

THE PORCH

at Schenley

Group 2

Caitlyn, Elena, Elysha, Maggie, & Rachel

Intro

1. We were interested in a community around **food!**
2. We chose to focus on:
The Porch in Schenley - a restaurant owned by Eat n' Park Hospitality group here in Pittsburgh
3. It is very connected to the Pittsburgh community, both through serving great food to the people of PGH and sourcing their produce from local companies.

Process: Initial Mapping

Researching the Restaurant—its Values and Priorities

Research

TOPIC: FOOD/RESTAURANTS

Approach: find an organization that is already a food system; find a restaurant

COMMUNITY

- Sustainable Pittsburgh restaurant
 - <https://sustainablepghrestaurants.org/what-is-a-sustainable-pittsburgh-restaurant/>
- 412 food rescue: prevent perfectly good food from entering the waste stream
 - <https://412foodrescue.org/>
- Produce to people
 - <https://www.pittsburghfoodbank.org/>
- CRAFT at Chatham University: food systems and data
 - <https://www.craft.chatham.edu/>
- Food21: economic opportunity, financial sustainability, energy sustainability
 - <https://www.food21.org/about-food21/>
- Richard DeShantz restaurant group
 - <https://www.richarddeshantz.com/>
- The Porch at Schenley: farm to table
 - Slueteria
 - Honey and produce
 - Eaton
 - Producers and distributors
 - Penn's Corner Farm Alliance
 - Wild Purveyors
 - Other porch locations
- Dineite
 - Platinum Sustainable Restaurant
 - Part of the PGH sustainable [restaurant] system
 - <https://bisonuklohen.org/>

- Tuesday Feb 18: Second Order Cybernetics and exercise to start mapping
 - o We require that you do as much secondary research for this session as you can. You may be inclined to do some primary research but it is not mandatory, so if you don't have the time do not worry about this.
 - o In this session we will be showing some map examples from last year.

Research (Caitlyn)

- Overview:
 - o 2 locations: The Porch at Schenley and the Porch at Siena
 - o "Our menu is an eclectic mix of the familiar & surprising...creative new recipes as well as classics with a twist."
 - o "we're part of Eat'n Park Hospitality Group, a family-owned portfolio of foodservice concepts based in Pittsburgh and focused on personalized dining. In addition to The Porch, our restaurant division includes Eat'n Park Restaurants and Hello Bistro, while our contract foodservice division includes Parkhurst Dining. We're also home to SmileyCookie.com"
 - o Opened November 2011

- Values/Focuses:
 - o Believe in **local/fresh ingredients** (partnerships with local farmers and suppliers)
 - o Homegrown annual garden next to restaurant - committed to production of **high quality food**
 - o **Social** - want people to come to the porch and enjoy food/drinks; often host events and have seasonal menus/specials; available for private dining experiences
- Menu:
 - o American and Italian food
 - o Mainly lunch and dinner; also have brunch on weekends and breakfast at walk-up window

Eiysha

- Partners (local sourcing is a core part of The Porch)
 - o **Penn's Corner Farmer Alliance**
 - Farmer-owned cooperative in SW PA
 - Provide high quality farm-fresh produce to customers + sustainable rate of return for farmer
 - Directly deliver produce to customers in Pittsburgh via CSA (Community Supported Agriculture) program
 - CSA: enables farmer and consumer to reap mutual benefits through a direct-purchase relationship. Consumers purchase a share from a participating farm that in turn supplies them a bushel of in-season produce and sometimes additional products every week from spring through fall.
 - o Local CSAs: <https://www.localharvest.org/csa/>
 - o Sobel's Obscure Brewery
 - Family-run brewery, craft beer
 - o Rivertowne Brewery
 - Craft beer: fresh ingredients, sustainable packaging, state of the art brewing process
 - o LeVity Brewing Company
 - o Xplorer (distilled spirits)
 - o BEEBOY Honey
 - o Pennsylvania Libations
 - o Pittsburgh Parks Conservancy
 - o Wild Purveyors
 - o Grow Pittsburgh
 - o Big Springs Spirits
 - o River View Dairy

