

LHQ

001
EDITION

very
interesting
people
with very
good
taste

not false

???

(2024)

LIGHTHOUSE CREATIVE QUARTERLY





in pursuit of

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SAM SLAUGHTER *Editor-in-Chief*
JACQUELYNE PIERSON *Managing Editor*
RICH TONG *Creative Director*
JESSE BRUKMAN *Publisher*

HI AND WELCOME TO THE FIRST ISSUE OF LHQ – A QUARTERLY PRINT MAGAZINE FROM LIGHTHOUSE CREATIVE.

Our inaugural issue is dedicated to “pursuits” – the hobbies, creative side hustles, and outside interests that drive both our team and our clients.

Why, you might be wondering, is our creative agency of choice spending time on a print magazine about side hustles instead of working on their MAIN HUSTLE (aka that project we owe you)?

Well, we believe these things – our day jobs, and our outside pursuits – are inherently linked. Our day jobs impel us to use our creativity in the service of the business – to create beautiful videos, stylish sales decks, punchy social copy ... even pretty invoices (OK just kidding ... we just use the quickbooks template like everyone else).

But often, it's the outside projects – the passion projects, the hobbies, the underappreciated hustles – that fuel us to be better workers, colleagues, and partners. It's our OUTSIDE PURSUITS that make our work better.

And what better way to showcase that than to exhibit some of this amazing work?

When I say we've got some talented people in our community, I mean it: One of our project managers is a comic book illustrator. An account director has a side career as a wedding photographer. One of our clients is a certified sommelier! We have a partner who runs a restaurant (don't miss the Point Break-themed dinners) and one who is a DJ. We have clients who run food blogs, write poetry, and play in successful touring bands.

Companies that preach “creativity” are a dime a dozen, but companies that live it are few and far between. We want to be one of the latter – and that means encouraging and nurturing a creative community that goes beyond just our team, but includes our clients, advisors, and friends.

We hope you'll be a part of it.

Sam

in pursuit of TEENY TINY POTTERY

Alex Sewell

After a frustrating and largely unsuccessful stint attempting ceramic wheel throwing, I found myself going back to the basics and buying oven-baked clay to work with. Initially inspired by a bucket of clementines, my miniature fruits tend to follow whatever is in season. Right now - peaches.



Name:	Alex Sewell
Title:	Account Manager
Company:	Lighthouse Creative



in
pursuit
of

imPerfection

Who was it that said the world was mania, divorces, and spare change? You can be anyone they told you to, so I choose to use my infinite potential. Plus, they know they want more, from Mount Vernon to Mount Rushmore.

Name:	Sam Slaughter
Title:	Partner
Company:	Lighthouse Creative

In pursuit of

The Perfect Place

I've always been fascinated by the way restaurants can tell a story – not just through the food on the plate, but through every choice that goes into creating a dining experience. For me, it all started with the intricacies of putting together a menu and designing a theme. I would spend hours imagining the perfect combinations of dishes, each one meticulously selected to create a narrative that would unfold with every course.

The process felt like painting with flavors, textures, and visuals, and I was hooked. My husband and I opened Beginnings, a literary - themed restaurant, driven by this obsession. The concept was simple: each dinner was inspired by a different book (and eventually movies, TV, and music), transporting guests into the pages of stories they loved. I thrived on creating these themed dinners, where everything from the menu to the decor aligned perfectly with the chosen literature. We found ourselves in the most unexpected moments of magic – watching our guests engage with the story behind their meals, toasting a beloved author, or savoring a dessert inspired by a classic novel. It was more than just dining; it was about connection, nostalgia, and the celebration of storytelling.

As Beginnings grew, so did my desire to dive deeper into the world of restaurants. I realized my love wasn't just for running a restaurant; it was for crafting the full experience, one detail at a time. I found myself

