



1st TN Soybean T-shirt Design Contest Winner Josh Breeden

Josh Breeden was born, reared and learned in Martin, TN. He received his BFA in Fine Art with an emphasis in Graphic Design from the University of Tennessee at Martin before fleeing to Memphis for a soulless gig in a corporate print shop.

Eventually, he found his way to an excellent creative agency, Loaded For Bear, where he earns his keep by day as Senior Art Director. By night he works under the pseudonym, St. Francis Elevator Ride, and he tirelessly cranks out freelance projects, commissioned editorial illustrations, band posters, album art and brand identities, each informed by the jittery pop culture apparitions lurking in his fume-addled mind.

Josh's body of work blurs



Josh in 1994. When he broke his right arm he learned to draw with his left hand.

the line between design and fine art, incorporating both commercial and experimental techniques. The artist has a type of faux nostalgia for lives not his own: grainy photos of atomic families posed in cigarette ads, immaculate typefaces lost to the ages, faded halftones

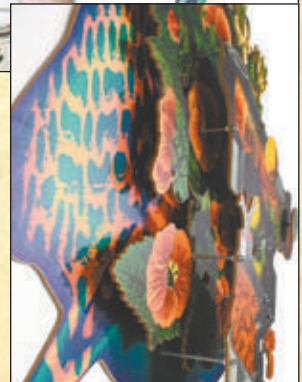


Today Josh is a professional artist. Below is a detail of one of his works, Tapestry at the Gates.

with untold stories hiding between the dots.

He counts MTV, The New York Times, The Village Voice, Wired, The Atlantic, and Perrier among his growing list of freelance clients.

For more of his work visit <http://www.stfranciselevatorride.com/>



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