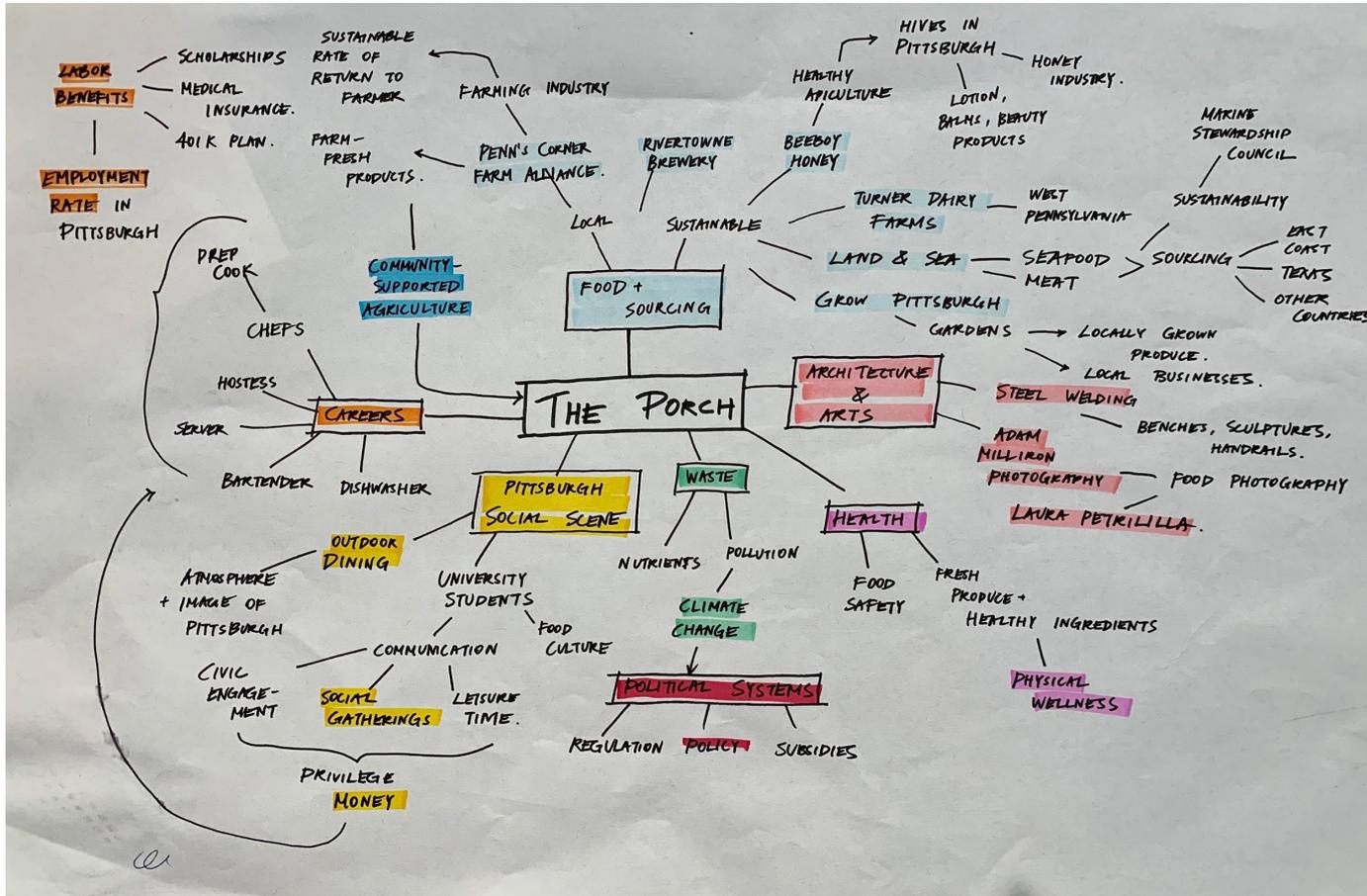
- o Goat Rodeo Farm and Dairy
- o Land & Sea (seafood supplier)
- o Liberty Pole Spirits
- o Pizza Boy Brewing Co.
- o Millie's Homemade Ice Cream
- o Emerald Valley Artisans
- o Burgh Bees
- o Turner Dairy Farms
- o Wigle Whiskey
- o Pittsburgh Winery
- o East End Brewing Company
- o Four Seasons Brewing Company
- o Kit Paulsen (artist)
- o Pittsburgh Glass Center
- o Steel Welding
- o Adam Milliron Photography
- o Laura Petrella (photographer)

- Types of Partners:
 - o Brewing/Spirits Company
 - o Art centers/organizations
 - o Artists
 - o Food - wholesale
 - Dairy
 - Honey
 - Fresh produce
 - seafood
 - o Environmental/garden organizations
 - o Local restaurants

