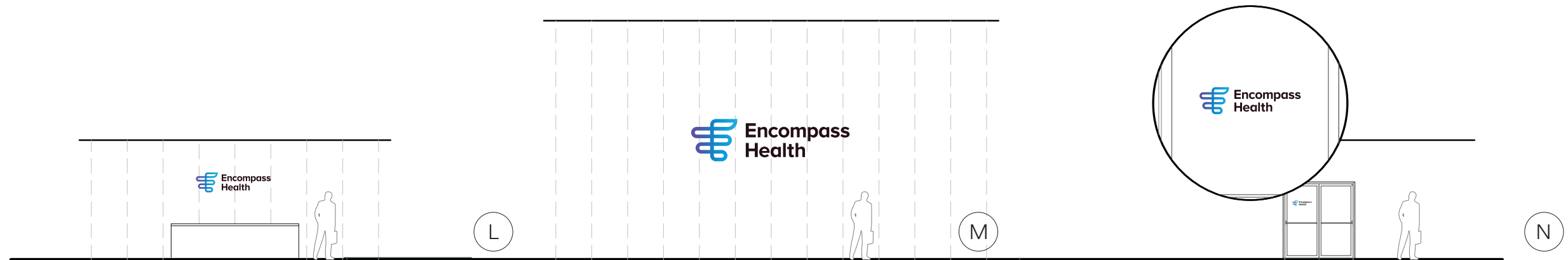
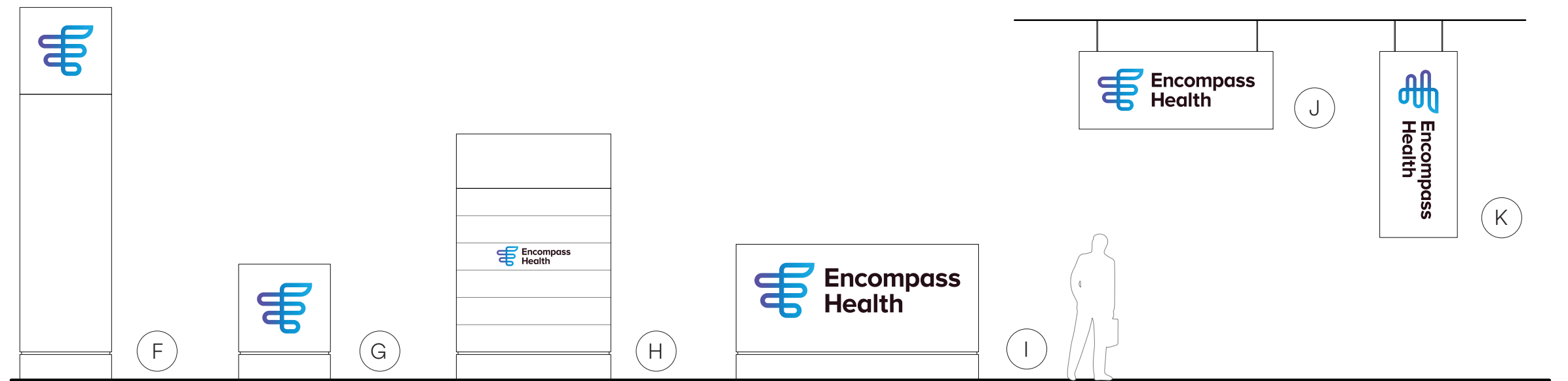
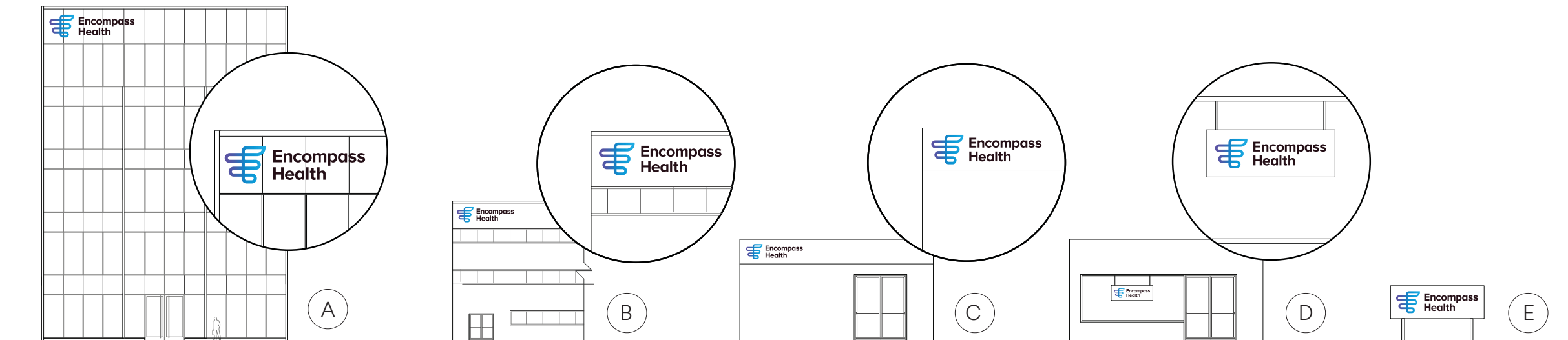
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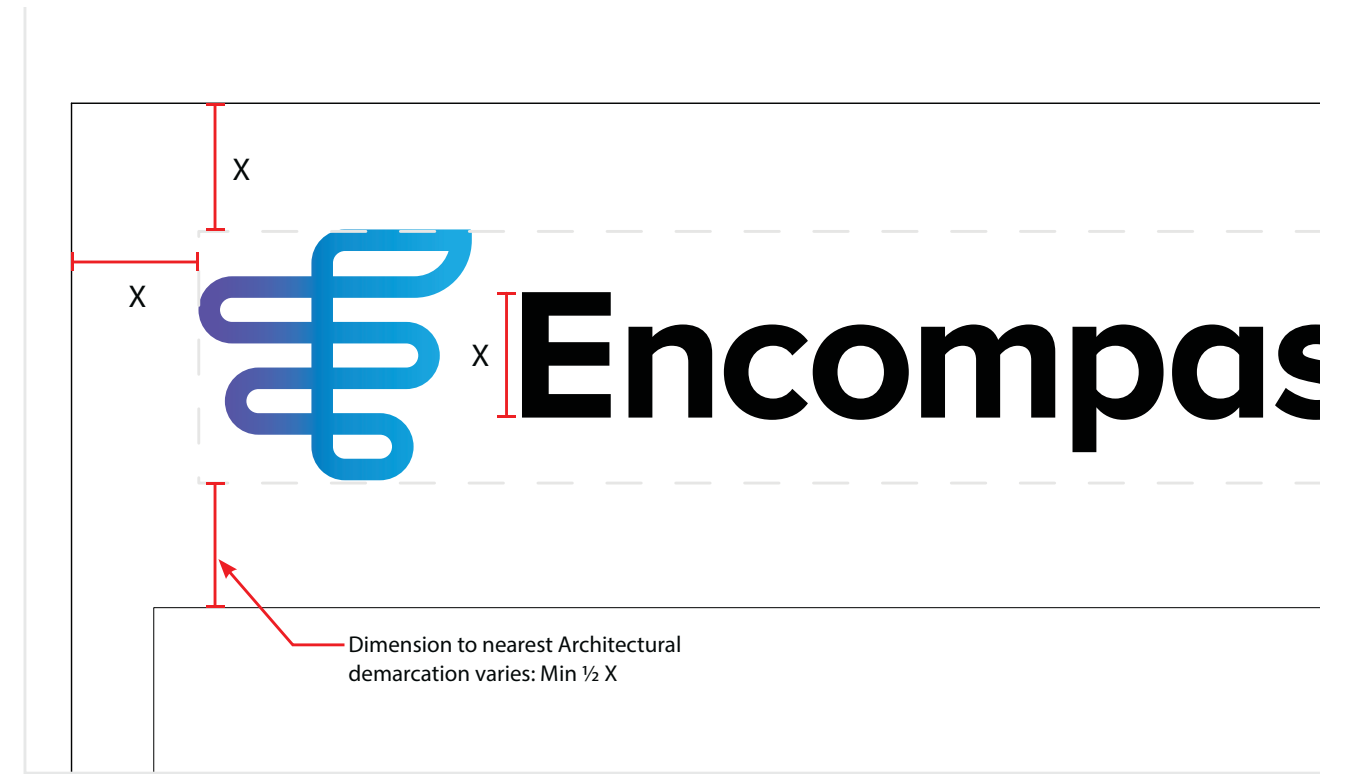
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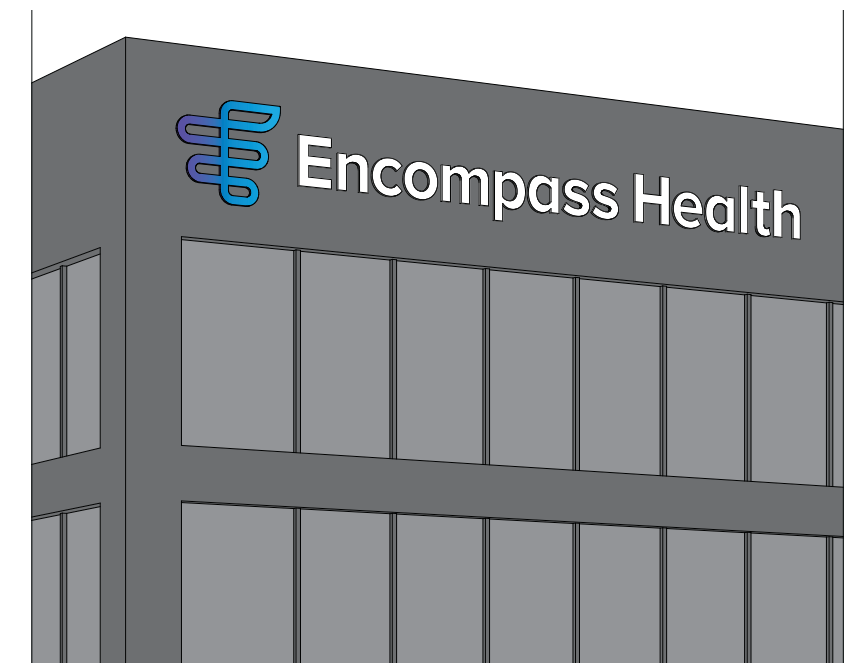
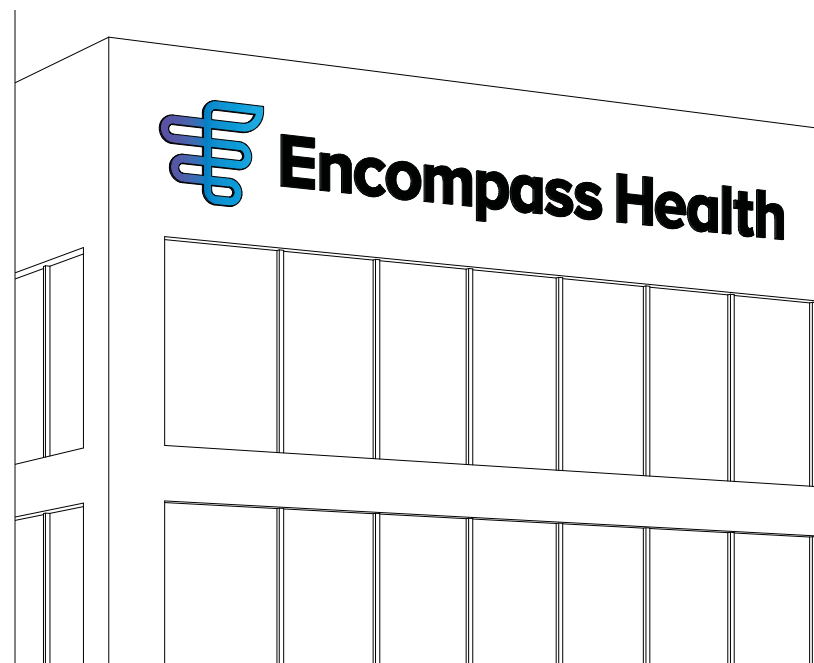
Signage Family

