

jameelnewkirk.com

# Graphic

Jameel  
Newkirk

jmlnewkirk@gmail.com

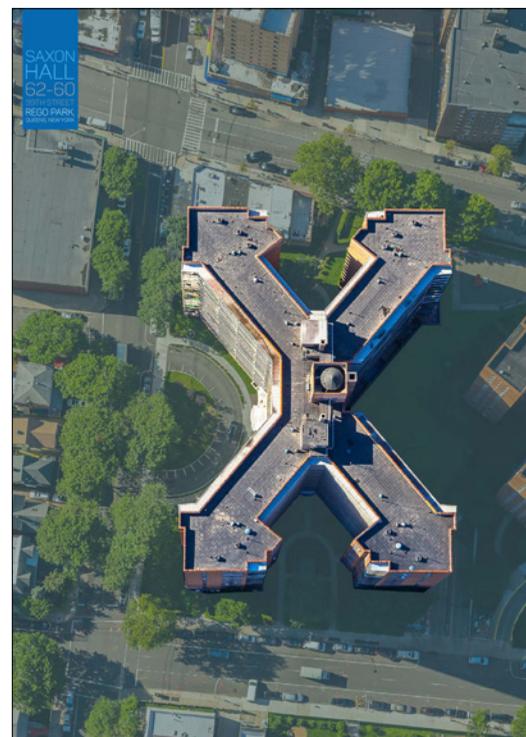
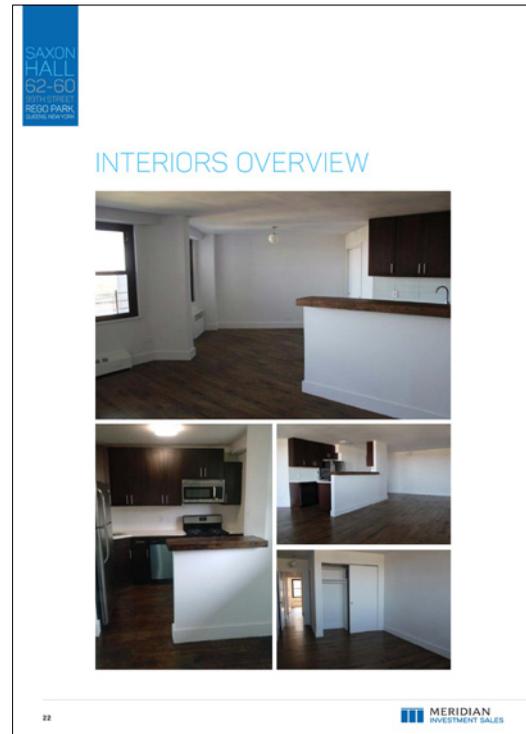