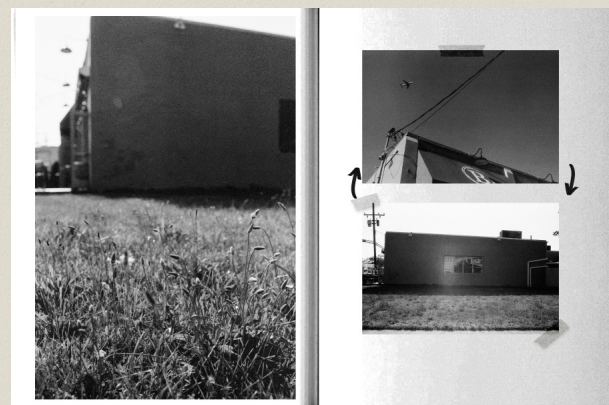
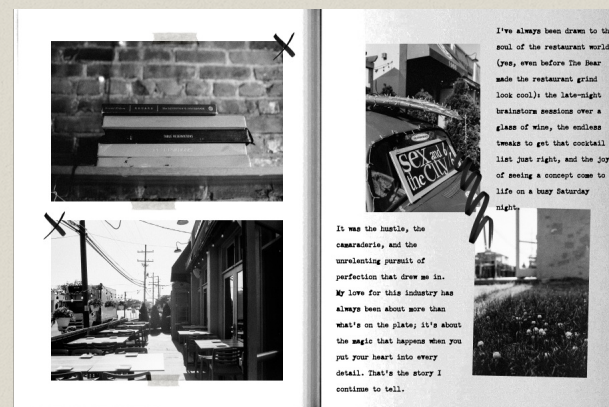
consulting with other restaurateurs, friends who were starting out, or seasoned pros looking to refresh their approach. I loved helping them piece together beverage menus that felt just right, curating social media that captured the essence of their space, and planning events that were as memorable as the dishes they served.

Even though we sold Beginnings last year, I still wanted to share what I had learned – that every touchpoint, from the cocktail list to the Instagram post, tells a part of the story. My work for other restaurants became about finding that perfect balance between creativity and strategy (what I already loved doing for big brands), making sure every element was both on theme and authentic.

I've always been drawn to the soul of the restaurant world (yes, even before The Bear made the restaurant grind look cool): the late - night brainstorm sessions over a glass of wine, the endless tweaks to get that cocktail list just right, and the joy of seeing a concept come to life on a busy Saturday night. It was the hustle, the camaraderie, and the unrelenting pursuit of perfection that drew me in.

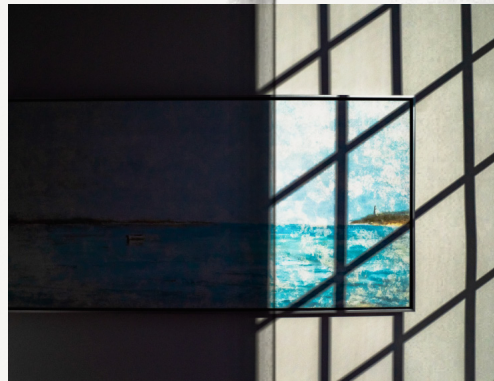
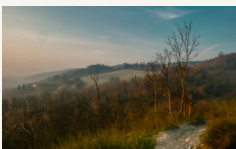
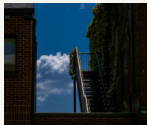
My love for this industry has always been about more than what's on the plate; it's about the magic that happens when you put your heart into every detail. That's the story I continue to tell.

Name:	Heather Freiser
Title:	Partner
Company:	Lighthouse Creative

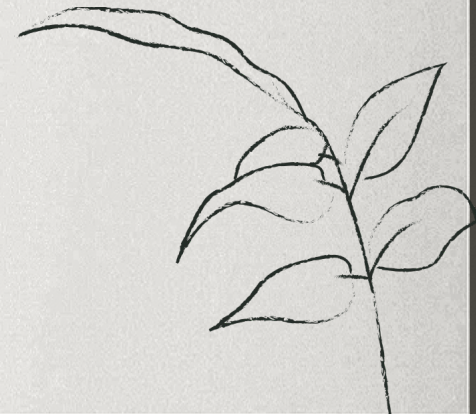




in
pursuit
of
stillness



“Photography
as a way of
slowing down.”



Name:	Beck Kendig
Title:	Intern
Company:	Lighthouse Creative



VIBES

VIBES MIGHT BE IMPOSSIBLE TO QUANTIFY, BUT WHEN THEY'RE GOOD, THEY'RE GOOD. STRADDLING THE LINE BETWEEN MILLENNIAL AND GEN Z SIGNIFIES A LOT OF THINGS MOST OF THEM NOT SURELY OFFERING BUT IT MANIFESTS IN MY NEED TO MAKE EVERYTHING COHERENT AND AESTHETICALLY GREW UP ON TAPER AFTER ALL BUT AESTHETICS ARENT JUST ABOUT HOW THINGS LOOK — THE VIBES HAVE TO FEEL GOOD.

SOME PHILOSOPHERS SAY THE PROJECT OF YOUR LIFE IS KNOWING YOURSELF. RESPECTFULLY, THE PROJECT OF MINE IS CREATING GOOD VIBES. IF LIFE LOOKED LIKE A MOODBOARD AND SOUNDED LIKE A MIXTAPE, I'D BE HAPPY.