Key:

- A. Mid-rise building sign
- B. Low-rise building sign
- C. Mounted panel sign
- D. Window sign
- E. Post Sign
- F. Tall Pylon Sign
- G. Short Pylon Sign
- H. Tenant Sign
- I. Monument Sign
- J. Horizontal Banner Sign
- K. Vertical Banner Sign
- L. Reception Sign
- M. Multi-Story Lobby Sign
- N. Window & Door Decal Sign



Left aligned signage Clear Space diagram







**Encompass
Health**



ARBY'S

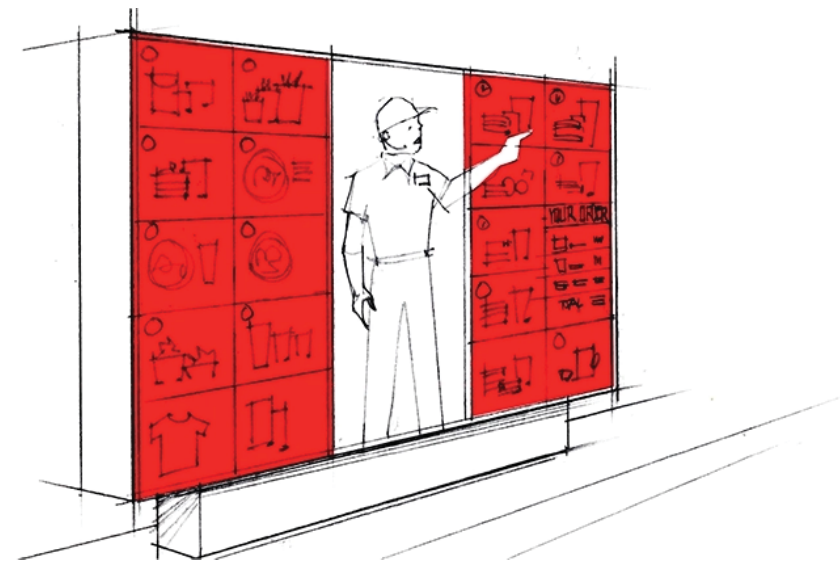
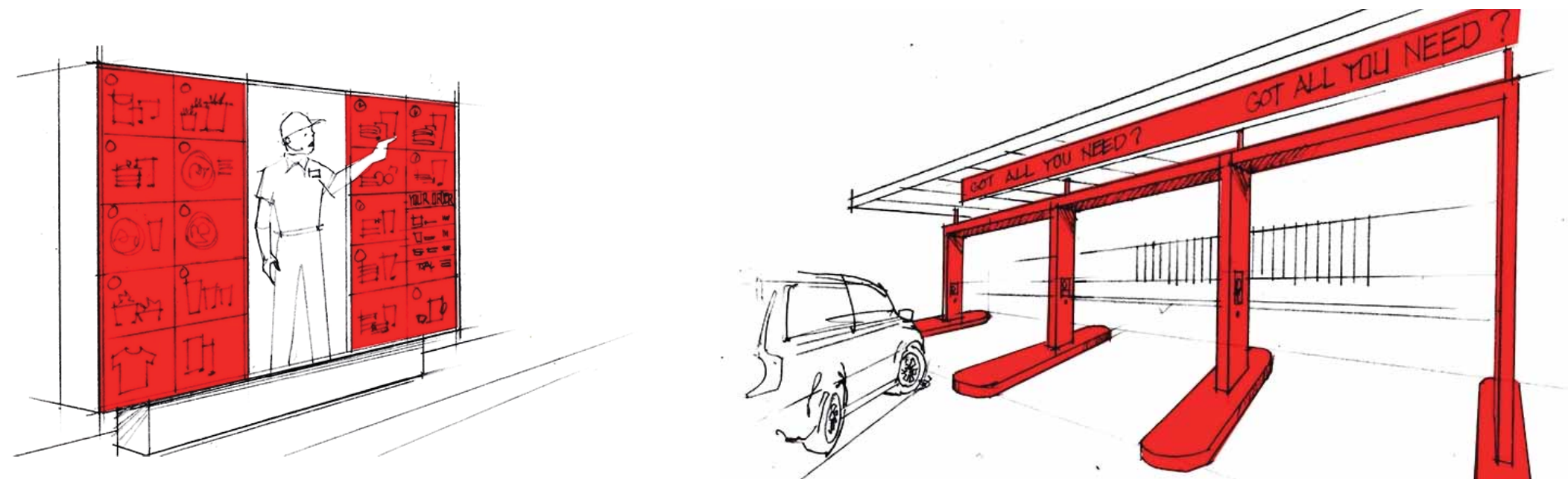
NEW YORK, NY

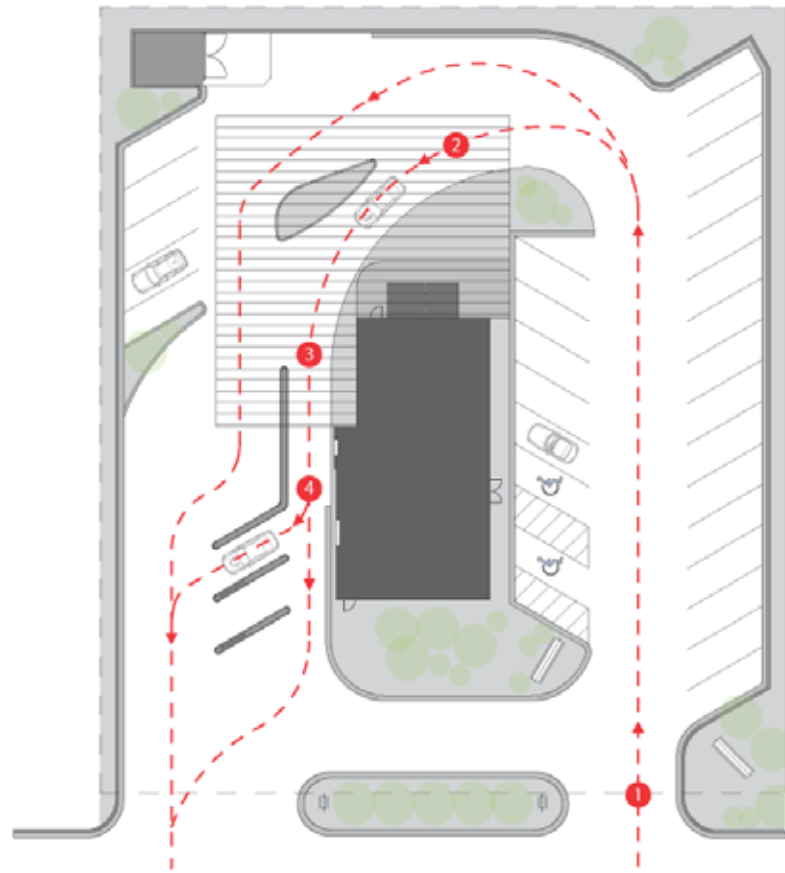
BID FOR DRIVE-THRU RE-IMAGINATION

PROPHET

2017

As restaurants and fast food companies are doubling down on mobile ordering app ecosystems, Arby's sought to re-imagine their drive-thru experience to reflect this reality and compete in capturing the growing demographic that seeks touchless ordering and payment. I developed the vehicular customer journey in three concepts where the physical infrastructure reflects the needs of both mobile pre-orer and traditional on-site customers. **JM**





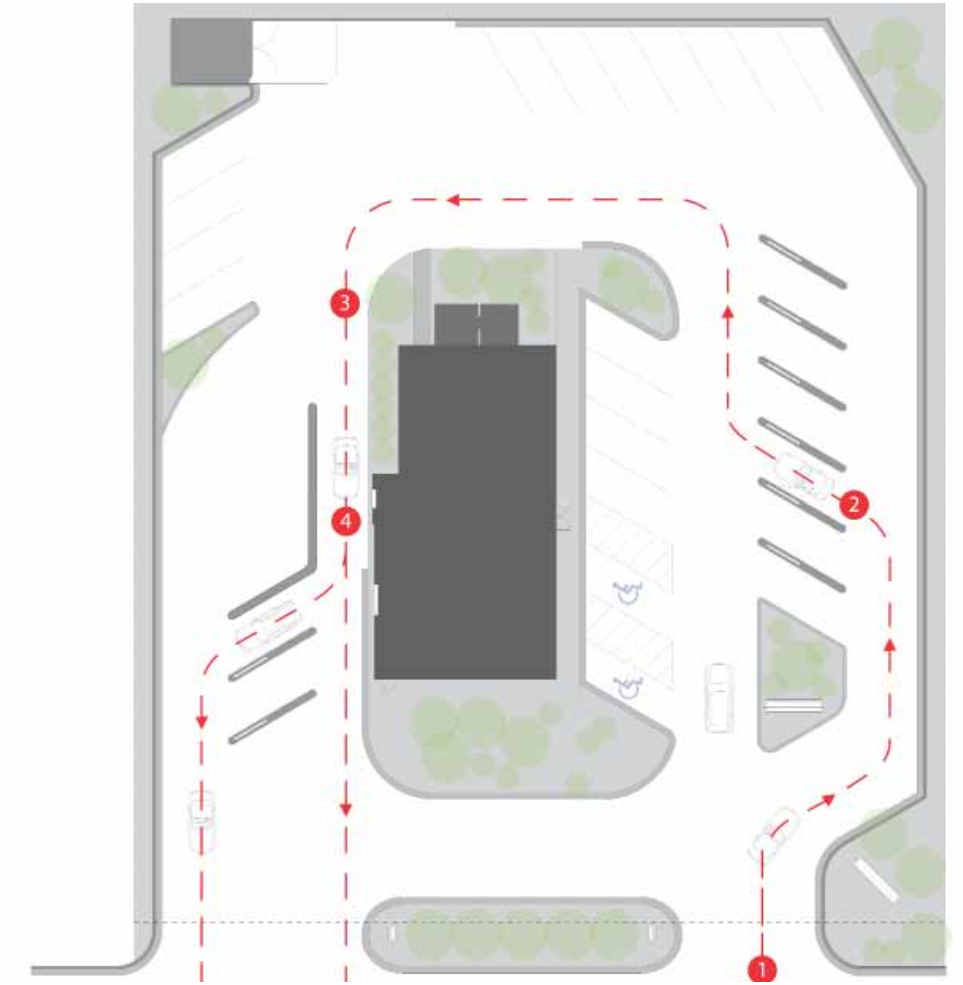
Envelops Me

The complete digital immersion fast food experience brings the entire Arby's brand system into your car. This concept envelops the customer as they enter a built and digital environment, accommodating both mobile pre-order and traditional customers.



