

Long-Running Firm Is Stronger Than Ever

Uses technology, flexibility, experience to build for the future.

Cash Moter, partner at Joseph & Joseph, expresses pride in the firm's history and the many National Register buildings they have designed and/or renovated. "As Kentucky's longest-running name in architecture, we are grateful to have stood the test of time," he said. "Our focus today is meeting our clients' current needs and helping them prepare for future growth."

Secrets to longevity

Besides developing an outstanding team of designers, Moter believes one of the company's greatest strengths is flexibility and evolution, adding services, technology and training to stay ahead of the curve.

For example, they use laser scanners that produce 3D images of buildings to provide accurate dimensions of existing conditions. Drones allow for safe inspection of compromised structures. And, they have added building assessment services to aid

clients in the initial stages of investing in real estate.

Joseph & Joseph uses sustainability not only as an ecological practice but as an effective cost-savings measure for clients. They became the first Accredited Green Roof Professionals in Kentucky and provided pro-bono services for Kentucky's first LEED Platinum Home, for Habitat for Humanity.

Attention to detail, he said, is their secret weapon for success – whether they are working on a complicated code project like a distillery or challenged to find a new use for an existing building.

Niches

While the firm's portfolio includes residential complexes, hotels, schools, health-care facilities and office space for Fortune

500 companies as well as small businesses, it is well known for expertise in historical preservation. Their knowledge of federal guidelines, preservation techniques and resources regarding tax incentives have led to renovations including churches, a 1920's bookstore that is now the firm's 4th Street offices, and warehouses that have been adapted into housing and distilleries.

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For 110 years, Joseph & Joseph has been creating significant buildings for bourbon production, including some of the most well-known names in the industry – Four Roses, Stitzel-Weller, Early Times, Brown-Forman, Michter's, Seagram and Angel's Envy. They design distillery campuses that incorporate all the processes necessary for both small- and large-batch bourbon production, as well as visitor experience, retail

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502.583.8888
www.josephandjoseph.net
550 S. 4th Street
Louisville, KY 40202

operations, tasting bars and event spaces. With the bourbon industry booming, they are designing urban micro-distilleries from California to DC.

Finding inspiration for designs

Moter pointed out that there is a process for finding the right solution for each project. He said, "We learn about the industry involved, paying attention to the branding, specific use, surroundings and site. An architectural style, scale, flow and shape starts to become evident as we listen to the client, offer feedback and begin our work together."

"We shape our buildings; thereafter they shape us."

– Winston Churchill

www.josephandjoseph.net | 502-583-8888 | c.moter@josephandjoseph.net

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