**LANGA
CHINYOKA DJ**

88mm

1. Feel the Vibe -
BJ the Chicago Kid,
Anderson .Paak
2. Many Times - Dijon
3. Millionaire (Cover)
- Olivia Dean
4. Go Gina - SZA
5. Nights - Frank
Ocean
6. Best to you -
Blood Orange
7. Cosmic Dancer -
T.Rex
8. Back to Life -
Chilliild
9. Heading for the
Door - Royal Otis
10. End of the
Beginning - Djo



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STEREO

Name: Langa Chinyoka
Title: Editorial Director
Company: Lighthouse Creative

in pursuit of

the ephemeral

BRIANNA STELFOX
photographer

In my spare time, I love working with analog processes. Both the finality + ephemerality of film photography has pushed me to take more photos of 'just' everyday life.



you never quite know what you're going to get, but you also can't go overboard like digital photos.



You never know if that exact scene will exist again. Take the photo now or it may be gone when you come back around. Photography (especially film) has pushed me more than ever to stop for the 'what if'.

Film photos taken w/ a combination of Minolta XBTi 35mm + Mamiya NC1000 35mm with Iliad f16 900 + FOMEX Tmax 400 scit developed + printed on Iliad Multigrade RC deluxe paper.

Name:	Brianna Stelfox
Title:	Designer
Company:	Lighthouse Creative



KEVIN KOSANOVICH

in pursuit of THE BOOGIE DOWN BRONX

"HIP HOP started out in the park" MC Shan famously said, and anyone who's a scholar student of rap music knows that park was in the BRONX section of NY. When I started researching my PHD thesis, I wanted to dig DEEPER, → and understand just what it was about the physical space, the people within it, and the culture washing through it that allowed rap and hip hop to flourish. What I found is that more than an art form, hip hop was first and foremost a cultural phenomenon... a sophisticated response from the Bronx to the neoliberalization of the 1970s. Who knew!

complicated

Name:	Kevin Kosanovich
Title:	Lead Producer
Company:	Fanatics



IN PURSUIT OF ACTUALIZATION

Anthony Miller Jr.

The last 12 years, I've been working and procrastinating making a solo comic BOOK. There have been a number of obstacles, many of which were self-imposed. Well, recently I was in a group art show with my wife and other artists at the Atlantic Gallery in Chelsea, NYC. My whole wall is themed around my latest story idea. The hope is to springboard from that to a realized story. Wish me luck.

12

Name:	Anthony Miller Jr
Title:	Project Manager
Company:	Lighthouse Creative

Miriam



Brisbin

**LEVAIN
INGREDIENTS**

100g Mature, active levain
400g White flour
100g Whole wheat flour
400g water, 85° to 90°

**FINAL DOUGH
INGREDIENTS**

540g White flour
175g Whole rye flour
75g Whole wheat flour
620g Water, 90° to 95°
21g Fine sea salt
2g Instant dried yeast
360g Levain

1% BETTER. EVERY DAY



I love to cook (and bake) and have been working on perfecting my sourdough over the years. I love fresh baked bread, and that bread baking is both an art and a science in that it allows for creativity, within parameters. It also gets easier and tastier the more you do it!

- ① Feed the levain at 8am
- ② Mix the final dough at 3pm
- ③ Shape into loaves at 8pm
- ④ Proof the loaves in the refrigerator overnight
- ⑤ Bake around 7 or 8am the next morning

*TIMES ARE
PRETTY FLEXIBLE...
SURPRISINGLY HARD TO
MESS UP A LOAF*

*BEST PROOFING
BASKET IS HANDS
DOWN THE BULKA
ROUND WAFFLE
BANNETON*

Name:	Miriam Brisbin
Title:	Project Manager
Company:	Lighthouse Creative

In pursuit of Zen

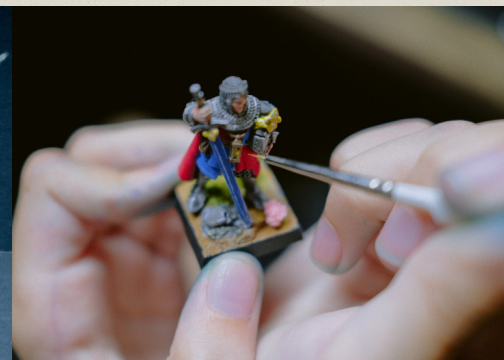
The Art of Painting Little Guys

I've spent a lot of time missing the trees for the forest. I tend to take the details for granted. Serious, modern email careers have a phrase they often repeat in job descriptions: "detail-oriented." If you have a normal brain, that's what in marketing in 2018 we'd call "table stakes."

