

Tokens & Icons Welcomes You to 809 Bancroft Way

Just as **Tokens & Icons** invents new uses for subway tokens, baseball seating, foreign coins and even dog licenses, they've put their creativity to the test with their move to an expanded office space. But please don't call it new, because that's exactly what it is not.

If you take a look inside the industrial-style building on 809 Bancroft Way in Berkeley, you'll see something akin to an airplane hangar, complete with an enormous 42' long section of a Pam American fuselage from the 1970s spanning across an entire wall. The floors have been stripped to expose the original concrete. Wooden beams have been sanded free of paint. And all the shelving, storage, office partitions and work surfaces are built of reclaimed materials. In essence, **Tokens & Icons** has created a space that reflects the very nature of their business: to breathe new life—and beauty—into things that already exist.

Ward Wallau, founder of **Tokens & Icons** and a self-proclaimed “authenticity hound,” gathered his talented crew of artisans to transform barn wood from a 1927 Idaho granary into two large sliding doors. Galvanized metal mailboxes—some still containing original documents from the early 1900s—are now handy storage receptacles for an array of hardware. And wood pallets and corrugated roofing have been fashioned into pony walls. Even a discarded dog kennel serves a unique purpose—it's the perfect size for storing the baseball seats used to create **Token & Icons'** stadium-related merchandise.

And there's no end to Wallau's creative vision: Large, open shelving is crafted from an extension ladder divided in two. The face of the main work area looks like modern art, with slats of weathered teak and molding borrowed from the antique post box. Shelves, slots and drawers, all handcrafted from reclaimed wood, are thoughtfully organized to make packaging simple and seamless for employees.

So have a seat on a chair made from recycled street signs, relax on a bench built from Cal Stadium bleachers, or just walk around and enjoy the sun beaming in from the restored industrial windows at **Tokens & Icons'** (not-so) new quarters. It's a place where purpose finds new meaning and nostalgia is right at home.