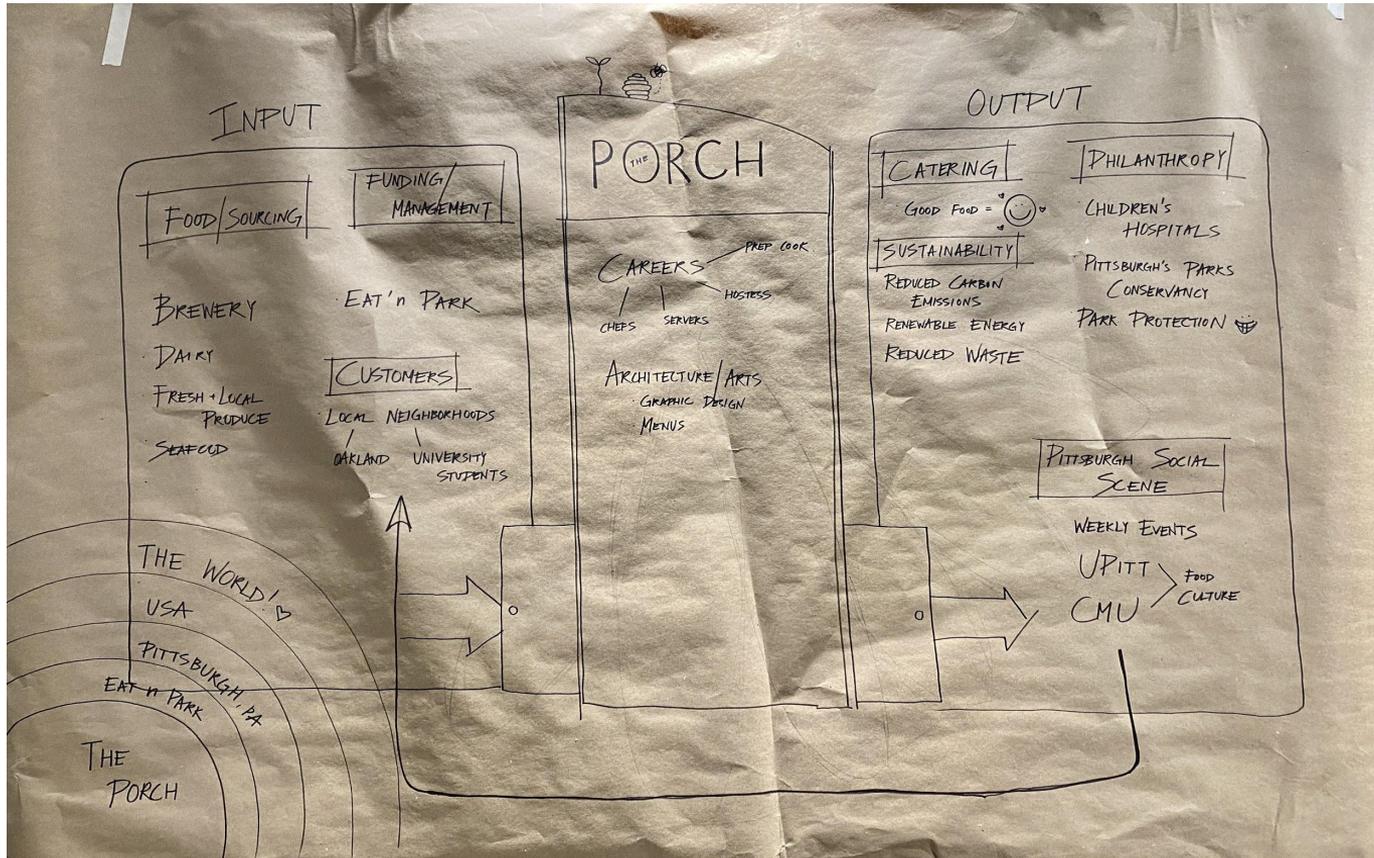
APPROACHES TO MAPPING

- input → output
 - Intersection is values
 - Sustainability, pittsburgh community
- Consider **eat'n park hospitality** group
 - Also values sustainability

Blurb for map!!! Add: scalar analysis and feedback loops



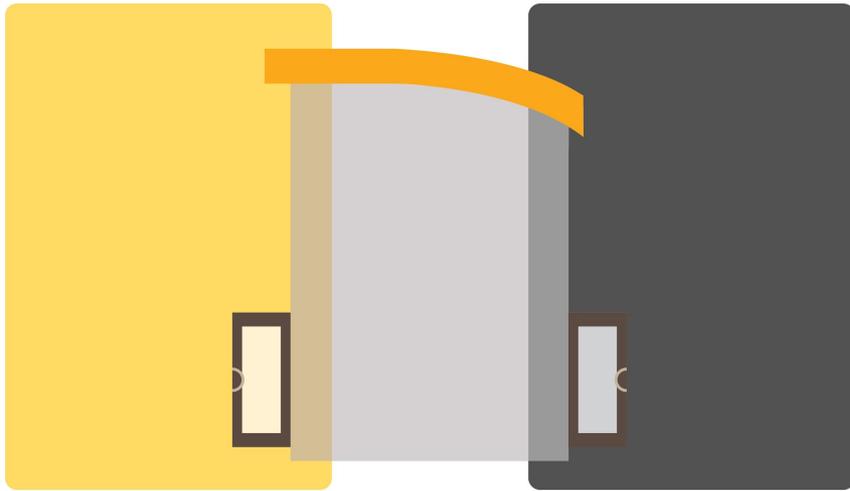
The first map: provided a general overview of the key people, values, and companies that contribute and are affected by the Porch.



Beginning to categorize key themes into a visual diagram for the Soft Crit.

Soft Crit

Rethinking the Organization of our Map



PORCH



Our first map (more of a diagram than a map) was a linear representation of the Porch as a system by itself, with an emphasis on the restaurant's people (employees and customers), eco-friendly attitudes, and local food sourcing.



INPUT

SOURCING

Breweries
Dairy
Fresh, Local
Produce
Seafood

FUNDING/ MANAGEMENT

Eat n Park
Customers:
Local neighbourhood
(Oakland, UPitt, CMU)

CAREERS

Chefs
Servers
Prep Cook
Hostess

ARCHITECTURE/ ARTS

Graphics, menu
design, social
media, branding,
website

OUTPUT

PHILANTHROPY

Children's Hospital
Pittsburgh's Parks Conservancy
Park Protection <3

SUSTAINABILITY

Rooftop garden of herbs &
produce
Beehives on roof
Green rooftop keeps building
insulated in winter and cool in
summer by absorbing sunlight
Energy efficiency
Waste reduction
Responsible sourcing