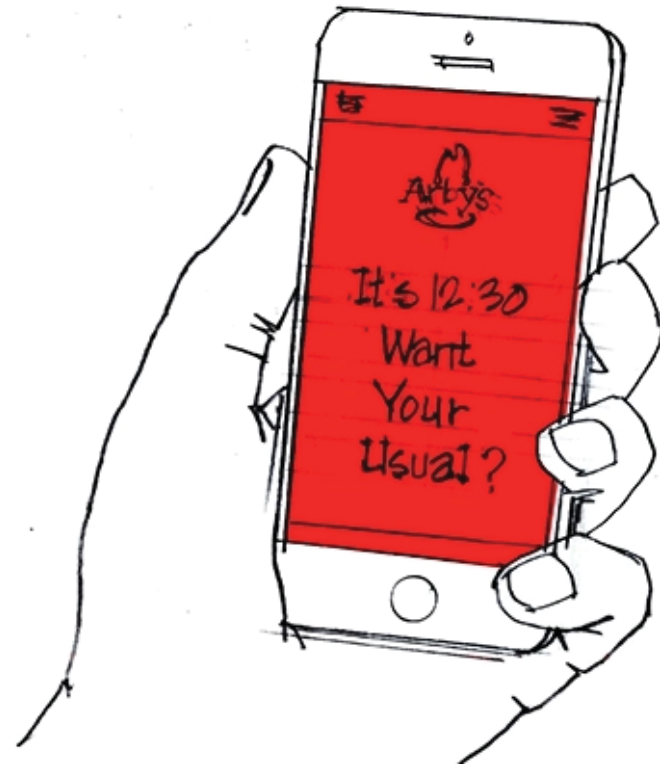
Lets Me Choose

One benefit of mobile ordering is that it significantly reduces bottleneck situations in the kitchen and as a result, the parking lot. Lets Me Choose separates the mobile customer from the drive-thru with dedicated order pick-up areas. The customer can decide which method upon arrival.



Transform for Me

In addition to a traditional experience, this concept provides a series of ordering stations with digital panels that allows customers to place their order and decide if they would like to remain on-site or continue with their order to-go.



Arby's® - The 'Lets Me Choose' Experience

		Decide to Go		
TOUCHPOINT		DECIDE TO GO	MOBILE ORDER - OFFSITE	ARRIVE ON SITE
EXPERIENCE OBJECTIVES	Drive Thru	FEELING THE URGE I'm hungry and want a quick bite.		GETTING EXCITED The anticipation is building. Everything looks quick and easy, and I just can't wait to get my first bite.
	HOW IT'S EXPERIENCED	Witty and bold messaging (e.g., "You know you want the meats!) on a digital roadside board draws guests in.		Witty and crave-worthy roadside signage make guests excited to experience Arby's. Returning guests receive a personal "Welcome to Arby's" displayed on their connected car screen.
	Mobile Express	FEELING THE URGE	GETTING IT ON MY TERMS I know what I like, and it's easier for me to order it ahead so it is ready when I arrive.	GETTING EXCITED
HOW IT'S EXPERIENCED	The Arby's app 'nudges' the guest to visit the restaurant through a personalized notification (e.g., "It's 12:30, do you want your usual?") based on knowledge of past orders and integration with Waze and their personal calendar.	As the guest opens the app to place their order, they are presented with the featured LTO and an easy order button. Upon confirming their order, the app provides them with a timing estimate for pickup.	As soon as the guest's car pulls into the geo-fenced area, employees know to begin preparing the order. Guests receive a personal welcome on their phone (e.g., "Hey! Countdown to chowtime: 3 mins") that lets them know their food is in the process of being prepared and will be ready soon.	
	Curbside	FEELING THE URGE	GETTING IT ON MY TERMS	GETTING EXCITED
HOW IT'S EXPERIENCED	Same as Mobile Express experience.	Same as Mobile Express experience.	Same as Mobile Express experience.	Same as Mobile Express experience.
EXPERIENCE PRINCIPLES	1. Educational <small>Create opportunities to tell the brand story</small>	●	●	●
	2. Entertainment <small>Create moments of guest enjoyment</small>	●		●
	3. Escapist <small>Create elements of fantasy and fun</small>			
	4. Esthetic <small>Create emotive, sensorial engagement through use of physical environment</small>			●

- Drive Thru
- Mobile Express
- Curbside
- All

Illustrations

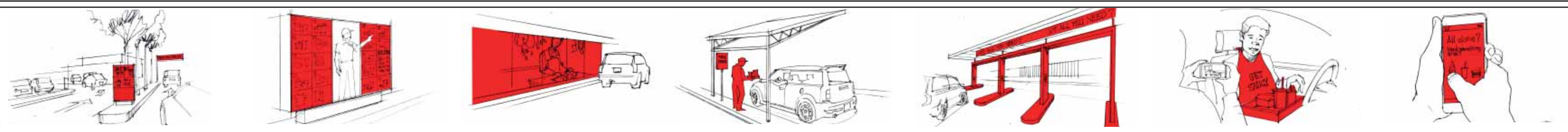
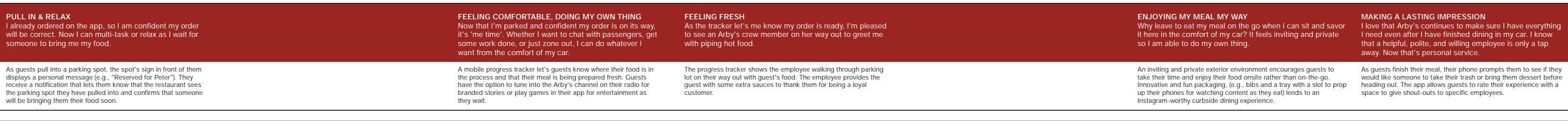




<p>CLEAR & EASY I haven't ordered yet, but I know I will be able to get in and out.</p> <p>Arby's tone of voice is infused into digital display boards that direct guests towards the correct lanes. Physical preview menu boards or in-car menus projected on smart screens make it easy for guests to think about their order while waiting in line.</p>	<p>QUICK & PERSONAL Ordering is easy and I feel confident that everything will be correct.</p> <p>A video ordering screen features an employee at the center of the digital menu who highlights the items guests order to create a digital order confirmation and ensure they get everything they want, just how they want it.</p>	<p>WORTH THE WAIT Even if there is a little bit of a line, I feel confident my food is fresh and worth the wait.</p> <p>A wall of digital screens with enticing images of Arby's food shows the guest's order coming together (e.g., icons of food pop up to signal that their curly fries are done). Additional recommendations based on individual orders are provided, giving guests the option to add them to their order at the pickup window and have them delivered out to their car.</p>	<p>STRESS-FREE EXCHANGE They had my card / apple pay on file so I didn't have to fumble with my wallet leaving my hands free to collect the food.</p> <p>Food is handed to guests in car-friendly packaging, with their order confirmation printed on the side.</p>	<p>MAKING SURE I'M ALL GOOD I have a moment to collect all of my stuff without feeling rushed.</p> <p>"Got all you need?" zones allow guests to pull forward after they receive their food, and take some time to confirm they have all they need before leaving.</p>	<p>MAKING A LASTING IMPRESSION If I need anything else, all I have to do is push the "Top Me Off" button to get someone's attention, and they bring it right out to me with a smile. Now that's personal service.</p> <p>Guests can push "Top Me Off" buttons to speak to an employee on a video screen and have them quickly bring out anything additional or missing from their order. The additional recommendation option the guest added is brought out to their car as the final touch to their meal before they take off.</p>	<p>MAKING A LASTING IMPRESSION The crew member who brings me my food is super fast, polite, and asks me if there is anything else I need help with. Now that's personal service.</p>
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<p>QUICK, EASY, & VIP I already ordered on the app, so I love that I can fly by the other slackers in the clearly marked mobile express lane.</p> <p>Mobile check-in screens greet guests by name, confirm their order, and ask if they would like to add anything else. Once checked in, guests are directed to pull through to the mobile express pickup area.</p>	<p>WHAT WAIT?</p>	<p>FEELING FRESH I pull up to a mobile express pickup spot, and I'm pleased to see an Arby's crew member on her way out to greet me by name with my piping hot food.</p> <p>Employees are notified as soon as the guest pulls into the mobile express pickup area and use the "window" to hand deliver the order directly to their car.</p>	<p>FEELING FRESH As the tracker let's me know my order is ready, I'm pleased to see an Arby's crew member on her way out to greet me with piping hot food.</p> <p>The progress tracker shows the employee walking through parking lot on their way out with guest's food. The employee provides the guest with some extra sauces to thank them for being a loyal customer.</p>	<p>ENJOYING MY MEAL MY WAY Why leave to eat my meal on the go when I can sit and savor it here in the comfort of my car? It feels inviting and private so I am able to do my own thing.</p> <p>An inviting and private exterior environment encourages guests to take their time and enjoy their food onsite rather than on-the-go. Innovative and fun packaging, (e.g., bibs and a tray with a slot to prop up their phones for watching content as they eat) lends to an Instagram-worthy curbside dining experience.</p>	<p>MAKING A LASTING IMPRESSION I love that Arby's continues to make sure I have everything I need even after I have finished dining in my car. I know that a helpful, polite, and willing employee is only a tap away. Now that's personal service.</p> <p>As guests finish their meal, their phone prompts them to see if they would like someone to take their trash or bring them dessert before heading out. The app allows guests to rate their experience with a space to give shout-outs to specific employees.</p>	<p>MAKING A LASTING IMPRESSION I love that Arby's continues to make sure I have everything I need even after I have finished dining in my car. I know that a helpful, polite, and willing employee is only a tap away. Now that's personal service.</p>
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<p>PULL IN & RELAX I already ordered on the app, so I am confident my order will be correct. Now I can multi-task or relax as I wait for someone to bring me my food.</p> <p>As guests pull into a parking spot, the spot's sign in front of them displays a personal message (e.g., "Reserved for Peter"). They receive a notification that lets them know that the restaurant sees the parking spot they have pulled into and confirms that someone will be bringing them their food soon.</p>	<p>FEELING COMFORTABLE, DOING MY OWN THING Now that I'm parked and confident my order is on its way, it's "me time". Whether I want to chat with passengers, get some work done, or just zone out, I can do whatever I want from the comfort of my car.</p> <p>A mobile progress tracker let's guests know where their food is in the process and that their meal is being prepared fresh. Guests have the option to tune into the Arby's channel on their radio for branded stories or play games in their app for entertainment as they wait.</p>	<p>FEELING FRESH As the tracker let's me know my order is ready, I'm pleased to see an Arby's crew member on her way out to greet me with piping hot food.</p> <p>The progress tracker shows the employee walking through parking lot on their way out with guest's food. The employee provides the guest with some extra sauces to thank them for being a loyal customer.</p>	<p>ENJOYING MY MEAL MY WAY Why leave to eat my meal on the go when I can sit and savor it here in the comfort of my car? It feels inviting and private so I am able to do my own thing.</p> <p>An inviting and private exterior environment encourages guests to take their time and enjoy their food onsite rather than on-the-go. Innovative and fun packaging, (e.g., bibs and a tray with a slot to prop up their phones for watching content as they eat) lends to an Instagram-worthy curbside dining experience.</p>	<p>ENJOYING MY MEAL MY WAY Why leave to eat my meal on the go when I can sit and savor it here in the comfort of my car? It feels inviting and private so I am able to do my own thing.</p> <p>An inviting and private exterior environment encourages guests to take their time and enjoy their food onsite rather than on-the-go. Innovative and fun packaging, (e.g., bibs and a tray with a slot to prop up their phones for watching content as they eat) lends to an Instagram-worthy curbside dining experience.</p>	<p>MAKING A LASTING IMPRESSION I love that Arby's continues to make sure I have everything I need even after I have finished dining in my car. I know that a helpful, polite, and willing employee is only a tap away. Now that's personal service.</p> <p>As guests finish their meal, their phone prompts them to see if they would like someone to take their trash or bring them dessert before heading out. The app allows guests to rate their experience with a space to give shout-outs to specific employees.</p>	<p>MAKING A LASTING IMPRESSION I love that Arby's continues to make sure I have everything I need even after I have finished dining in my car. I know that a helpful, polite, and willing employee is only a tap away. Now that's personal service.</p>
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ELK RIVER TRAILS FOUNDATION MAP

ELKVIEW, WV

CONTRACT

2021

The Elk River Trails Foundation is a group of citizens and businesses dedicated to enhancing the Elk River Trail System. The Foundation is dedicated to enhancing the Elk River Trails, a series of trails being built by the State of West Virginia along the Elk River and Buffalo Creek.