But I've got to go all-in daily to remember the little things that are easy to miss and hard to live without.

I find a little peace, a little zen by bringing these little guys to life and reminding myself I **can** see the details. I **can** pick out the things other people miss. I **can** paint an army of ½-inch tall goblins.

Name:	Jesse Brukman
Title:	Exec. Director, Strategy
Company:	Lighthouse Creative



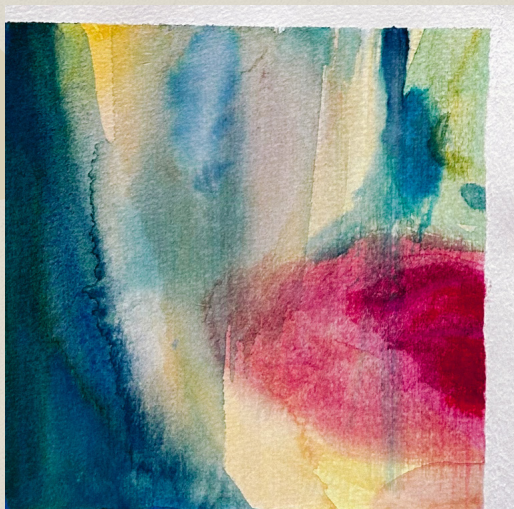
TAMARA SEVUNTS

I take my subconscious for a date. I let water, paint, scissors, glue, and old magazines do the talking.

How it works: I stubbornly ignore any rules I know or think I know and conveniently forget the concept of failure. “Ew” and “oops” become my new best-friends. “Huh” and “not sure” decisively transform into “great” and “why not?”.

Over coffee, sometimes a glass of wine, my subconscious and I get acquainted all over again. I discover how weird and wise she is. I admire her desire to go where I haven’t before.

Occasionally, we wrestle in a thumb war, but I let her win—the point is play.



Name:	Tamara Sevunts
Title:	Writer
Company:	Lighthouse Creative



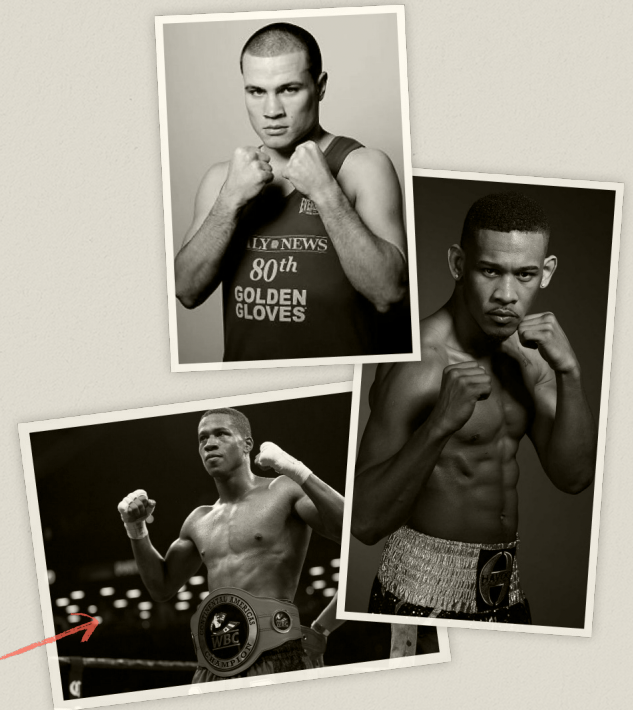
a puncher's chance

Filmed over the course of ten years, ON THE LINE explores the careers of three professional fighters - Will "Power" Rosinsky, Danny "The Miracle Man" Jacobs and Patrick "All" Day - as they strive to become world champions in the "most unforgiving of all sports." Set against the gritty backdrop of New York City, with its fabled boxing history and culture, the film follows Danny, Will, and Patrick from their early days as standouts on the amateur scene through their unrelenting climb up the professional ranks.

With many documentaries concentrating on the glamor of the fight game and the million dollar purses battled over by the top 1% of fighters, ON THE LINE tells a more sobering story, focused on the realities of professional boxing and the price athletes pay to pursue their dreams.