PITTSBURGH SOCIAL SCENE

Weekly Events
University students

THE
PORCH
AT SCHENLEY

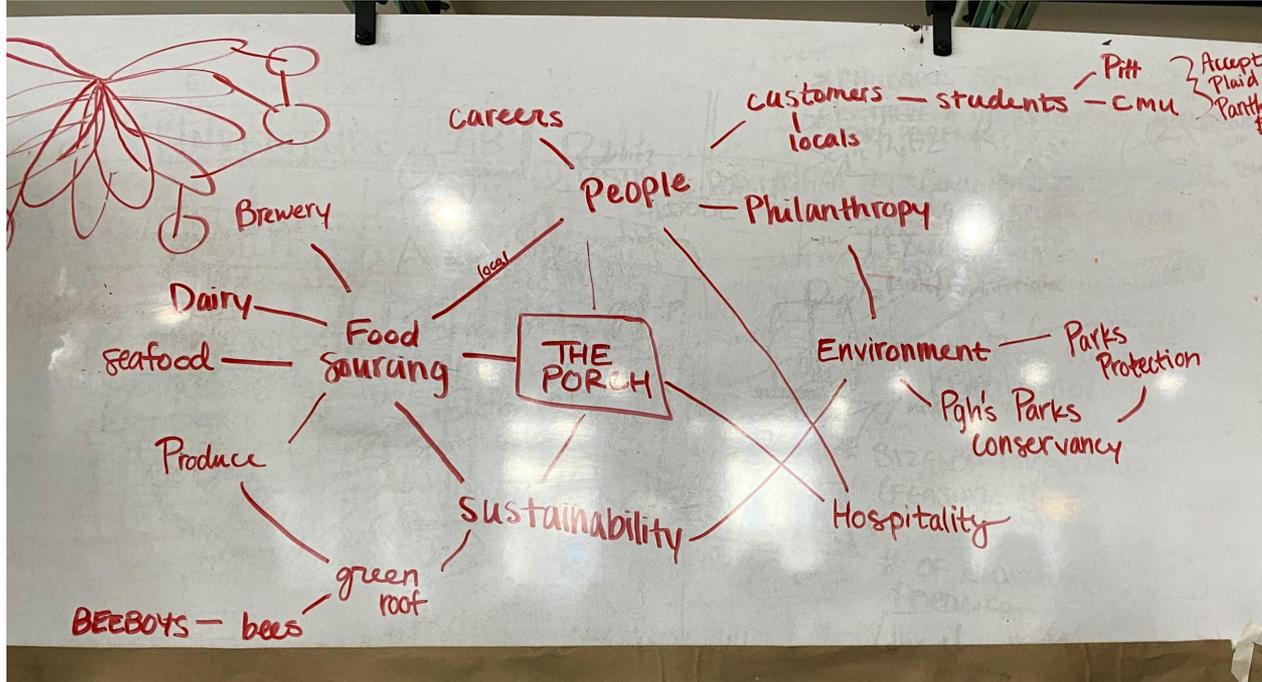
FEEDBACK LOOP

Reflection & Moving Forward

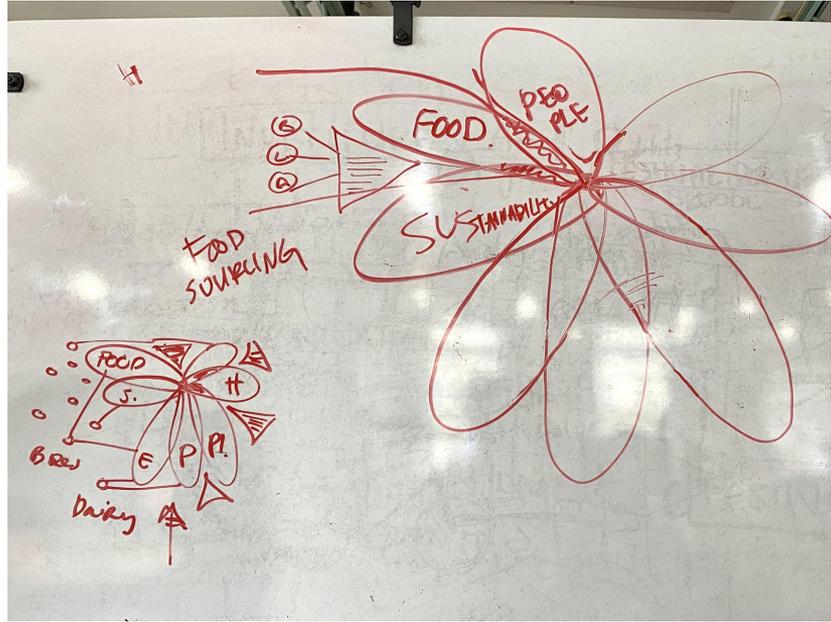
1. Emphasis on the interrelationships between each category.
2. Expand beyond just the building → What communities does The Porch impact?
3. Divide and develop each category more into separate bubbles to prevent list format.
4. Specify the type of feedback loop.
5. Integrate the scalar model!

Reorganizing our Map

Creating a New Visual Layout



Ditching the input/output system and remapping the system by emphasizing interconnectedness of values.



