



Absolute Equality

JUNETEENTH PUBLIC ART & COMMUNITY DEVELOPMENT
PROPOSAL 2022



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Absolute Equality

We are using public art and creativity as tools for community development, educational enrichment, and social health awareness while highlighting the cultural history and heritage of Juneteenth and the pursuit of Absolute Equality.

The Absolute Equality public art initiative aims to recontextualize Juneteenth as a pivotal moment in the arc of U.S. history while properly telling the story of its genesis, and historical, and contemporary relevance.





History

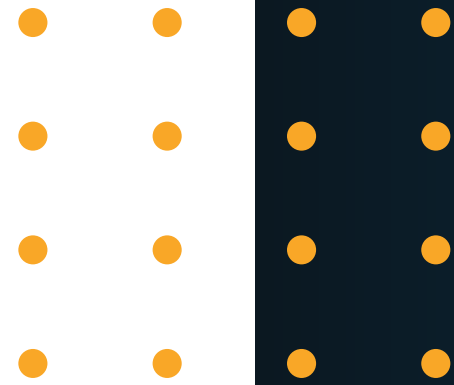
Juneteenth commemorates the freedom of more than 250,000 enslaved Black people in the state of Texas. Juneteenth is now observed as a national holiday annually on June 19, celebrating the emancipation of those enslaved in the United States.

Absolute Equality public art initiative will serve as a national platform for highlighting and amplifying the story of Juneteenth and help give voice to the voiceless while remembering and celebrating the contributions of Black freedmen and formerly enslaved people who fought for their freedom and the freedom of others.

Absolute equality is about cultivating a culture within society that supports the belief that everyone deserves the freedom to pursue the opportunity to become their very best selves to the benefit of the collective community.



Summary



Absolute Equality will reimagine an approach to public art, monuments, and memorials to reflect the nation's diversity better and highlight a story that was extensively buried or marginalized until 2021, Juneteenth. The Absolute Equality national mural initiative will give form and narrative to the beautiful, extraordinary, and powerful multiplicity, representative of one of America's most influential and essential stories of emancipation and liberty, Juneteenth.

