

Joshua Tawney.

ARCHITECT • DESIGN STRATEGIST • PUBLISHER

LOCATION BROOKLYN, NEW YORK EMAIL JOSH@JOSHUATAWNEY.COM TELEPHONE +1 917 993 1985 SITE JOSHUATAWNEY.COM

ARCHITECTURE DESIGN STRATEGY PUBLISHING BRAND IDENTITY CREATIVE DIRECTION GENERATIVE RESEARCH

[I design brands that have to get built. Identity, environment, and the publication that explains both.]

01 PRACTICE

HOW I WORK

I don't start from a blank page. I come in after the start, find the thing that makes what is already there legible, and then make it buildable.

It is the same move every time. A finished product with no brand. A restaurant and a new identity that had never been introduced to each other. Two companies becoming one. A historic building and a review board whose entire function is to say no. A magazine my mother wanted. Eight years of method that existed only in my head.

WHAT I WANT NEXT

A room where the range is the point. Studios that make an identity and then make it exist — signage that gets fabricated, environments that get built, a publication that gets printed and mailed.

Creative or design direction, on work where the argument still has to survive a fabricator, a budget, and a board.

02 RECORD

2005 – PRESENT

INDEPENDENT PRACTICE

2019 – Present • Brooklyn, New York since 2020

Architecture, brand identity, publishing, and environmental design under my own name.

LITSTONE CREATIVE DIRECTOR 2024 – 2025 PELIO, GREECE / NYC	Brand strategy, identity, and web for a Greek stone-lighting line founded by Ioannis Pappos; US representation.
CJT PUBLISHING FOUNDER, DESIGNER, PUBLISHER 2018 – Present ELK RIVER, WEST VIRGINIA	Pigment study <i>Pelio, Greece</i> MATERIALS • SEVEN BENCH SESSIONS Proposed the dust from each stone's own cord bore as the shade pigment — color as the line's differentiating system rather than an applied finish.
ELK RIVER TRAIL FOUNDATION DESIGNER, CONTRACT 2021 – Present ELKVIEW, WEST VIRGINIA	Elk River Living <i>Elk River, WV</i> PUBLISHING • BRAND IDENTITY A free monthly regional publication for the Elk River area of West Virginia, now in its eighth volume — twelve issues a year, continuous since December 2018, designed, sold, produced and mailed by a masthead of four. Identity, editorial system, recurring departments, print production, website, business plan, and advertising base.
	A Small-Town Publication Guide <i>Forty pages</i> PUBLISHING • FREE TO DOWNLOAD Wrote the guide that explains the method, so a stranger can do it in their own town.
	Elk River Trail map + merchandise <i>73.3 miles</i> OBJECTS • BRAND IDENTITY USGS data through QGIS and Rhino, Make2D to Illustrator, assembled in InDesign; trailhead coordinates site-verified with the Foundation. Designed with the Foundation president for a FASTER WV seminar.

PRACTICE

2009 – 2019

SILLING ARCHITECTS PROJECT DESIGNER 2018 – 2019 CHARLESTON, WEST VIRGINIA	Lofts on 5th <i>Fernandina Beach, FL</i> PROJECT LEAD • SD • DD • FF&E Adaptive reuse of a non-contributing three-story historic masonry building into nine urban-luxury apartments. Presented the project to the Fernandina Beach Historic District Committee and secured approval.
	Spartanburg Judicial Center <i>Spartanburg, SC</i> SD • DD
	Cabarrus County Courthouse <i>Concord, NC</i> SD • DD
	WVU Business & Economics Building <i>Morgantown, WV</i> BID • SITE STUDY • MODELING
	The West Side <i>Greater Kanawha Valley Foundation</i> URBAN PLANNING STUDY

PROPHET

DESIGNER, ENVIRONMENTS

2017 – 2018

NEW YORK, NEW YORK

Architecture and environments across four brand engagements — the translation of identity into built form. The architect in a room of brand people.

CHOPT *New York and eastern US* DESIGN LEAD – ARCHITECTURE & FFE
Chopt's app changed how people order, so the room had to change: a plan built for one queue re-massed to serve order-ahead pickup, drink station, kiosk and in-person ordering without crossing. Plans, elevations, custom millwork, materials and FF&E through design development inside the new guidelines package; the standard rolled out across eight states. Custom terrazzo, pendant lighting, and a hand-operated menu-board mechanism.

Encompass Health *USA* DESIGN LEAD – SIGNAGE & GUIDELINES
Wayfinding and the national signage guidelines package for a health-system merger — a fourteen-typology signage family with clear-space standards. Co-presented to client leadership in Birmingham, Alabama.

Arby's *New York, NY* DESIGNER, CONCEPT DEVELOPMENT
Three competing drive-thru schemes, each with its own vehicular circulation plan; ordering technology folded into the customer sequence.