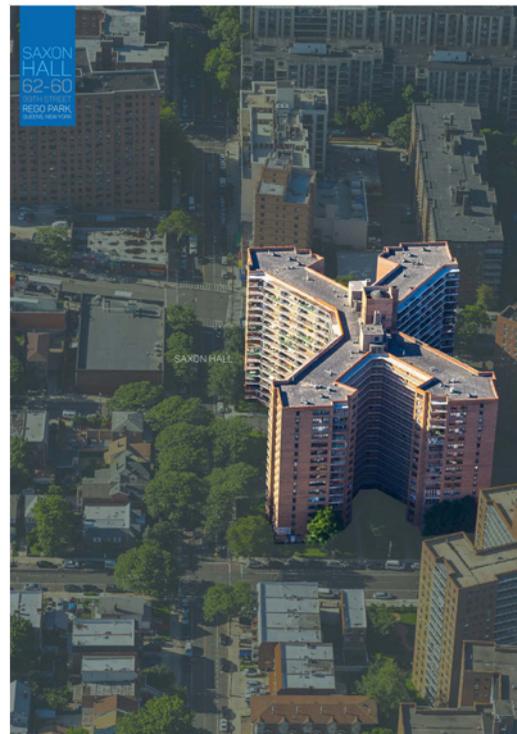
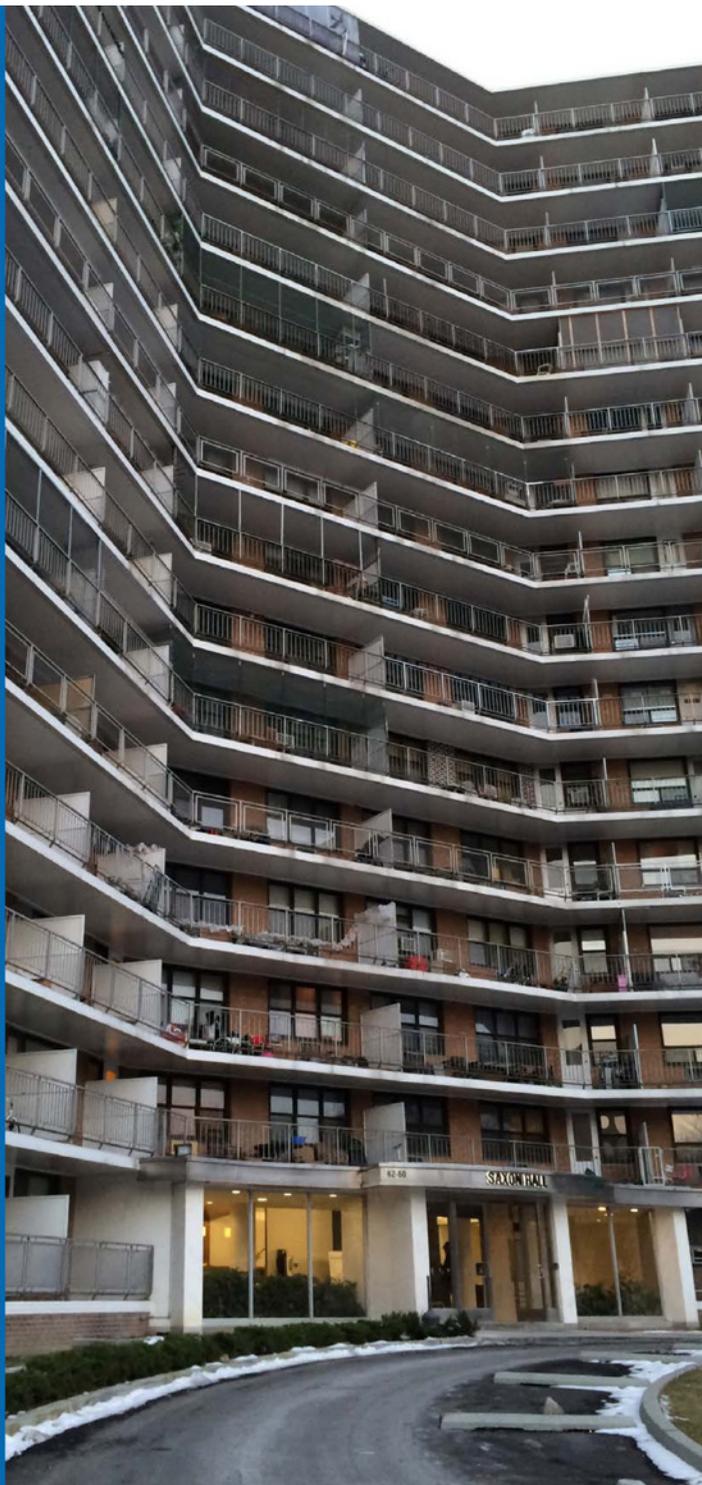
A selection of work  
2014-2018