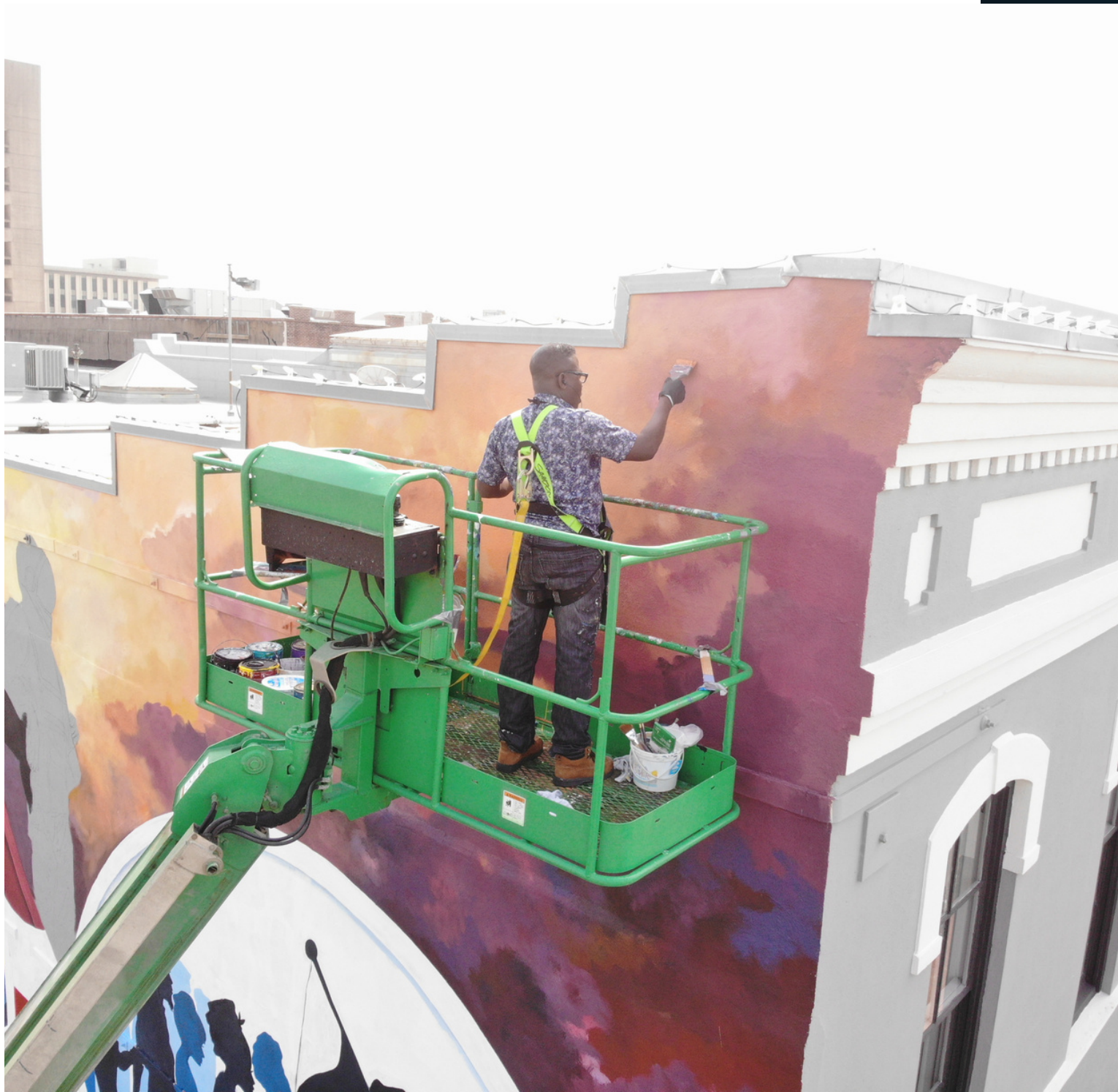
After the wake of Juneteenth becoming a national holiday in 2021, public artist, Reginald C. Adams envisioned a national initiative where similar public art mural installations across America could be implemented to expand the awareness of the historical heritage of Juneteenth and the pursuit of "Absolute Equality".



Summary cont'd

- The public art initiative uses art, technology, community engagement, and educational enrichment to spread the pursuit for Absolute Equality to 10 cities across America. Ten teams of professional artists and local community stakeholders will influence the design and production of site-specific public art mural installations in ten unique communities across America.

Each installation will be guided by a toolbox of historical information, reference images, and media content to help inform their own evolutionary narrative of Juneteenth and the pursuit of Absolute Equality in America. These public art projects will transform communities into cultural and artistic landmarks.





Target Markets



We have selected the following cities for the national public art campaign. These cities consist of the largest media markets in the US.



Target Cities

- 1 Houston
- 2 Dallas/Ft. Worth, TX
- 3 Shreveport, LA
- 4 Miami, FL
- 5 Washington D.C.
- 6 New York, NY
- 7 Philadelphia, PN
- 8 Boston, MA
- 9 Chicago, IL
- 10 Los Angeles, CA



Community Engagement

Website & A/R App

Highly interactive website and augmented reality applications will be developed for each local mural project.

Hands-On Engagements

Local youth and residents will work alongside professional artists to assist in the co-creation of the murals.

Documentary Film & Media Content

Absolute Equality, a documentary film, will be a 30 minute motion-picture intended to document the production of the mural, highlight community partners and depict the history of Juneteenth.

Benefits

The benefits of this public art initiative come in the form of economic growth, cultural literacy, cultural identity, and placemaking. The local stories, local artists, and community leaders from these 10 communities will inspire and influence site specific murals that highlight Juneteenth and the pursuit of Absolute Equality.



Economic Growth

Engaging in public art stimulates cultural awareness and ultimately leads to increased foot traffic, which benefits surrounding businesses and communities.



Cultural Literacy

Public art helps express a community's history and heritage and creates an elevated sense of awareness of the values of the community for residents and visitors.