Mitchell Grocery — Fresh Take *Atlanta, GA* SD • PROGRAM • CONCEPT

Hey Hey Canteen *Gowanus, Brooklyn* PROJECT LEAD – SD, DD, CD, FF&E

Parker Residence *New York, NY* PROJECT LEAD – SD, DD, CD, FF&E

Fitting Residence *New York, NY* PROJECT LEAD • SD • DD • CD • FF&E

Mack Weldon Headquarters *Broadway & 29th, NYC* PROJECT DESIGNER

Greenlight Bookstore *Second location, Prospect Lefferts Gardens* PROJECT DESIGNER

Washington St. Residence *New York, NY* SD • DD

Sackett St. Residence *Carroll Gardens, Brooklyn* FF&E • VENDOR & MANUFACTURER COORDINATION

FREDERICK TANG ARCHITECTURE

DESIGNER

2016 – 2017

BROOKLYN, NEW YORK

Domino Sugar Factory *New York, NY* CD • UNIT DEVELOPMENT STUDIES

66 Rockwell Place *New York, NY* CD • TRIANGULATED ILLUMINATED-FABRIC CEILING

152 East 87th Street *New York, NY* CD

200 South 3rd Street *New York, NY* DD

51 Astor Place, Gushee Residence *New York, NY* CD

NYCHA density studies *New York, NY* ZONING & TAX-LOT STUDIES • 3D SITE MODELS

ISMAEL LEYVA ARCHITECTS

INTERMEDIATE ARCHITECT

2014 – 2016

NEW YORK, NEW YORK

2014 ARCHITECTURE WORK
OFFICE

Design Marfa Housing Competition *Marfa, TX* DESIGNER • COMPETITION

2013 BRU | MASON ARCHITECTS

Hotel and casino *American Southwest, undisclosed* DESIGNER • PROOF OF CONCEPT

2012 SILLING ASSOCIATES

Welcome Center, Boy Scouts of America *Summit Bechtel Reserve, WV* • Shady Springs Public Library • Marshall University School of Visual Arts expansion INTERN • SD • DD

2009 JULIAN VARAS

Museo de Arte Contemporáneo *Mar del Plata, Argentina* • 7,499 m² INTERN • COMPETITION

BEFORE

2005 – 2007

MARC JACOBS INTERNATIONAL

GRAPHIC DESIGNER • SALES •
DOMESTIC INVENTORY

2005 – 2007

NEW YORK, NEW YORK

It's Your Largest Organ *Skin cancer awareness* GRAPHIC DESIGN

Human Rights Campaign T-shirts *New York, NY* DESIGN • AWARENESS • FUNDRAISING

Collection and accessories *Domestic inventory* NATIONAL ALLOCATION • TRUNK SHOWS

Store photography *New York, NY* DOCUMENTATION FOR MEDIA AND WEB

Winona Ryder & Kate Moss minder, Sofia Coppola champagne ration-er.

03 EDUCATION & CIVIC

CORNELL UNIVERSITY

BACHELOR OF ARCHITECTURE • 2013

College of Architecture, Art, and Planning.

WEST VIRGINIA UNIVERSITY

POLITICAL SCIENCE • 2004

Eberly College of Arts and Sciences.

Concentration in International Relations and French. WVU–Vendée comprehensive French immersion. French — limited working proficiency.

UNIVERSITY OF MISSOURI

SCHOOL OF JOURNALISM • 1999

Chancellor's Leadership Class.

NEW YORK CARES

VOLUNTEER • 2015 – PRESENT

Painting designs on the concrete barricades separating the vehicle and bike lanes in Williamsburg, Brooklyn.

04 CAPABILITIES

DIRECTION

Original idea and concept generation. Lead and manage complex projects across architecture, identity and publishing. Drive collaborative teams in a high-positivity environment. Test design boundaries and go beyond client expectations on budget.

SOFTWARE

Rhino 3D • Blender • AutoCAD • Revit • Grasshopper • V-Ray • Elk • Ecotect • Global Mapper • QGIS • InDesign • Illustrator • Photoshop • After Effects • Premiere Pro • Lightroom • Dimension • Fresco • Capture • Webflow • GSAP • Notion • Houdini • TouchDesigner.

Designed, built and maintain joshuatawney.com and elkriverviving.com, including CMS architecture and custom code.

MAKING • DRAWING • PHOTOGRAPHY

Wood, metal, plastic, paper. 3D printing, CNC milling, casting in resin, concrete and silicone. Architectural modeling and rapid prototyping. Analog and digital concept development, documentation, model documentation, digital assets.

05 ALSO PUBLISHED

ON PALIMPSESTS — *Essay. The layer you inherit is the brief.*

LITSTONE SHADE STUDY — *The pigment work in full, seven bench sessions.*

ON MAKING A KNOB, BRIEFLY — *One object, taken all the way down.*

CLAW & EGG — *The fortuitous consequence.*

A SMALL-TOWN PUBLICATION GUIDE — *Forty pages. Free to download.*

SELECTED WORKS • PORTFOLIO
2026 — *Seventy-four pages. On request.*

[I never start from blank.]