

# South Bound

12th & Paris makes 12South even cooler

BY JORDAN RUTLEDGE • PHOTOS BY RON MAINVILLE



**i**n recent years, the 12South district has grown from having just a few shops and restaurants to an entire community with specialty stores, hair salons, art galleries and delicious coffee shops. Recently Core Development decided to expand the area even further by adding 12th & Paris—a mixed-use development consisting of apartments, condos and commercial space. Perfectly located across the street from Sevier Park and walking distance to various eateries and shops, this new addition to the 12South district has added a sense of community to the area. Three businesses that recently opened in this new addition really caught my eye—Burger Up, Greenlight Market & Deli and Two Moon Gallery.

**BURGER UP** is owned and run by the lovely lady that also owns the 12South coffee house Frutty Monkey, Miranda Whitcomb Pontes. Back in November 2008, the developers for the 12th & Paris project approached her about what she thought would work in the corner spot, which was originally intended to go to the 12 South Taproom. She began to brainstorm and came up with the idea of a burger joint that maybe had a bar, but was kid-friendly. When the question arose about who would actually take on such a project, her response was simple. "I will."

"With the next breath, I decided it would be called Burger Up," says Pontes, and the ideas kept coming. She wanted to utilize local farmers and beef providers and also start a mini-movement towards conscious consuming. "The word 'thoughtful' is an umbrella for my entire project," she explains.



Michael Pontes and Miranda Whitcomb Pontes

After it's all said and done, a burger joint it is not. Pontes wanted something that wasn't necessarily upscale but felt nice and not so much like a "joint."

"I wanted you to feel like you could be on a date with your wife, but also have your kids with you and that be okay," she says. Pontes and her husband Michael run the not-joint together.

For more information, visit [burger-up.com](http://burger-up.com).

L/R: Chefs Michael Cribb and Mike Griffith



**GREENLIGHT MARKET & DELI** is definitely an anchor spot for the 12th & Paris development, offering local and seasonal produce and meat. Grouped with Burger Up and Las Paletas, the deli has turned the 12th & Paris development into a foodie destination.

Jim Massey, an owner of 12th & Paris development and a co-owner of Greenlight with Brent Woodard, has lived in the neighborhood since 1991, and he's passionate about local agriculture—something that they want to make available for their customers. The two men decided to open the market together while cooking meals for the homeless (something they take time to do once every month).

The market's mission is to take local food and have it prepared but also have it in a market setting. Having a history with food and preparation, they want their customers to learn not to be wasteful—and hopefully also learn how to make a variety of things with their locally grown produce.

"Today, I've already been to four different farms," explains Massey, "and I like to develop a relationship with the farmers. When someone buys their product in my store, I can explain where it came from and know that it won't grow with pesticides and so on."

The design for the actual shop is modeled around the idea of an artisan market that you might find in Brooklyn—or even Europe (Woodard studied at Cordon Bleu in France).

For more information on the market, visit [greenlightmarketdeli.com](http://greenlightmarketdeli.com).

**TWO MOON GALLERY** bookends the development with two levels of breathtaking artwork and three levels of rentable space. The owners, husband/wife duo Rachel and Hal Pickel, manage the space together. Hal from an artistic perspective (his art currently hangs amongst the other artists' works) and Rachel more on a business end of things. "We're kinda like the yin and the yang. Sometimes when we go home, we'll talk about art and we'll talk shop, but there is a separation between our home and work life," explains Rachel Pickel.

The gallery houses around 10-15 artists at a time and also rents two-night sets to artists that want to have a showing—which is where the name "Two Moon" derives from. Two Moon also rents the space out for events, "anything from wedding showers to non-profit events to wine tastings," says Hal Pickel.

"We ask ourselves, 'What kind of art would we like in our own home? Could we sell it?' We're very selective," he explains. The art



RAULET



in the gallery seems to mesh perfectly together and it's due to their selection process—it's like nothing you'd likely find elsewhere.

For more information, visit [twomoongallery.com](http://twomoongallery.com).

12th and Paris offers a wealth of opportunities to whet your appetite, whether you want food, art or experience. Resting in the heart of 12South, it's becoming a very happening place to be.

**ALSO AT 12TH & PARIS**

**Las Paletas**

(615) 385-2101  
The delicious Mexican popicles that are a staple of the 12South district have moved from the art-deco Cypress Building and into the 12th & Paris development!

**Practical Massage**

(615) 295-2845

**WC Dillon Company**

Insurance  
(615) 269-7987

**Oxford Architecture**

(615) 256-3455

**Delevante**

Design and Strategies Company  
(615) 383-4700