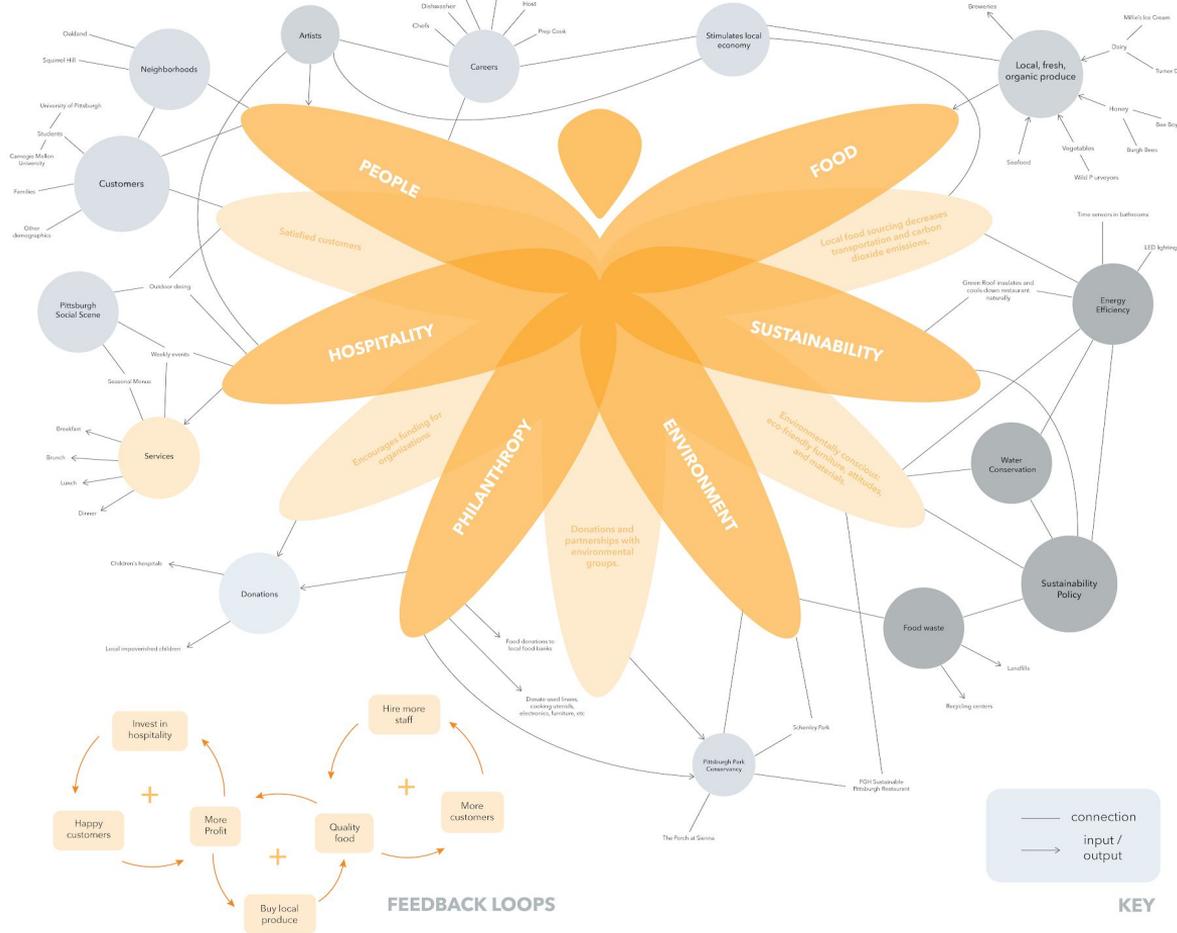
Deciding on a new shape to visually represent the connections.

Making the Digital Map



Refining the “Values” overlapping shapes.

