



Flatbush Ave BID


presents



Distinction

Street Banner Art Competition

PANEL OF JUDGES



www.flatbushavebid.com
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DISTINCTION: STREET BANNER ART COMPETITION

PURPOSE

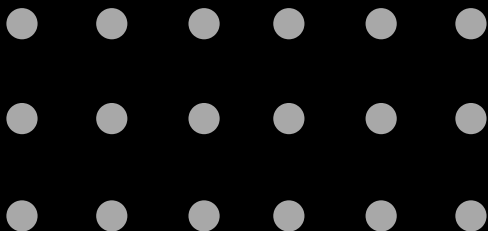
The Flatbush Avenue Business Improvement District (BID) is hosting Distinction: Street Banner Art Competition which includes a pop-up gallery. The art competition invites local novice and professional visual artists to submit artwork based on the theme provided. A select number of artists will move to the gallery phase of the competition where their work will be displayed in participating businesses in the BID. The public, in conjunction with a panel of judges, will vote for the finalists. The final phase will be the unveiling where the finalists' artwork will appear on sponsored street banners that will be displayed across the Flatbush Avenue BID – which stretches for approximately one mile along Flatbush Avenue from Parkside Avenue to Cortelyou Road - for about one year.

THEME

By definition, distinction is excellence that sets someone or something apart from others. The Flatbush Avenue BID sits in the heart of the Flatbush neighborhood and at the crossroads of two major Brooklyn streets (Church Avenue and Flatbush Avenue) in a borough that boasts a considerably high concentration of people of Caribbean heritage. From the retail mix to the restaurants to the overall vibe, the heritage is something unique to be celebrated as it adds to the Brooklyn flavor. Artists are to create artwork with this theme of distinction in mind.

PANEL OF JUDGES

Our panel of judges were selected based on their expertise and influence in the world of art, media and marketing. Panelists will review all art work with no knowledge of the artist. Finalists selected by the panel will be a part of our Pop-up Gallery, which includes art work being place in participating businesses along the Flatbush Avenue BID for the community to enjoy.





AMELIA CALSI

Groundswell

AMY ANDRIEUX

MoCADA

AYOKA WILES-ABEL

Brooklyn Arts Council

JUSTIN AVERSANO

Save Art Space

NATHAN THOMPSON

McCann Erickson Worldwide

SHELLEY WORRELL

CaribBeing

NAOMI HERSSON-RINGSKOG

No Longer Empty

SHERYLL DURRANT

Kelly Street Garden





AMELIA CALSI GROUNDSWELL

Instagram: [@calsium.art](https://www.instagram.com/calsium.art)

Website: www.acalsi.wixsite.com/calsiumart

Groundswell: www.groundswell.nyc

Amelia Calsi is a fine artist, arts administrator, and community organizer currently living and working in Brooklyn, NY. The cross section of her work revolves around the ways we can use art to connect with each other, bridging the gap of the human condition and opening dialogue to create positive impact in the space around us. As the Manager of Mural Operations and Artist Initiatives at Groundswell, a youth-centered social justice arts non-profit, Calsi is dedicated to building strong communities through the art-making process and the organization of artist-driven workshops and events. In her personal practice, her paintings often reflect themes of transformation, trauma, and grace. She has both shown in and curated exhibitions throughout NYC, presently holding a position on the curation committee at Groundswell, and is constantly seeking the moments that inspire connection, personal growth, and public engagement.



AMY ANDRIEUX

MoCADA

With over 15 years of experience (curator, journalist/editor, and marketer), Amy “Aimstar” Andrieux is a veteran of global editorial programming and promotional campaigns across print, web, mobile and video. Her specialties include Editorial Strategy & Curation, Video Development and Production, Digital Media Development, and Campaign Strategy/Execution, with a streamlined focus on music, fashion, film, art, lifestyle. Past posts include Publisher/Managing Editor at TRACE magazine (US, UK, France), General Manager/Executive Editor at The Source magazine, Editorial Director at MTV World, Vice President of Multimedia Content and Strategy at Ketchum Digital, Global Editor and Communications Project Manager for Red Bull Studios / Storyhunter and Content Executive Producer for Red Bull’s 20 Before 17 campaign, and Executive Editorial Director at TranslationLLC / UnitedMasters.

As a journalist, Amy has conducted several interviews with notables across the arts, including Rem Koolhaas, Kobe Bryant, Patricia Field, Pharrell Williams, Queen Latifah, Spike Lee, Ice Cube, Bethann Hardison, Shepard Fairey, Outkast, Edwidge Danticat, Wangechi Mutu, Os Gemeos, Jamel Shabazz, among many others. She is also the Founder/Editorial Director of the Webby-nominated international cultural destination, TheStarklife.com, and curator of the activism-meets-art project, ANARCHY: In Search of a New World Order.

Through her company Aimstar Media, Amy has consulted brands including MasterCard, Gillette, FedEx, DD172, Leblon, Navan, Absolut, Moet & Chandon, Chevy, L’Oreal, Nissan, Intel, Levi’s, Adidas, and others. Her work has also been used in effort to promote tourism to South Africa’s Eastern Cape, Ecuador, India, Hong Kong, Thailand, Korea, and Macau to name a few. Her mission: Create projects centered in the arts that empower and connect creators of all kinds through storytelling, education, and activism.

Amy is currently a mentor at New Inc, a sister incubator of NYC’s New Museum, and most recently joined the team at Museum of Contemporary African Diasporan Art (MOCADA), focusing on programming and development.