Name:	Francesco & Marika
Title:	Producers
Company:	Unarmed Media

1992 - 2019
FIP



↑
francesco
saviano
& marika
hacking

the pursuit of impermanence

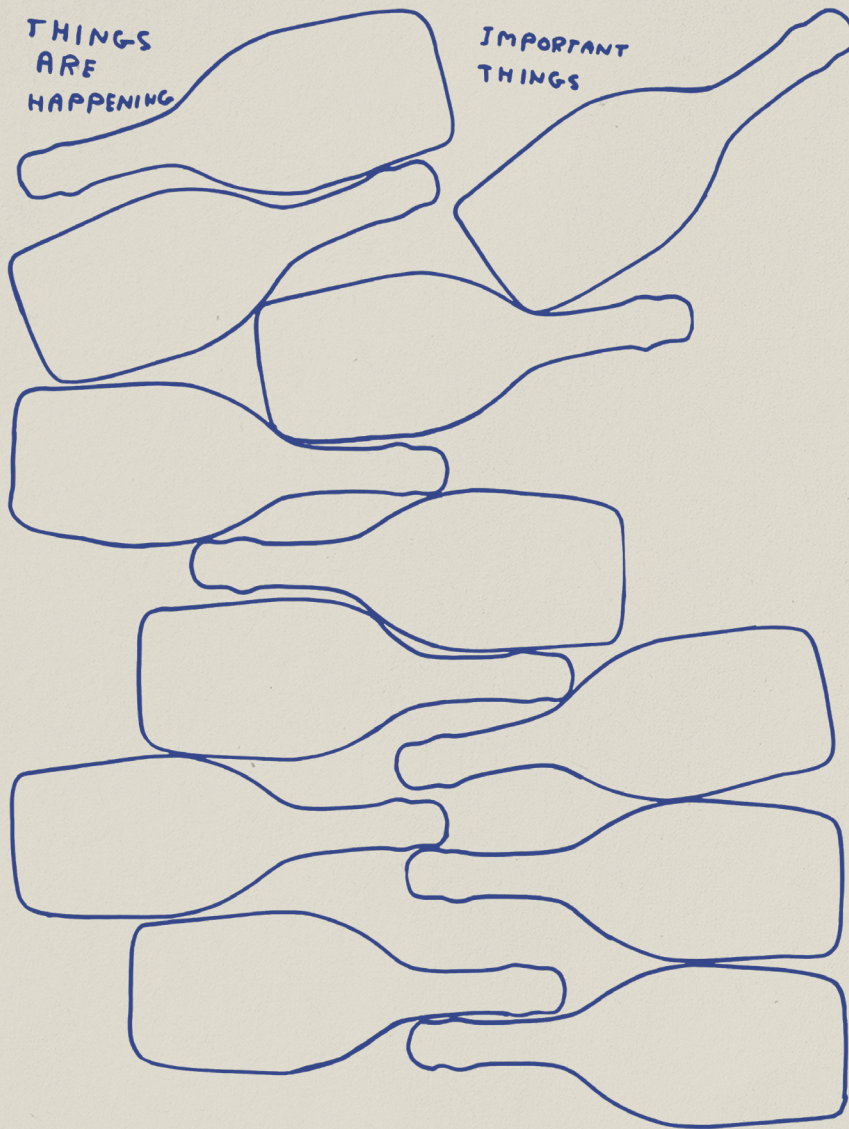
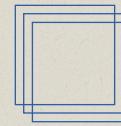


jacquelyne pierson

The process-based work plays on the body's fragility and impermanence, tracing its dissolution and regeneration through alchemical processes of water and light. Working with my hands in water and fire - being able to feel and explore the sense of touch - is the foundation of my work. I am writing in my own language, in the form of poetry and free writing - where my work is imagined through feeling. The significance of the earth elements, the cyclical nature of the glass, the polaroid burns, the stitched photographs - cut and extracted from their original state and reimagined - is how I am learning from something more powerful than the human and the body. The work is emphatic and ambitious and consciously resembles the womb, the mind, and the landscape.

Name:	Jacquelyne Pierson
Title:	Account Director
Company:	Lighthouse Creative





I've been drinking wine since before I was legal - getting my sommelier's certification has been an amazing way to appreciate the subtleties on a deeper level, not to mention have incredibly pretentious conversations with people. And most importantly, it really puts the "fun" into "functional alcoholic."

Name:	Samantha Price
Title:	Partner
Company:	Keystone Strategy

HTTPCOLON
COLONBAC
K.SLASHBAC
K.SLASH
WWW
DOTLHCHQD
OTCOMSLA
SH/MERCH



ALTHOUGH
THOSE
USE
CREATIVE