

TONewood

B R E W I N G

unplugged

An artist must have the ability to appreciate and respond to complex emotional and aesthetic influences. Guitar makers, as artists, must focus on a variety of always important details in the never-ending pursuit of perfect tone. The craft of creating a perfect instrument with excellent tone is an involved and complex process that requires many important elements be considered.

Brothers Eli and Taylor Facchinei of Tonewood Brewing feel a strong emotional connection to the guitar making community. A luthier is passionate by nature – passionate about the materials used and the purely technical design elements required to create an extraordinary instrument. A luthier must also appreciate the subtle nuances of visual design to satisfy the aesthetic interests of a player as well. The Facchinei brothers approach craft brewing with a similar passion.

Eli feels that brewers, like luthiers, are both ultimately “making a product that comes from the earth.” The connection is in the crafting; just as a luthier must select woods for a build to accomplish both tone and aesthetic requirements, a master brewer faces the same demands when deciding the ingredients of a finely-crafted beer. With artists, it seems to always return to the passion, and the Facchinei brothers are passionate about both beer and music.

When Eli and Taylor began the Tonewood Brewing journey, they had funding in place and were ready to begin the build-out for their first brewery, but they had not yet named the business. The two music loving brothers were enjoying time together while strumming guitars and drinking beer when the inspiration for the Tonewood Brewing name was decided. Just as a guitar maker utilizes specific woods in the pursuit of quality sound, Eli and Taylor use wooden barrels in aging some varieties to help unlock the distinct flavors in the pursuit of quality taste.

In the guitar making community, sustainability and environmental considerations are critical factors. This concern relates not just to the materials being used to make the instruments, but to a general focus on the overall environmental impact. Caring for the planet is an important part of the Tonewood Brewing mission. “Quality, community, and sustainability” are truly the core values of Tonewood Brewery.

The Facchinei brothers operate facilities in both Oaklyn and Barrington, New Jersey. The Barrington brewery is an architectural masterpiece created by repurposing a lumber yard originally built in the 1800s. The facility is fully solar powered by 293 kilowatt hours of solar electricity from panels installed on the roof of the facility. The company also operates electric vehicles in its fleet.

The Barrington facility uses a carbon dioxide recapture system from Earthly Labs that nearly eliminates a dependency on manufactured carbon dioxide while reducing carbon dioxide emissions from the brewery. Generally, these innovative brewing practices greatly reduce natural resources consumption. The American Institute of Architects (AIA) has acknowledged these efforts and practices by granting Tonewood Brewing

with a sustainability award. Still, Eli feels as though they are only doing the environmental “minimum.”

A love of music is in the DNA of the Facchinei brothers. Their father, Jim, has been a recreational guitar player for more than 40 years. Eli and Taylor have both inherited that love of guitars and music. Eli and Jim generally recognize Taylor as the more accomplished musician. Their musical interests are truly diverse – Jim listens to both acoustic and jazz genres, and both Jim and Taylor have real admiration for Jerry Garcia and the Grateful Dead. They are particularly captivated by the improvisational skills necessary to play those lengthy “Dead” jams. Eli listens to “a ton of music” best described as diverse and he loves live performance.

Jim has a great collection of guitars that includes C.F. Martin & Co. instruments such as a 1952 D-18, a shade top D-18 reissue, and a custom shop Sinker Mahogany instrument. On the handcraft side, he owns a Santa Cruz Tony Rice model in master grade East Indian Rosewood with Adirondack (Red) Spruce top. He also owns a Brazilian rosewood guitar built by Richard Hoover at Santa Cruz. Taylor, a multi-instrumentalist, mostly plays a 1964 Martin D-21.



It is not at all surprising that this family would want a handcrafted Tonewood Brewing guitar in the collection. To satisfy this desire, they turned to family friend and luthier Anthony Lattanze of Lattanze Guitars. Anthony received his Bachelor's Degree in Music with an Emphasis in Music Recording Technology from Lebanon Valley College in 2007. Anthony and Eli were college roommates.

After graduation, Anthony went to work for his father's construction business while pursuing a career in music. It was during this time that this 4th generation carpenter began to take an interest in luthiery. In 2013, he met world renowned luthier Bill Comins and became his protege of almost 10 years. They share a workshop to this day. With the guidance of Bill Comins and the influence of other great guitar makers, Anthony builds aesthetically and musically exquisite guitars.

As you enjoy the 2023 Artisan Guitar Show, please look for Lattanze Guitars and Tonewood Brewing and see this masterpiece in person – it will not disappoint.

TONewood BREWING D-STYLE GUITAR

- Master grade Adirondack spruce top with Koa back and sides
- "Hop of Life" inlay by Aulson Inlay on Brazilian rosewood fingerboard
- "Tonewood Brewing" logo on Koa faceplate with "Lattanze" logo on back of headstock
- 42 style abalone and flame maple top purfling and rosette
- Adirondack forward-shifted bracing with hot hide glue construction
- Brazilian rosewood bridge
- Koa binding with flame maple purfling
- Gold hardware and frets

Lattanze

lattanzeguitars.com



tonewoodbrewing.com