MAPPING THE COMMUNITY



THE PORCH

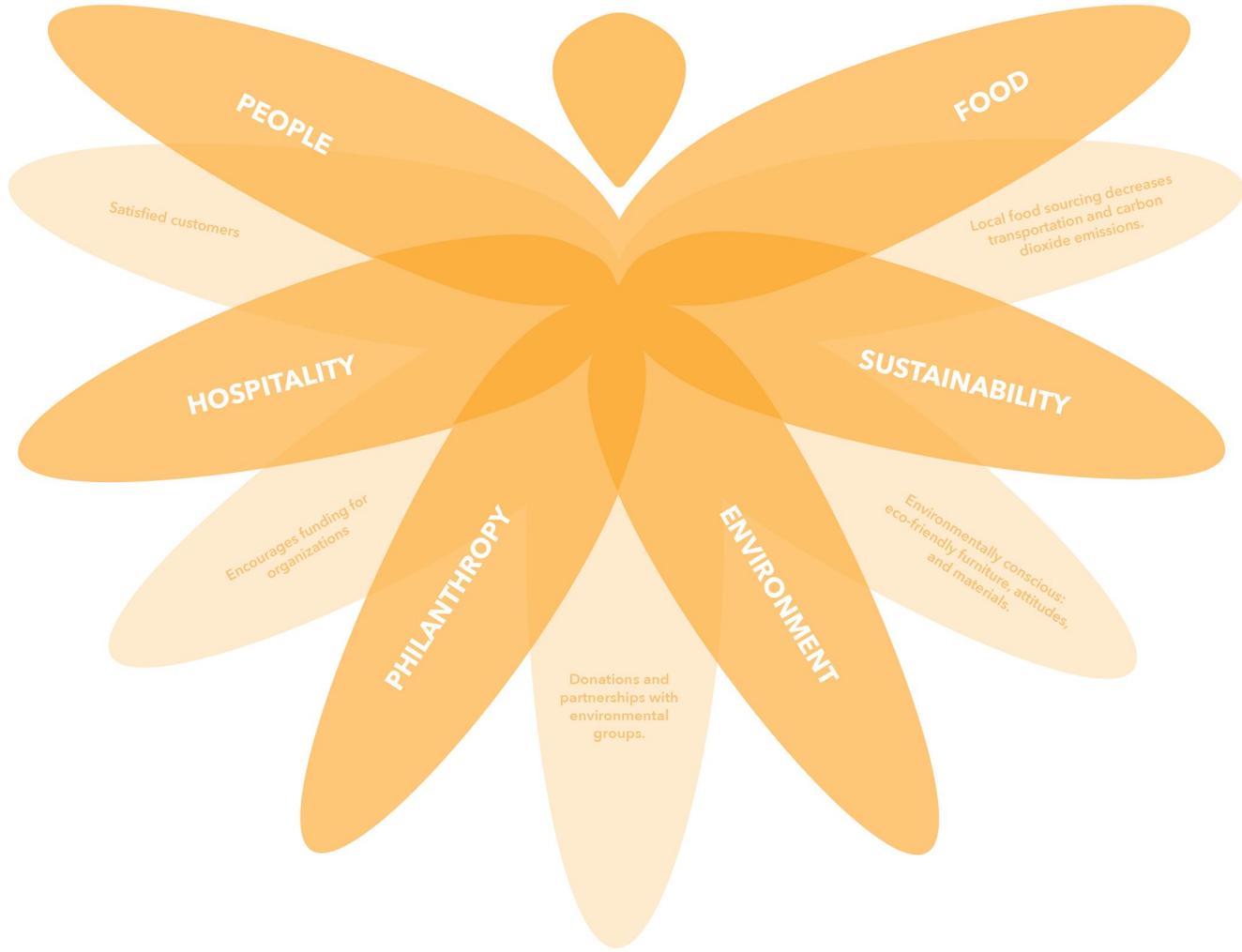
Caitlyn Baensch, Elena Crites, Rachel Legg, Maggie Ma, Elysha Tsai

The Porch at Schenley is a Pittsburgh restaurant focused on providing local and sustainable food to their customers. The restaurant is a subsection of the Eat'n Park Hospitality Group and has one other location right outside of Pittsburgh. They grow a significant portion of their own food resources on their green roof and partner with local farms, breweries, and conservancy groups to source more local goods.

This map breaks down the system created by The Porch into six major sections, arranged in a manner reflecting the restaurant's logo: food, sustainability, environment, people, hospitality, and philanthropy. It examines how these values overlap with each other, as well as how they interact with the micro and macro parts of the overall system. It is due to these interactions that the system is able to continuously function and grow. The map also studies the different scales at which these sub-systems operate and how different interactions work within these scales. The scales contextualize the connections expressed on the map and touch upon the external systems that The Porch affects. A color gradient, seen in the scalar map, is used to bridge the scalar analysis with the working parts of the system. Three major feedback loops within the overall system are also dissected. Each of these loops is a positive feedback loop and all three work within each other, overlapping to create another system.



SCALAR MAP



PEOPLE

Satisfied customers

FOOD

Local food sourcing decreases transportation and carbon dioxide emissions.

SUSTAINABILITY

Environmentally conscious: eco-friendly furniture, attitudes, and materials.