Their mission statement: To preserve, protect, and enhance the Elk River Trails for public recreation, community health and well-being, conservation, ecology, education, economic development, and cultural enrichment.

I designed these maps in coordination with the Foundation President for a seminar led by FasterWV to promote entrepreneurial efforts surrounding the enormously popular Elk River Trail and tap into a multimillion dollar recreation industry. **JM**

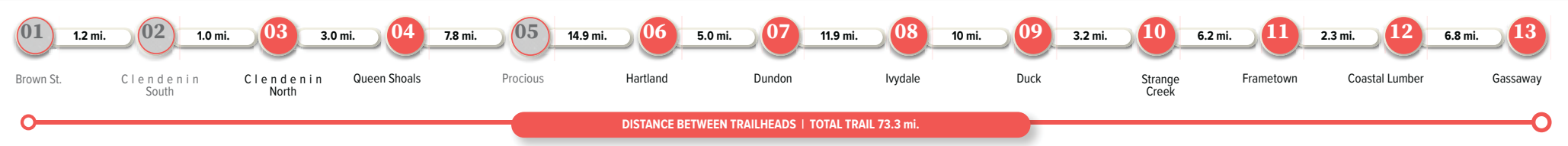
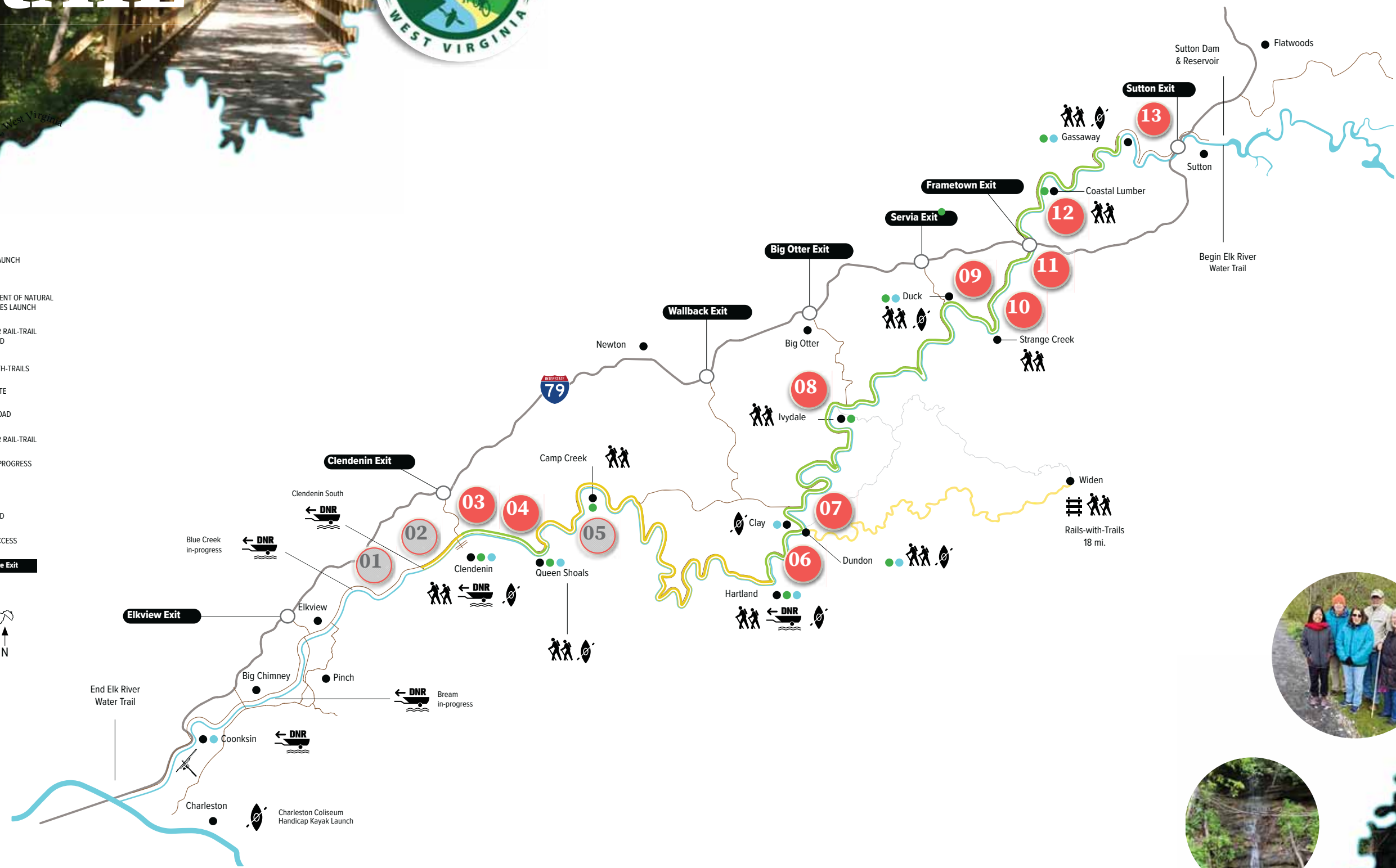


The Elk River TRAIL



The Elk River Trail currently stretches over 73 miles from Clendenin to Gassaway, WV. Directions to the trailheads from the I-79 exits are shown below the map. Some trailheads and sections are under construction as indicated.

- KAYAK LAUNCH
- DEPARTMENT OF NATURAL RESOURCES LAUNCH
- ELK RIVER RAIL-TRAIL TRAILHEAD
- RAILS-WITH-TRAILS
- INTERSTATE
- ROUTE/ROAD
- ELK RIVER RAIL-TRAIL
- TRAIL IN-PROGRESS
- TOWN
- TRAILHEAD
- WATER ACCESS
- Interstate Exit



LOFTS ON 5TH

FERNANDINA BEACH, FL
SILLING ARCHITECTS
2018

Situated in the historic district of downtown Fernandina Beach, this project adaptively reuses a non-contributing, vacant three-story masonry structure to deliver nine new urban housing units. The existing, historically inappropriate classical front porch will be removed and all window systems will be replaced. Additions to the building exterior include a new entry covering, new private cantilever balconies, and a new rooftop penthouse providing shared space for all unit owners as well as private roof gardens for the top floor residents. New exterior elements are minimal, slightly pulled away and separated from the original construction in their placement and detailed to convey a clear distinction between old and new. Modern, relevant materials appropriate to a current urban housing aesthetic are used throughout the project. **JM**

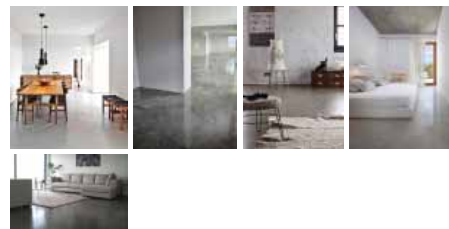
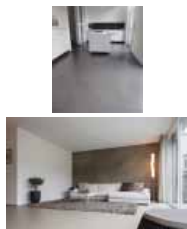




Axonometric view of the 4000 SF rooftop garden, with amenities space and four private garden terraces for 3rd floor residents



Kitchen, built



Render, kitchen, dining, living area



(Left) View of Fernandina Beach from living room window

(Right) Built views of balconies, rooftop garden, and kitchen with alternating tread stair



NEW MACK WELDON HQ

NOMAD, NYC

FREDERICK TANG ARCHITECTS

2017

Mack Weldon needed a new corporate headquarters of the popular men's apparel and lifestyle brand that echoes the clothing line's own sensibility -- modern, sophisticated, yet playful.

Through diagrammatic exploration and modeling, I developed several schemes resulting in a combination hybrid that met the clients' expansion needs. The gut renovation features custom trapezoidal multi-purpose tables, workspaces for designers and tech staff, and a pop-up retail display space. **JM**



This reception area features a neon Mack Weldon logo light that accents the living style seating and floor lamp.