Cultural Identity

Art represents life in many ways. When community members see themselves reflected in social spaces, they feel a sense of respect, ultimately allowing for people to identify with the place they are from, live in, or are visiting.



Placemaking

Art brings people together and creates a sense of place. Public art in civic spaces and making it accessible to everyone inspires engagement and a feeling of belonging to a community.

Earned Media

The original Absolute Equality public art installation in Galveston, Texas was featured across 189 different media outlets, including 10 national publications, and recorded nearly a billion impressions.



The New York Times
May 20 • 5 min

Honoring Juneteenth Through Art in Galveston



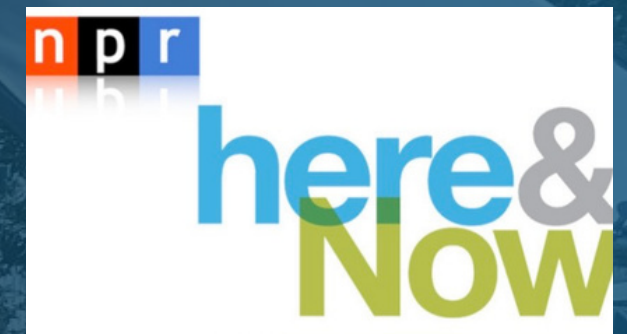
NBC Nightly News
Jun 18 • 1 min

Artists commemorate Juneteenth with...



American Airline's magazine, "A..."
Jun 1 • 1 min

Artists and historians are honoring this Gulf...



NRP's Here and Now
Jun 18 • 1 min

Celebrating Juneteenth in Galveston



The Hill
Mar 30 • 2 min

Artists unveil massive Juneteenth mural in town wher...



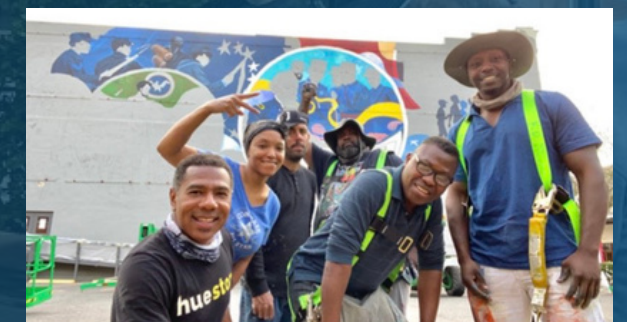
The Texas Standard
Mar 30 • 2 min

A New Art Installation In Galveston Will Tell...



Texas Highways
May 27 • 2 min

Galveston's New "Absolute Equality" Mural Will Be...



Houston Chronicle
Jun 14 • 4 min

Houston artist's Juneteenth mural aims to shed light o...

Sponsorship

You have a unique opportunity to become part of history by becoming a sponsor of “Absolute Equality,” a nationwide public art initiative.

The project’s central message is not about enslavement and suffering but about **unlocking hope** and a **spirit of renewal that celebrates freedom and opportunity**. Absolute equality is about fostering a society that supports all to become their very best selves to benefit the collective community.