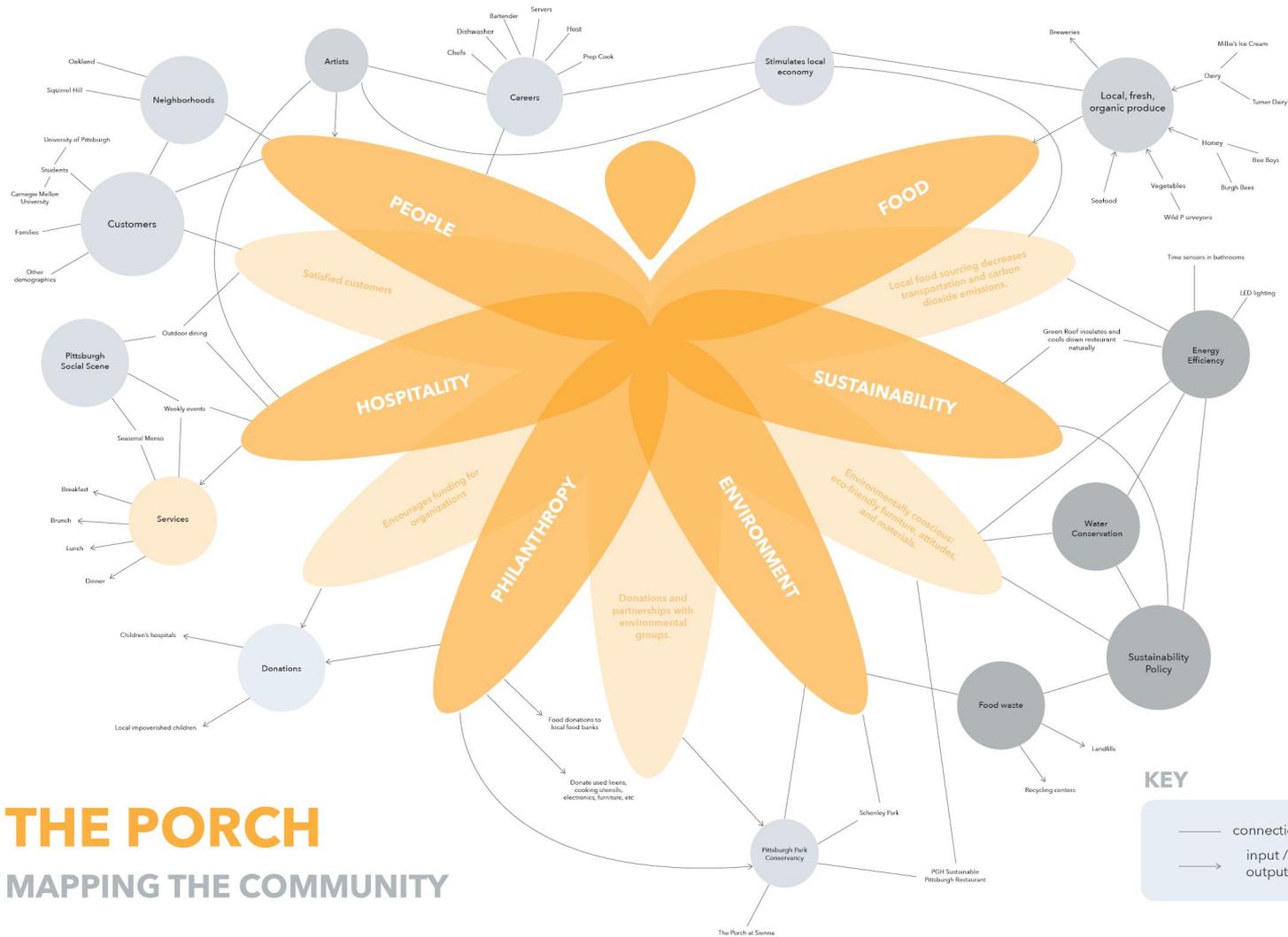
ENVIRONMENT

Donations and partnerships with environmental groups.