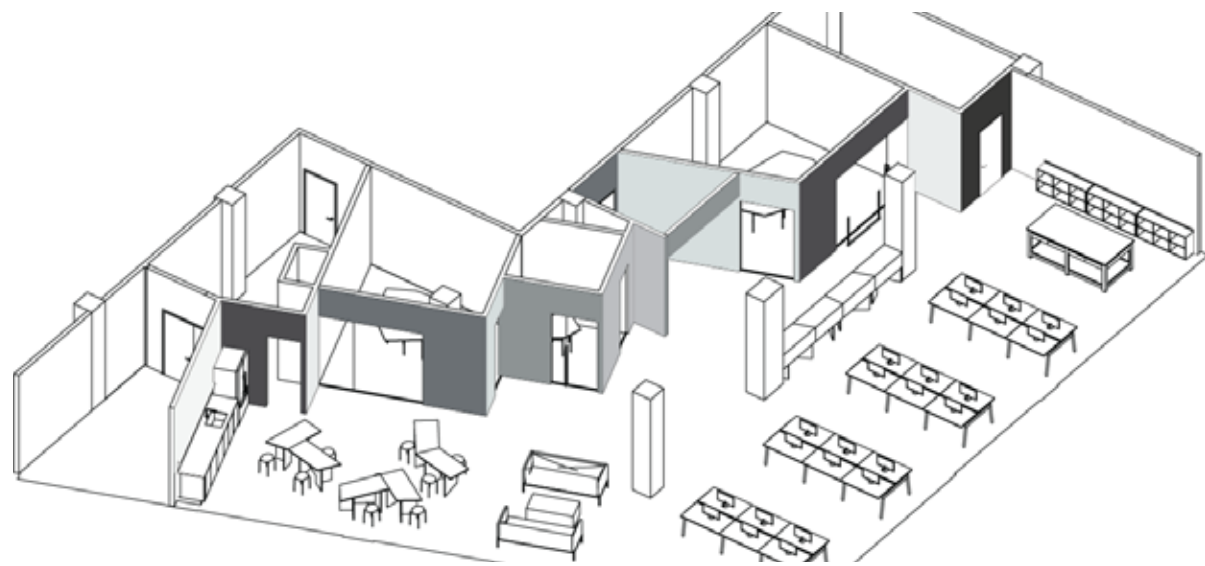


The work spaces are open and receive an incredible amount of natural light

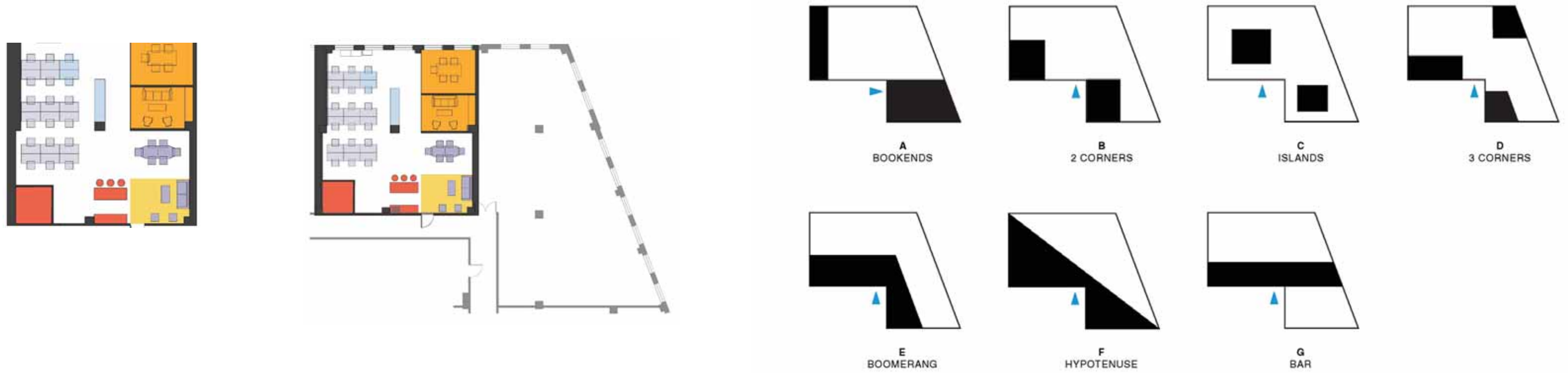


Looking into one of the conference rooms

Custom millwork collaboration space

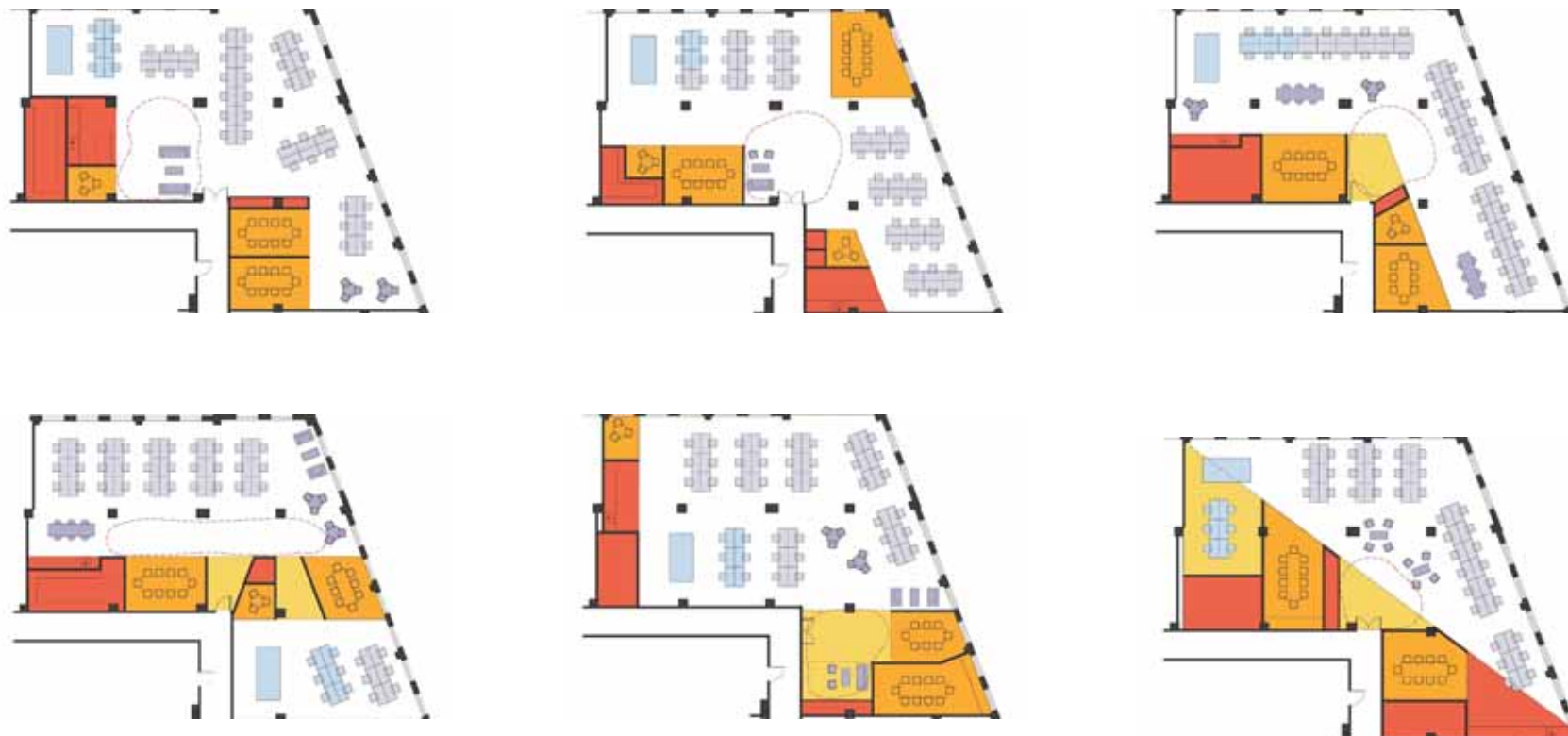


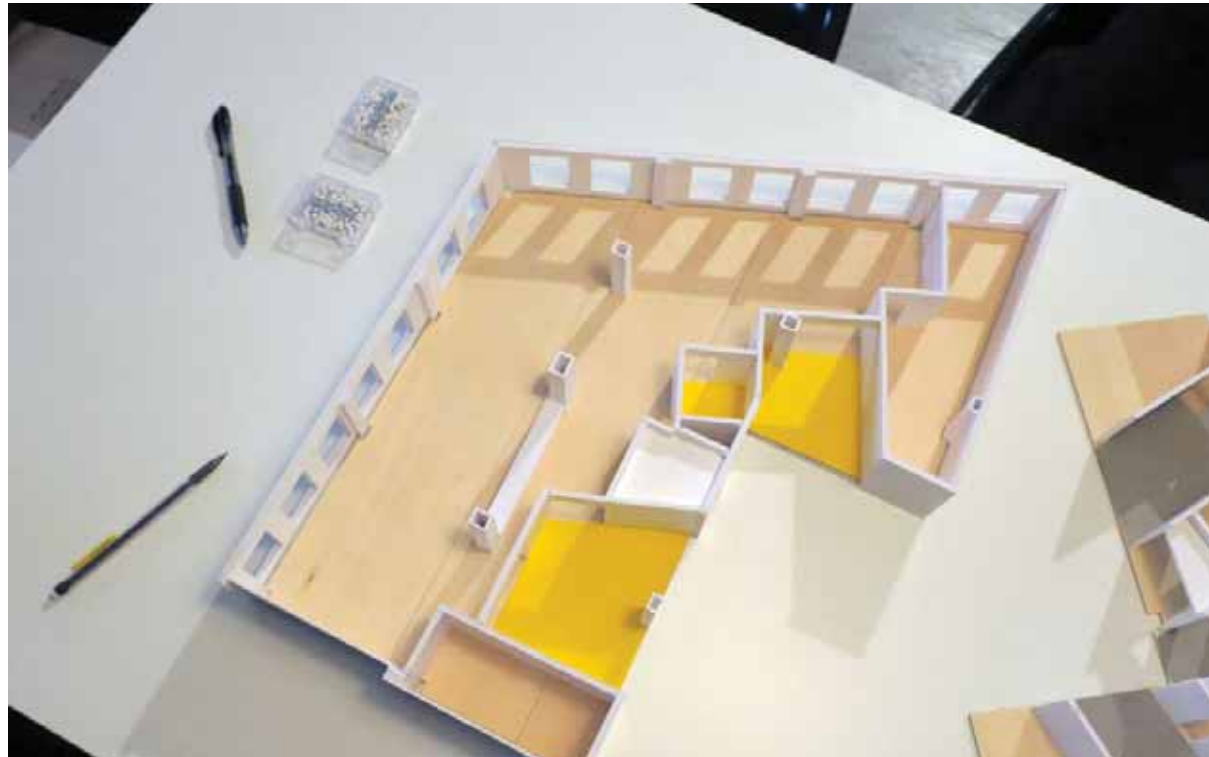
Through diagrammatic exploration and modeling, I developed several schemes resulting in a combination hybrid program.



Existing office space and the space transposed on new office floor plan

Diagrammatic program studies exploring different strategies in distribution of space