# Design

Marketing  
Design

SAXON HALL  
62-60  
99TH STREET  
REGO PARK,  
QUEENS, NEW YORK

VALUATION & EXCLUSIVE  
AGENCY PROPOSAL



**Meridian Capital proposal**

Pages of a proposal for rental property located in New York City.

PRESENTATION DESIGN

**Jul 2015**



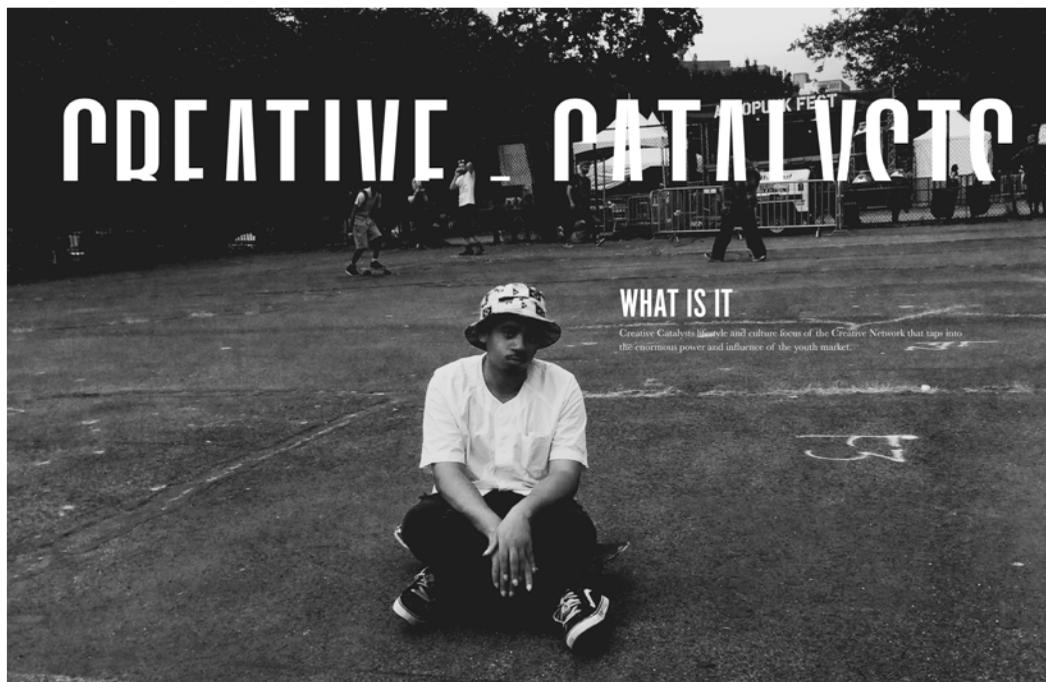
### WHY IS THIS IMPORTANT (THE POWER OF YOUTH)

Representing 200 billion dollars in spending power, the youth market is an alluring market that Creative Network is uniquely suited to connect with, giving brands interested in tapping into the Millennial mindset engaging platforms to do so.

This savvy group of consumers, ranging from young professionals to graduating high students are elusive for many brands because of their diversity and well-honed radar to advertising and marketing. They are not locked by age, but driven by a passion and designer to have cool experiences, challenge the status quo, and express themselves as individuals.

Social in their orientation this group is highly connected, love digital content, and crave unique experiences. In addition, they look to trusted brands and influencers for advice on everything from trends to travel destinations. They also demand openness from brands, want to be art of the conversation, and are interested in authenticity.

As a story focused creative agency, who understands how to start and cultivate conversations, build experiences, and work with influencers, Edelman and the Creative Network can tap into this market in a way few other agencies can. There are many brands who are hungry for that ability, and by giving them a way to do so, this focus represents an amazing opportunity for the network.



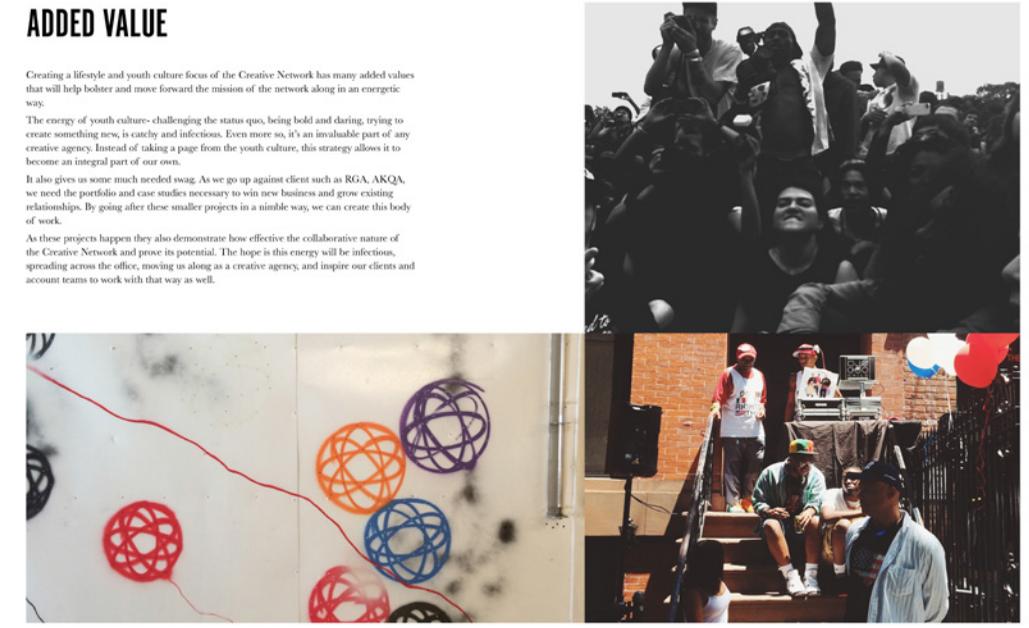
### ADDED VALUE

Creating a lifestyle and youth culture focus of the Creative Network has many added values that will help bolster and move forward the mission of the network along in an energetic way.