PHILANTHROPY

Encourages funding for organizations

HOSPITALITY

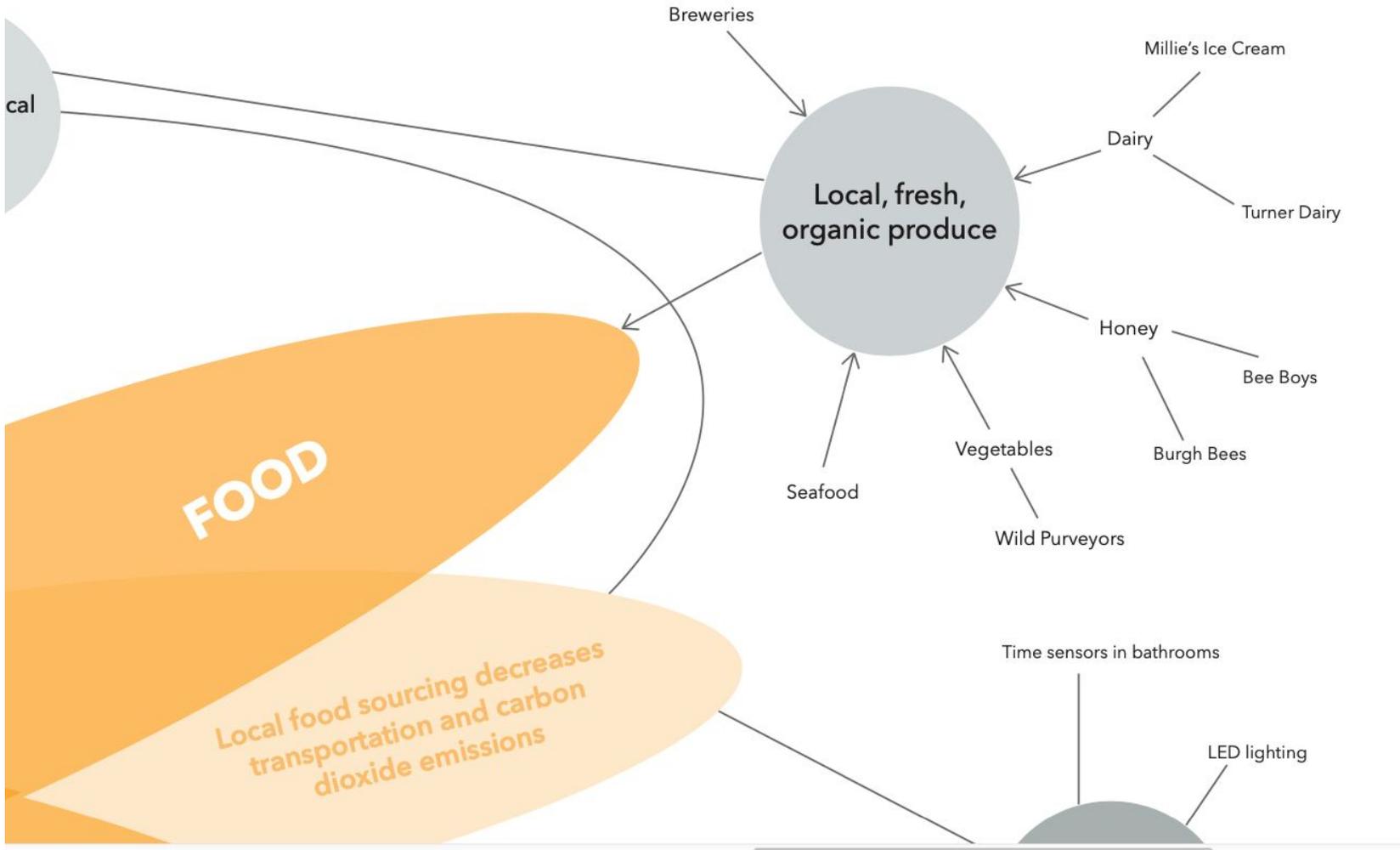


THE PORCH

MAPPING THE COMMUNITY

KEY

- connection
- input / output



Feedback Loops

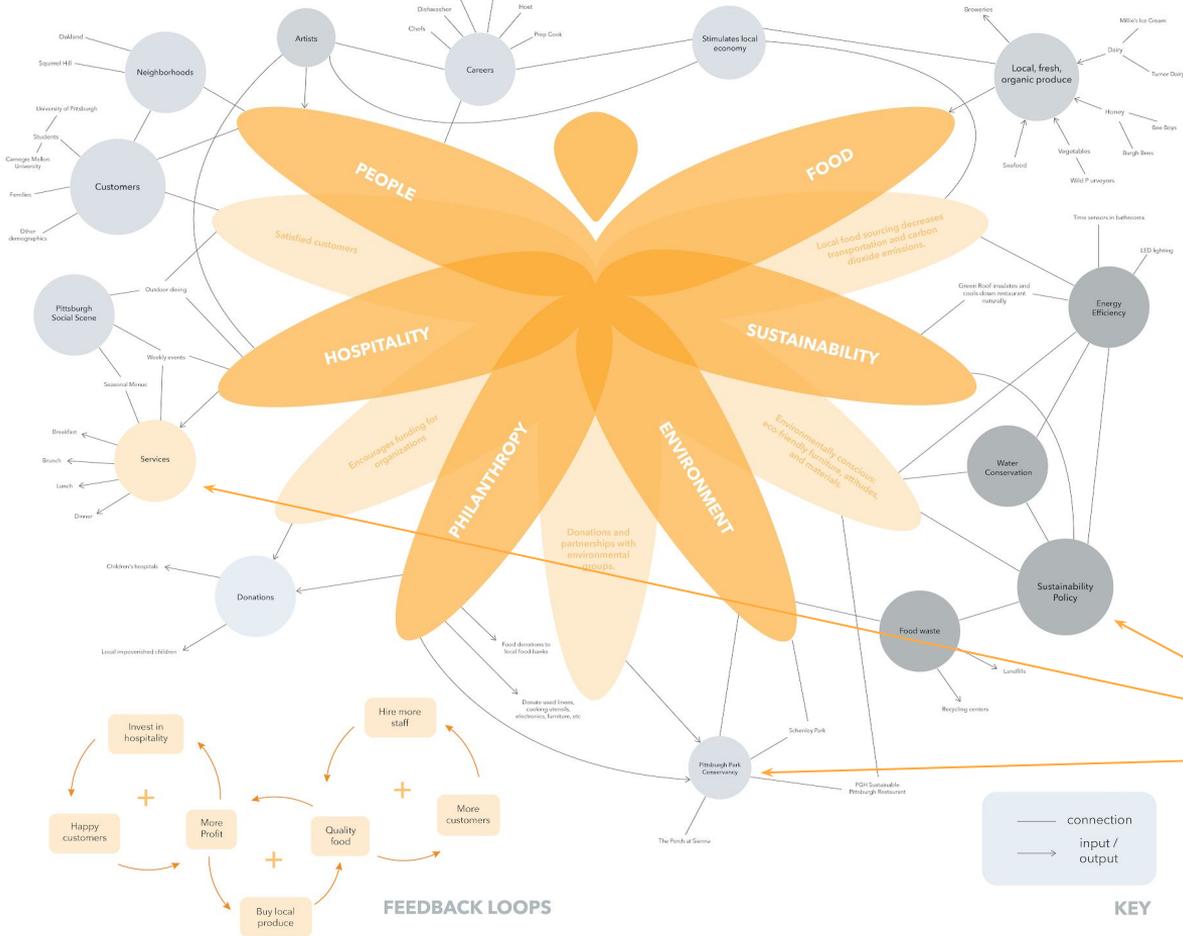
Hospitality, Produce, People



The Scalar Map



MAPPING THE COMMUNITY



THE PORCH

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SCALAR MAP

Conclusion

Challenges in Creating a System

- Finding a format for webbing our system that both is easy to follow and representational of The Porch
- Connecting Scale to our Web
- Deciding what elements were most important to include/highlight in our system
- Making Feedback loops
 - Negative feedback loop...
 - the network of people and things continually grows

Final Thoughts

Overall, pretty happy!

- Enjoyed categorizing the restaurant's values and organizing the system
- It was interesting to see the physical place and translate that to a abstract system
- Seeing how the Porch's system impacts not only PGH, but the world
- The different subsections continue to expand and connect

Thank you