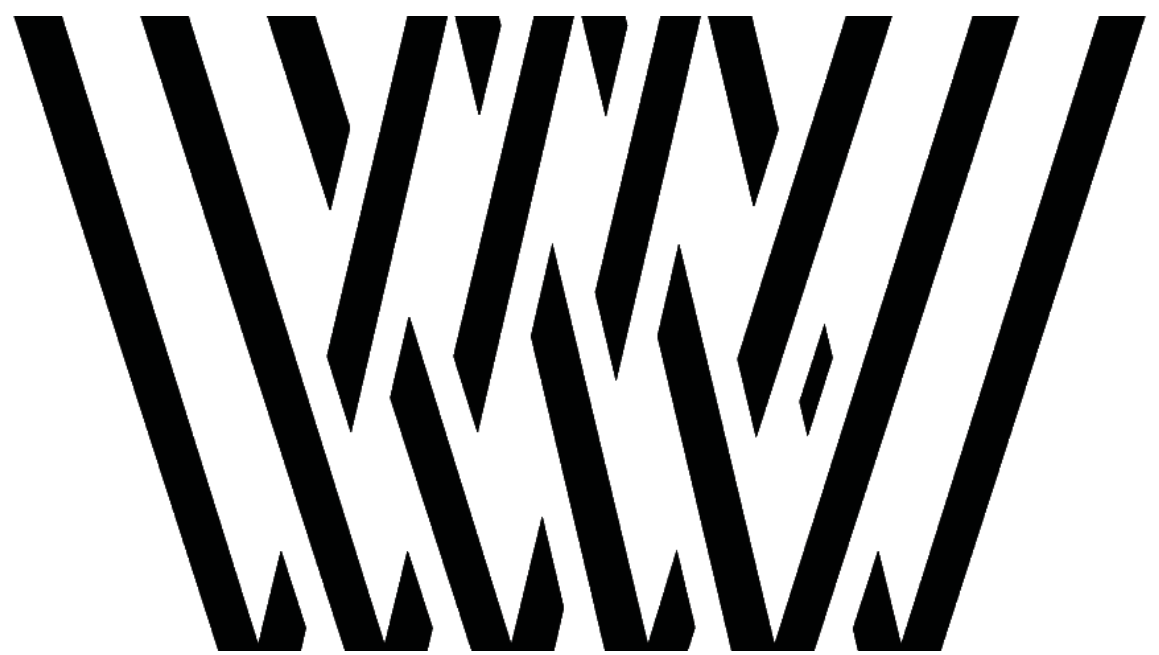
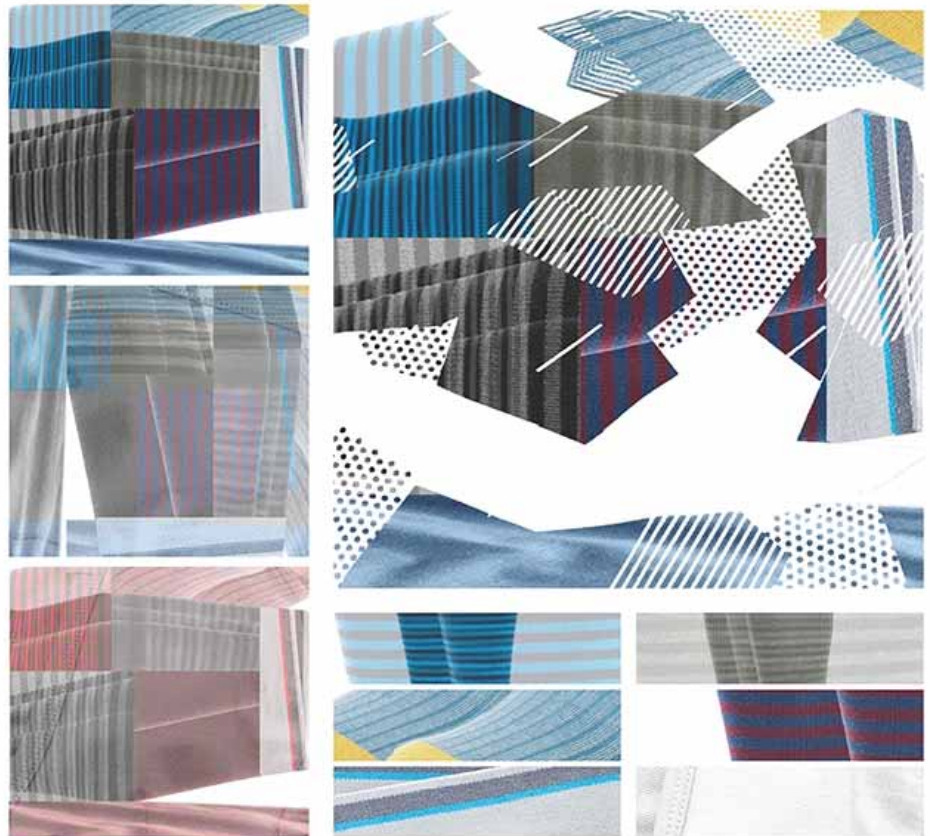
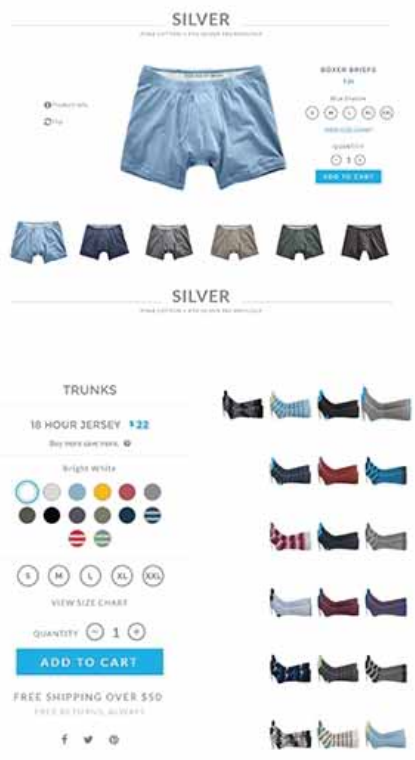




Resultant Hybrid Program Concept



The resultant hybrid plan allows for Mack Weldon's fluid work environment to maintain an open space for effective communication while also delineating the square footage for necessary private meeting rooms, a collaborative multi-use space, and kitchenette.



The final form takes the Mack Weldon logo and scales it to create an immediately recognizable pattern that carries throughout the articulated private meeting boundaries of the space.

In the Design Development phase, I generated concepts that translate the Mack Weldon brand into a visual manifestation within the space.





The conference rooms use the bar ceiling lights and polygonal tables to create a dynamic space that incorporates white boards and multi-use wall space. The opaque Mack Weldon logo pattern along the glass allows for privacy while maintaining some level of transparency.



The on-brand sitting area reflects the brand aesthetic and Mack Weldon customer sensibility.



These custom millwork collaborative work tables are situated between the workspace and kitchenette, allowing for breakaway meetings or a place to eat and drink.

SACKETT RESIDENCE

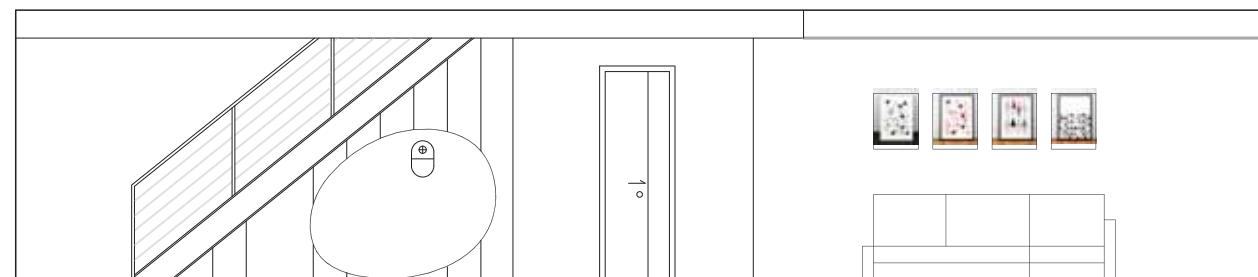
CARROLL GARDENS, NYC

FREDERICK TANG ARCHITECTS

2016

I directed and led all FFE coordination for the renovation and complete interior design of this four-story townhouse in Carroll Gardens. The layout was reorganized to create a top floor master suite and a large, open living area on the second floor, which features the addition of matching Juliet balconies with new steel and glass French doors. I established working relationships with local, and international vendors, artists, and manufacturers, and established methods and guidelines for future FFE endeavors for the firm. **JM**





HEY HEY CANTEEN

GOWANUS, NYC

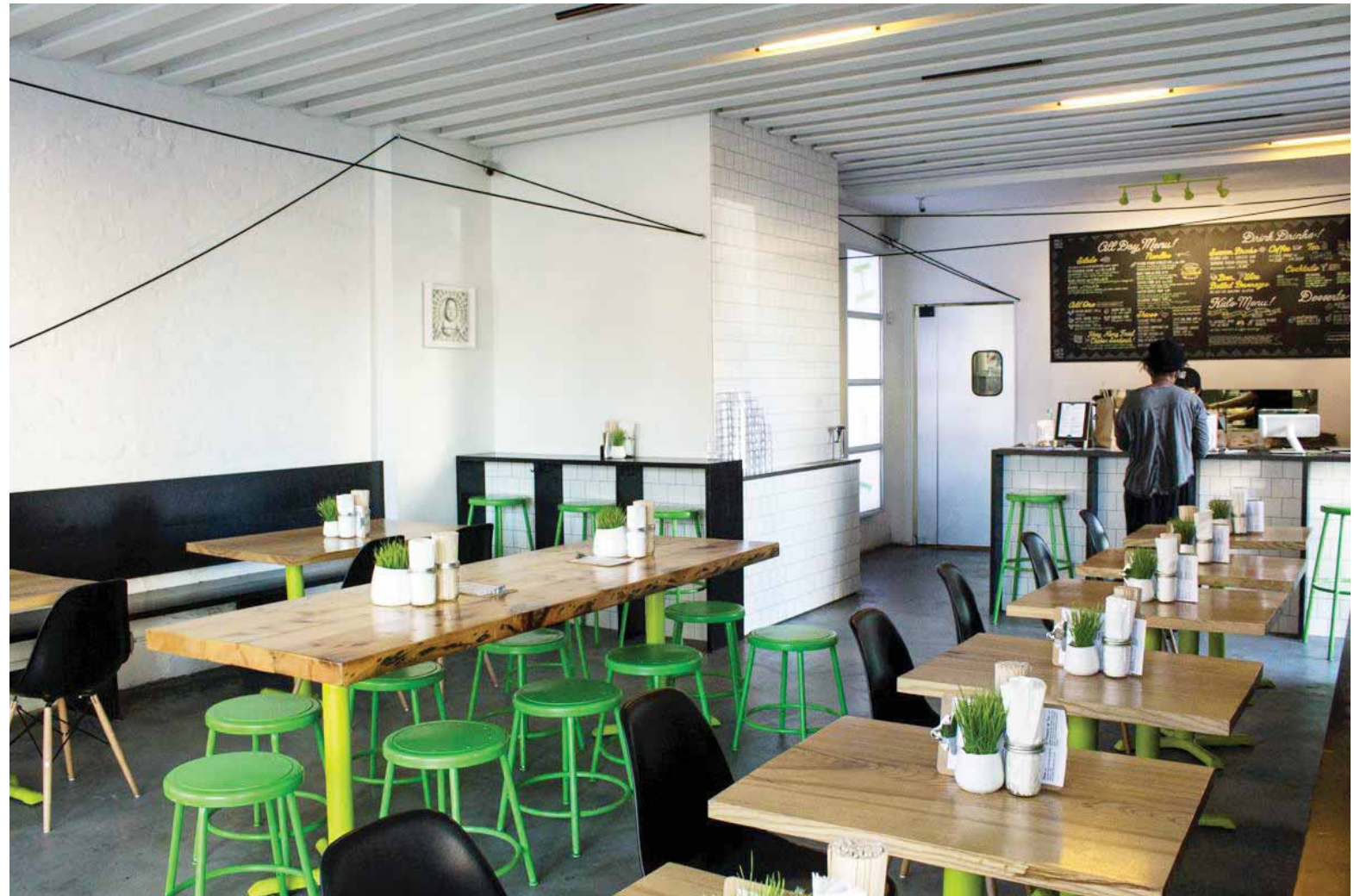
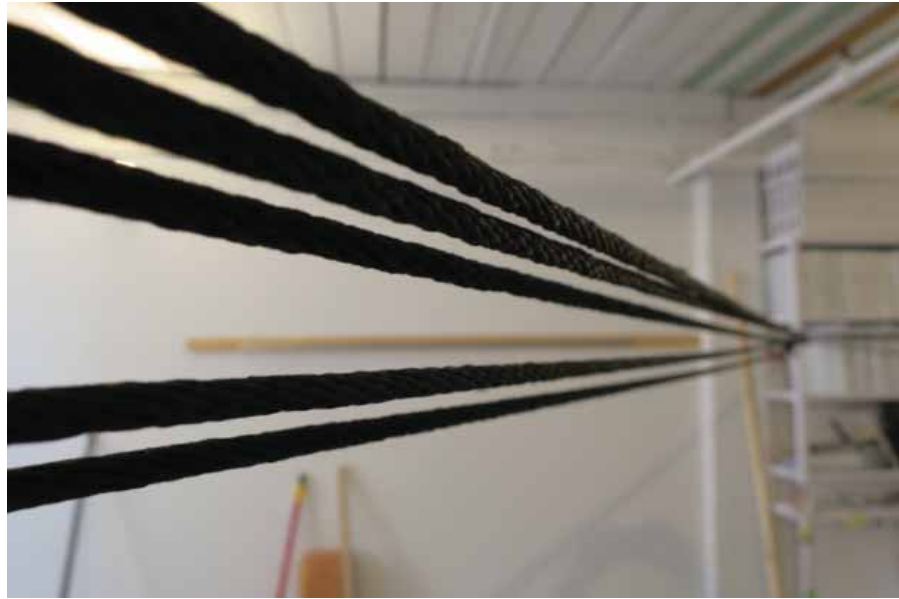
FREDERICK TANG ARCHITECTS