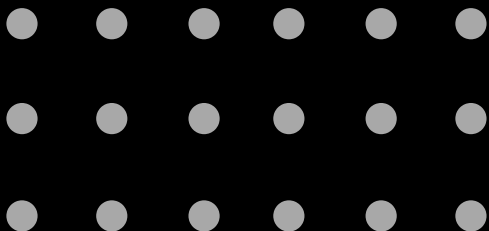


AYOKA WILES - ABEL BROOKLYN ARTS COUNCIL



Ayoka Wiles-Abel has over two decades of background experience in the arts, dance, culture, and education. Ayoka has worked with several community-based organizations integrating the arts, literacy, spirituality and cultural education in programming for youth and adults. She served as the first Associate Director of Ifetayo Cultural Arts Academy and was a Business Manager for the Village of Arts and Humanities. She served as the Director of the New Beginnings Nonprofit Incubator at Resources of Human Development, where she led and provided technical assistance and capacity building to small and start up community based programs. Most recently, she has been serving as Associate Executive Director of Finance of Ifetayo Cultural Arts Academy for 5 years and lives in New York with her supportive family.

Ayoka received a B.A. in Economics from Mount Holyoke College and a Master's of Science in Nonprofit Management from The Robert J. Milano Graduate School of Management and Urban Policy, New School University. She has also received numerous certificates of study including a Nonprofit Management certificate from Columbia Business School, Institute of Nonprofit Management and completed fieldwork in Buenos Aires, Argentina studying Management of Socially Responsible Organizations in Latin America.





JUSTIN AVERSANO
SAVE ART SPACE

Justin Aversano, b. 1992, is an artist and curator based in New York, NY. Aversano studied at the School of Visual Arts in New York graduating in 2014 with a concentration in photography. Aversano has exhibited work in Brooklyn and Manhattan. Aversano's curatorial repertoire includes a number of shows with an emphasis on community at The Living Gallery, Bushwick Community Darkroom, Petite Gallery and The Storefront Project. Aversano is the Co-Founder and Creative Director of Save Art Space and co-curates bi-monthly public art installations partnering with local and regional businesses to convert billboards and languishing spaces into works of art. Founded in 2015, Save Art Space enriches local communities through public beautification and fosters creative culture by giving artists the opportunity to use our platform to display their work. In 2016, Aversano was selected by The Photo Review to exhibit in their annual juried competition.



NATHAN THOMPSON

MCCANN ERICKSON

Nathan Thompson is a Creative Content Manager.

In 1985 the administration of Bennington College rolled the dice and let two students, Nathan Thompson and Jason Wulkowicz, create a College Recruitment Video rather than have an outside "professional" recruiting company create it. The piece won best recruiting tool at NACAC (National Association of College Counselors Conference) the next year and launched both young men into careers in advertising. In the late 1980s, Nathan shot and cut between 300 and 400 commercials for Warner Cable that he hopes you never see, before heading to McCann Erickson Worldwide in New York.

In his 27 years as an editor at McCann, he has worked with all McCann clients: notably MasterCard, L'Oréal, Coca Cola, Verizon, General Mills, and Nikon. He received awards from SXSW, The Andys, Webbys, and Bronze and Gold Lions from Cannes.

Knowing of his background in politics, McCann also gives him the politically engaged pieces. During the 11 month window of time between 9/11 and the Iraq war, Nathan worked exclusively on project Common Ground, an initiative of then Sec of State Colin Powell, making short pieces in 5 Arabic languages about Muslims in America. The New York Times didn't love the campaign, but they did put it on the front page.



SHELLEY WORRELL

CaribBeing

Shelley Vidia Worrell is cultural entrepreneur who was born in NYC and raised between Brooklyn & the Caribbean. She is the Creator of CaribBeing, a thriving venture that stands at the crossroads of culture + art + film. Based in Brooklyn, NY aka Little Caribbean, CaribBeing spans contemporary culture and is a creative hub for creativity and collaborations with some of the Caribbean's most visionary talent and innovative brands.

Since its founding Shelley has produced over 400 immersive experiences reaching over 250k attendees in partnership with top corporations and cultural institutions notably AirBnB, BRIC, Brooklyn Museum, Caribbean Hotel & Tourism Association, James Beard Foundation, Municipal Art Society, Queens Museum, Studio Museum in Harlem and VoX Media. She has also taken CaribBeing global with presentations in Poland, France, Barbados and Haiti. For her work as a cultural entrepreneur, Shelley has been featured in domestic and international media including Brooklyn Magazine, Black Enterprise, Caribbean Life, Good Morning America, Guardian Media, hyperallergic and the NY Times.

Shelley began her career working for top media and technology brands including Google, The History Channel, A&E, Time Warner and YouTube with roles in strategic partnerships, global business development and digital operations spearheading the successful launch of over 100 digital and TV products. In 2018 she joined New Museum's culture tech incubator, NEW INC.

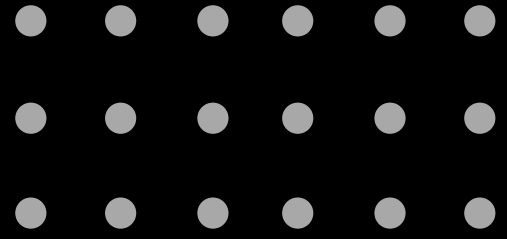
Shelley holds a BA in Cultural Studies from CUNY, Brooklyn College and a MA in Media Studies from the New School. She lives in Brooklyn and enjoys traveling and gardening in her spare time.

LinkedIn Profile

Instagram @iamcaribbeing

Twitter @caribbeing

Facebook @caribbeing



CAMERA SHY

Naomi Hersson-Ringskog
No Longer Empty

Sheryll Durrant
Kelly Street Garden