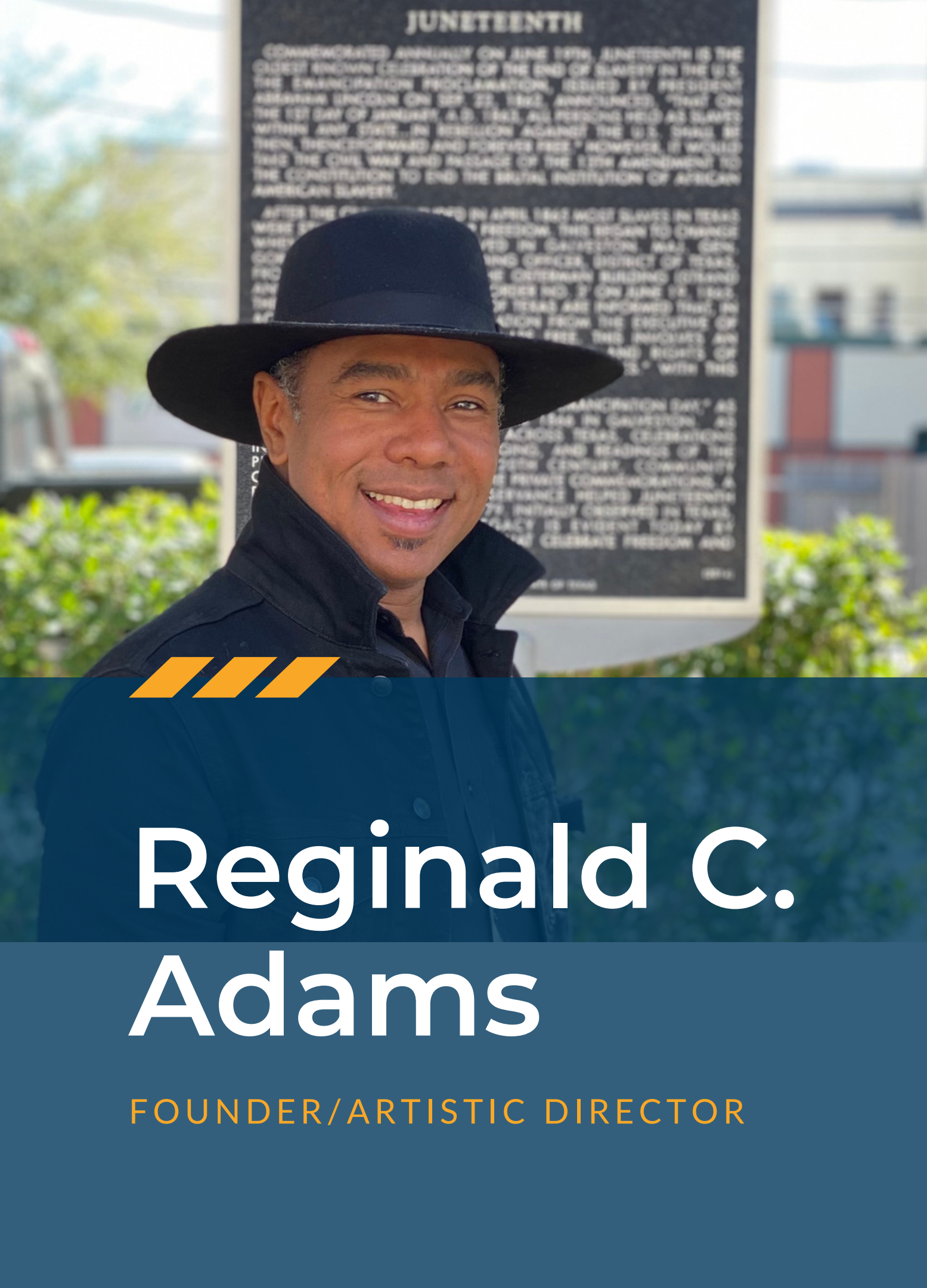
In addition to each public art installation, your sponsorship will help fund:

- **Local artists that will create a site-specific mural.**
- **Hands-on community engagement experiences for students and local residents.**
- **Documentary film that captures the local stories and production of each mural project.**
- **Interactive website and augmented reality applications to support the mural project.**

Your funds will also support the education and community engagement programs of Houston Museum of African American Culture (HMAAC), a Houston-based non-profit 501(c)(3) organization with a mission dedicated to collect, conserve, explore, interpret, and exhibit the material and intellectual culture of Africans and African Americans in Houston and throughout the world.

Thank you in advance for being a part of this historically significant public art project. The journey to absolute equality must continue and your contribution is one step in this critical journey.





Reginald C. Adams

FOUNDER/ARTISTIC DIRECTOR

About Reginald



Reginald C. Adams is a world-renowned artist engaged in creating public art installations in historic and underserved communities across the United States.

As the lead artist and Artistic Director for the Absolute Equality, Juneteenth mural in Galveston, Texas, Adams has turned his focus outwards to spearhead Absolute Equality, a national public art and community development initiative to bring the history of Juneteenth and the pursuit of Absolute Equality to communities across America.

Contact Us



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THANK YOU