2016

I was the Project Lead for the renovation of Hey Hey Canteen, an Asian comfort food restaurant located in Gowanus. The renovation aimed to create a space that was consistent with the food -- natural, textured, and delightful. The existing space had rough brick walls and smooth concrete floors. The design maintains those textures and adds wood with three different treatments-- solid natural white oak tables, ebony stained seating benches/serving counters and white stained ceiling boards. I designed, prototyped, and installed a black rope installation that animates the space as the only source of decoration. Inexpensive fluorescent strip lights are installed on a diagonal through the space and covered with a gel that modulates the light. **MT**







All Day Menu!

salads

all salads can be made gluten free upon request

CHRYSANTHEMUM CAESAR 9.99
chrysanthemum leaves, crispy tofu, almond parmesan, beo croutons, crispy seaweed, caesar dressing V

MARKET VEGETABLE 10.99
chayote, carrots, green beans, crispy tofu, red rice pancake, miso-citrus dressing V

RED RICE 10.99
shitake bacon, roasted corn & edamame, green beans, pickled onions, sweet potato chips, thai lime dressing

YUZU GREENS 10.99
quinoa, avocado, orange, glass noodle nest, yuzu vinaigrette V

noodles

COLD SESAME PEANUT NOODLES 9.99
zucchini, cucumbers, carrots, green beans, sesame peanut dressing, ramen noodles V (GF 1.49)

ROAST PORK LO MEIN 12.99
glazed and roasted berkshire pork, bak choy, carrots, crispy garlic, ramen noodles

SEAFOOD CURRY NOODLE SOUP 16.99
housemade seafood curry broth, salmon mousse cake, fresh shrimp, crispy tofu, lafun noodles (GF 1.49)

WONTON NOODLE SOUP 12.99
chicken-pork-shrimp wontons, roast pork, chicken bone broth, bak choy, ramen noodles

COLD SPICY MATCHA SOBA 9.99
zucchini, cucumbers, carrots, green beans, panko-garlic crunch, chili oil, thai lime dressing, matcha soba (GF 1.49)

substitute our delicious roasted zucchini noodles for 2.49 V GF

add on to any salad or noodle



CHICKEN BREAST
air chilled
lemongrass GF
5.99



FRESH SHRIMP
wok-seared w/ garlic GF
4.99



BERKSHIRE PORK
glazed and roasted
4.99



HANGER STEAK
grass fed w/ scallion-ginger chimichurri GF
7.99



CRISPY TOFU
salt and pepper V GF
2.50

shares

EGGPLANT FRIES 6.99
shatlot aiol

VEGETABLE DUMPLINGS 6.99
soy-vinegar sauce

POPCORN CHICKEN 6.99
sweet and sour sauce

SPICY BBQ RIBS 6.99
green tomatillo-vinegar sauce GF

LEMONGRASS CHICKEN WINGS 6.99
tamarind-chili sauce GF

WOK SEARED MARKET GREENS 6.99
V GF

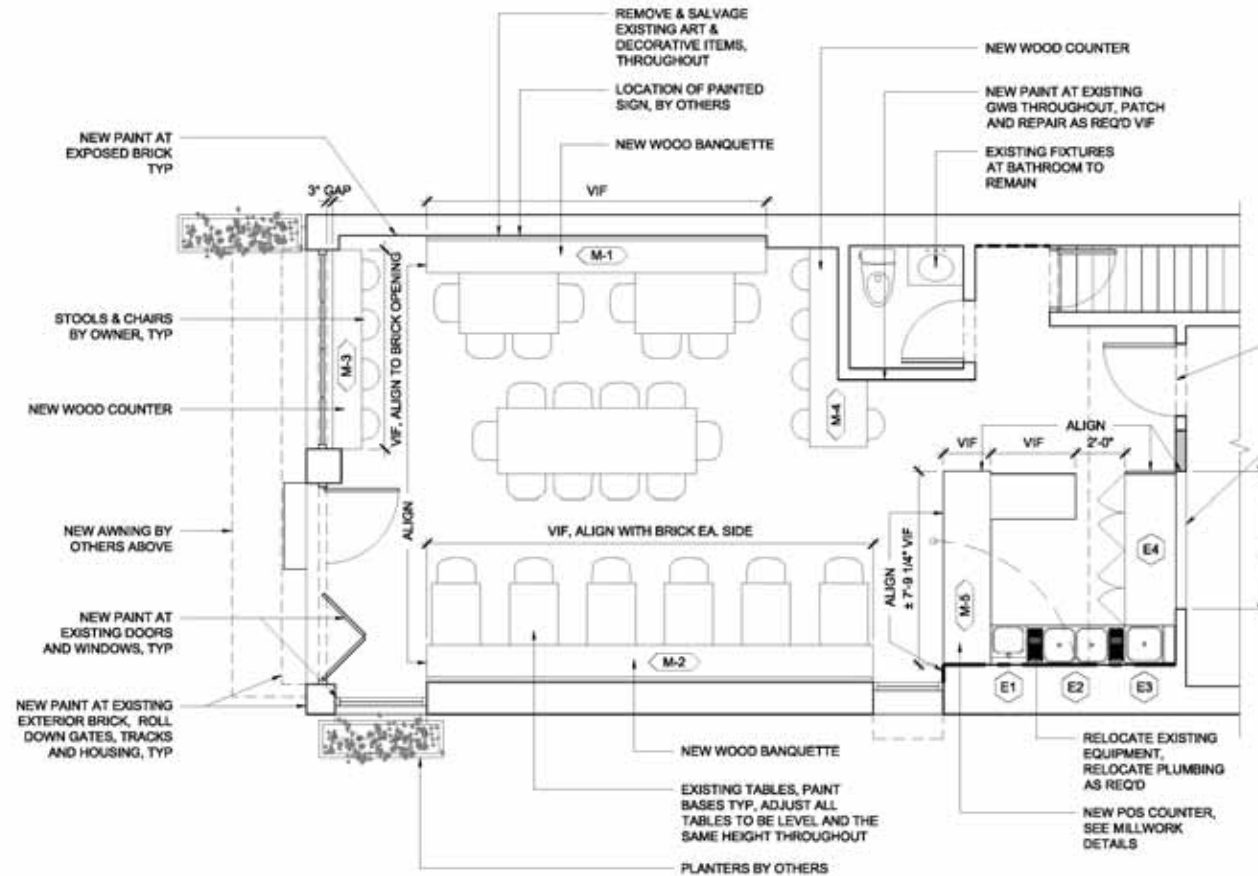
BOWL OF RED RICE 2
V GF

hong kong fried chicken sandwich

tamarind-palm sugar glazed chicken breast, crispy ramen crust, green mango & radish pickles, umami aiol, beo bun 10.99

WE USE GLUTEN FREE TAMARI!

Our kitchen processes nuts, soy, and wheat. Please inform our staff if you have any food allergies before ordering. Dishes that are labeled "gluten-free" are prepared in a common kitchen with the risk of gluten exposure.



LEGEND

- EXISTING WALLS
- NEW WALLS
- M-1 MILLWORK TAG
- E1 EQUIPMENT TAG
- FULL HEIGHT TILE WALL FINISH
- GWB ACCENT PAINT, EXACT AREA TO BE CONFIRMED WITH ARCHITECT

1 CONSTRUCTION PLAN

1/4"=1'-0"

F F A

FREDERICK TANG ARCHITECTURE PLLC
230 78th STREET - 4TH FLOOR
BROOKLYN, NY 11216
718 222 1208
WWW.FREDERICKTANG.COM

hey hey

400 4th Avenue
Brooklyn, NY 11215

CONSTRUCTION PLAN

A-100



GREENLIGHT BOOKSTORE

LEFFERTS GARDENS, NYC
FREDERICK TANG ARCHITECTS
2016

I iterated the schematic design and design development phase of Greenlight Bookstore's second location of this wonderful independently owned Brooklyn bookstore. Frederick Tang completed their original Fort Greene location in 2010 and was asked to design their new construction building on Flatbush Avenue. This project challenged us to create a feeling of space and brightness in a narrow storefront with limited natural light. Our design scheme incorporated custom lighting covers, along with columns gently flared to meet the ceiling and birch millwork to echo the palette of the original Fort Greene store. **JM**



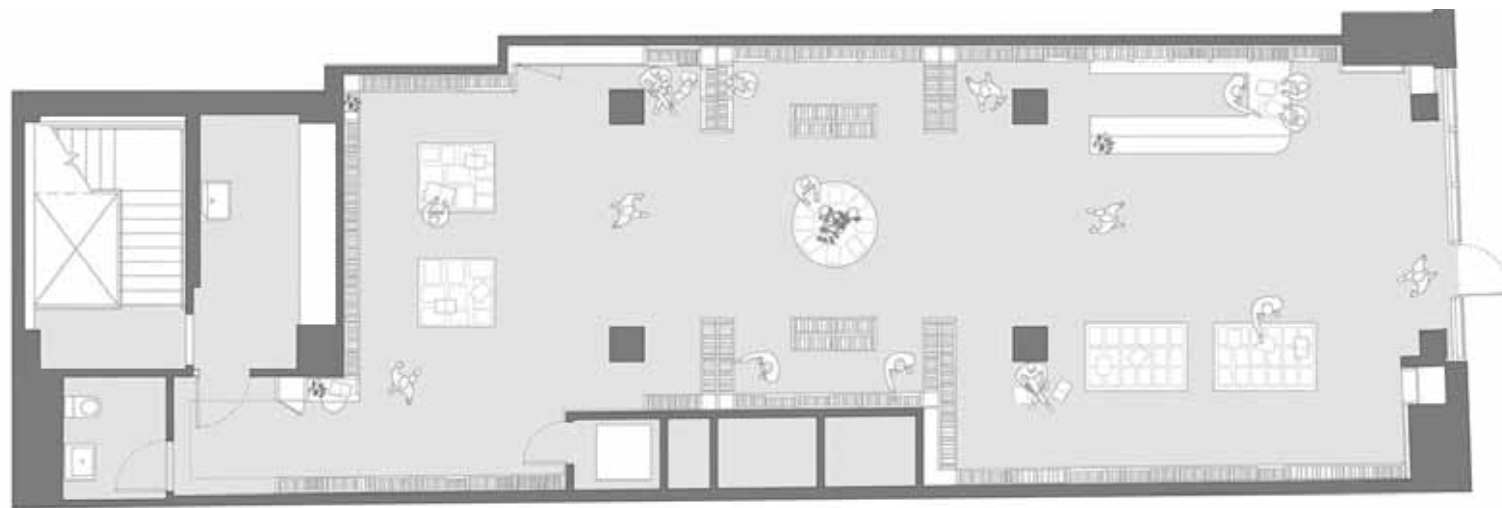
Lighting covers and custom millwork shelving and check-out



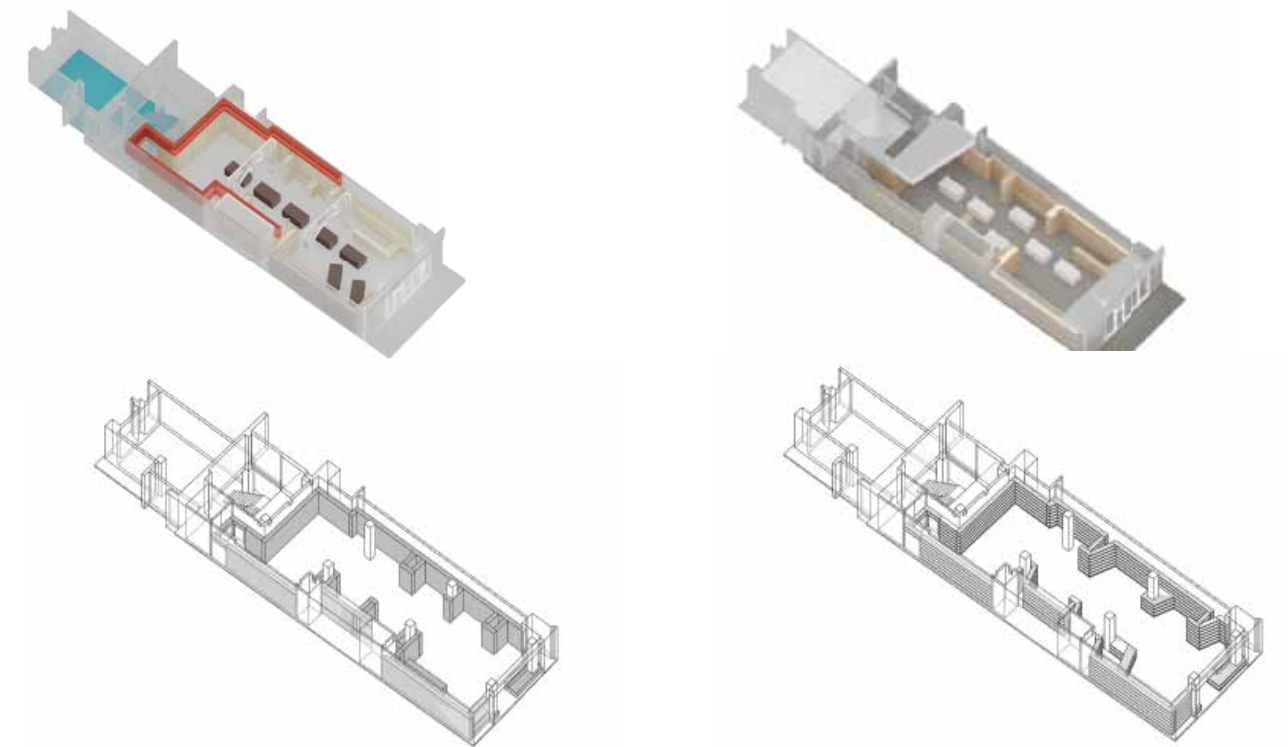
Entrance from Flatbush Avenue in Lefferts Gardens



Lighting cove full-scale mock-up in studio



Floor plan



Axonometric shelving studies

SWEET GUM SEEDS + ROCKITE™

PARK SLOPE, BROOKLYN

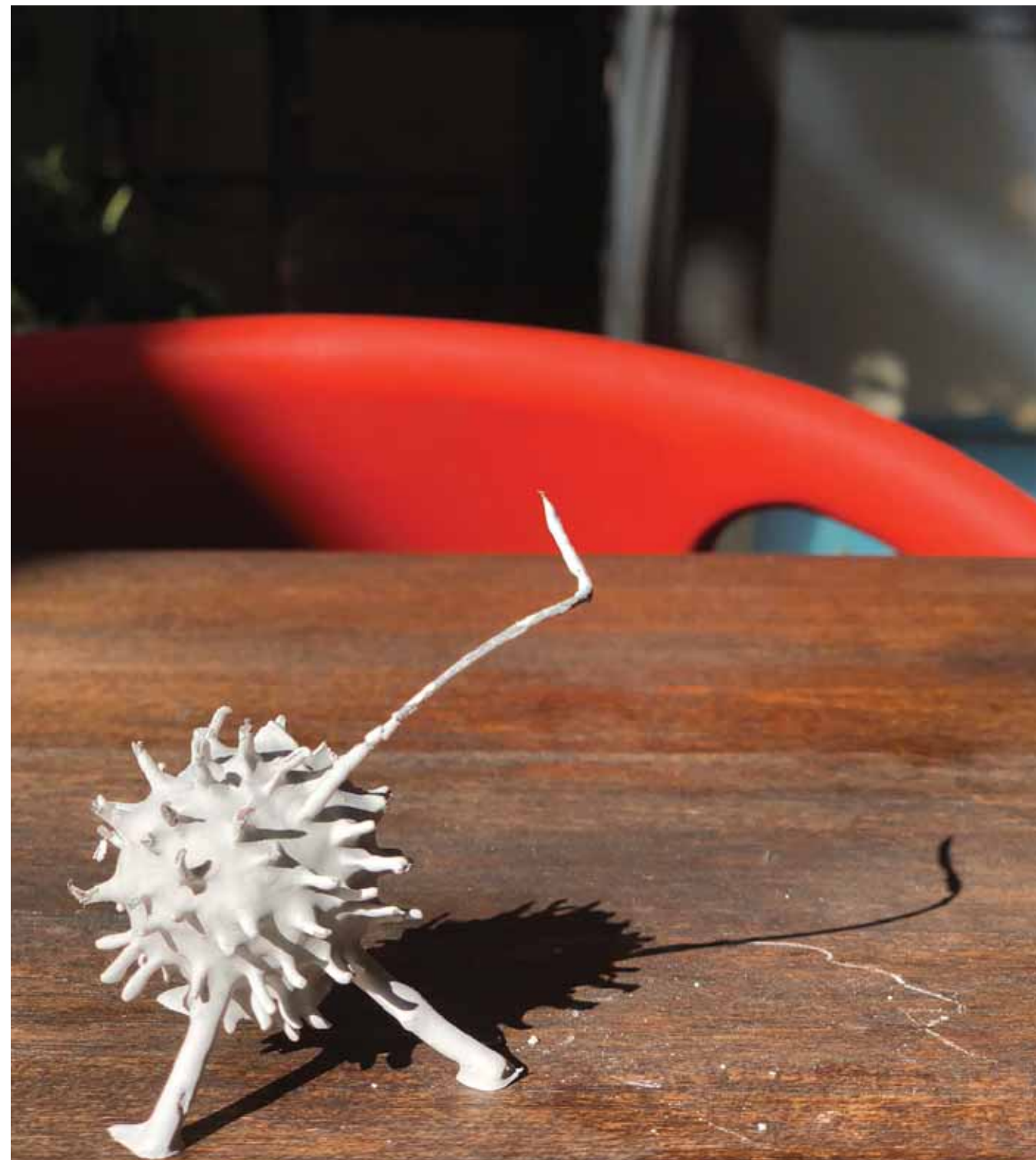
INDIVIDUAL WORK

2020

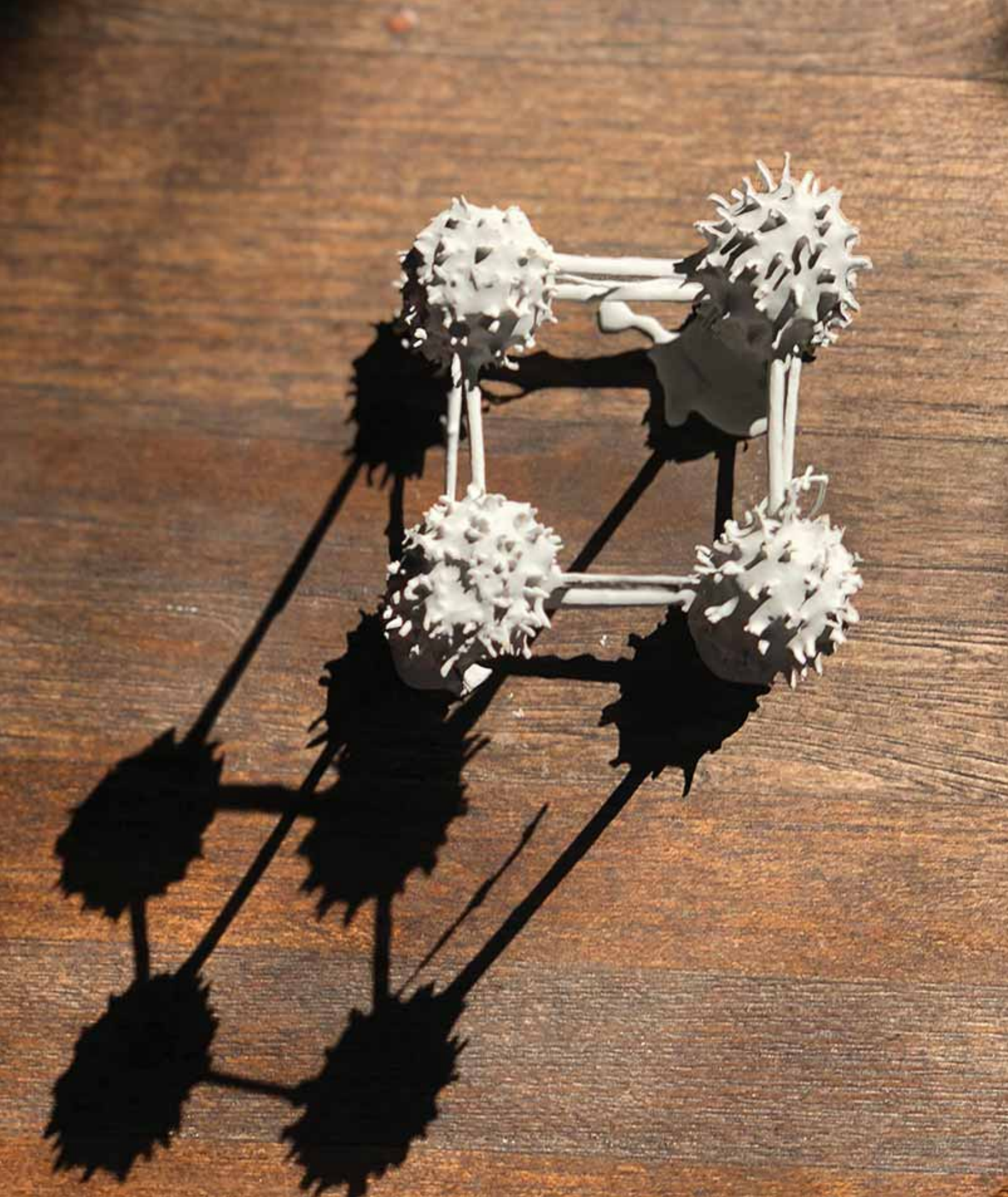
Using what the New York Times called *The Mean Seed of the Sweet Gum* as my source material, one afternoon I decided to embark on a materials study in my Park Slope backyard.

With the gum tree providing the seeds. I maintained a natural materials theme in using found twigs as joining components. After the objects were assembled, I dipped them in the Rockite several times, changing the viscosity with successive dips.

As this was an impromptu session (I am rarely without Rockite), I did not document the results with a control. Regardless, these Rockite-dipped sweet gum seeds brought a great deal of joy for the season. **JM**









10:10

5G



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[Portfolio PDF](#)

[Contact](#)

JOSHUA TAWNEY, a creative designer based in New York City, passionate about executing ideas through cross-disciplinary explorations and insightful design.

EXPERTISE

- architecture
- publishing
- branding
- creative direction
- generative AI
- assembled environments

ASSOCIATIONS

- Cornell University
- Mack Weldon
- CHOPT
- Frederick Tang
- Elk River Living
- Marc Jacobs

AA

🔒 joshuatawney.com



JOSHUA MATTHEW TAWNEY

████████████████████
Brooklyn, NY 11215

josh@joshuatawney.com

████████████████████