The energy of youth culture- challenging the status quo, being bold and daring, trying to create something new, is catchy and infectious. Even more so, it's an invaluable part of any creative agency. Instead of taking a page from the youth culture, this strategy allows it to become an integral part of our own.

It also gives us some much needed swag. As we go up against client such as RGA, AKQA, we need the portfolio and case studies necessary to win new business and grow existing relationships. By going after these smaller projects in a simple way, we can create this body of work.

As these projects happen they also demonstrate how effective the collaborative nature of the Creative Network and prove its potential. The hope is this energy will be infectious, spreading across the office, moving us along as a creative agency, and inspire our clients and account teams to work with that way as well.

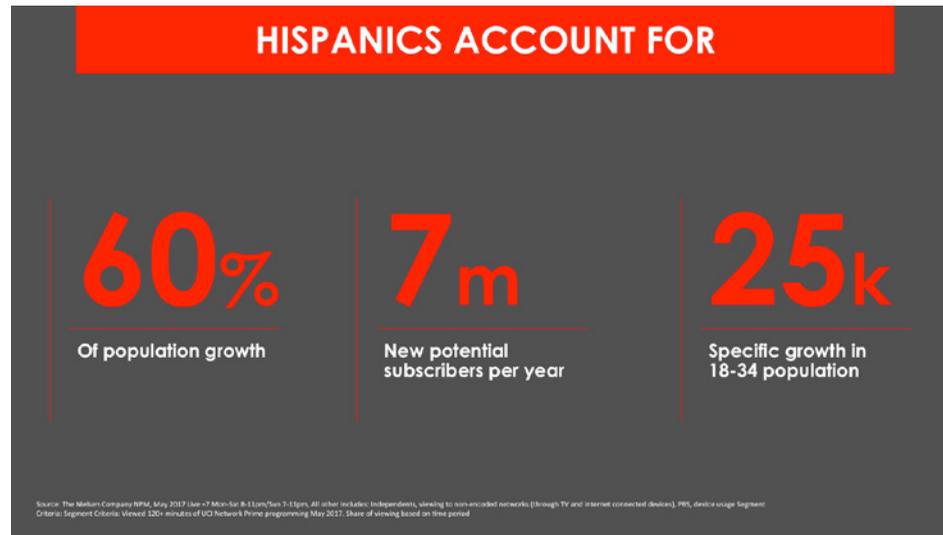
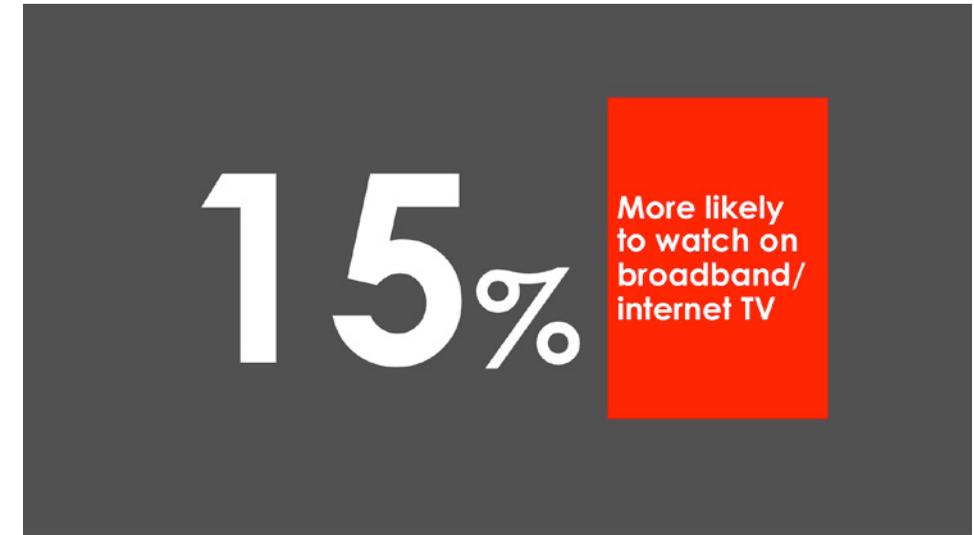


## Creative Catalysts deck

Presentation designed for a pitch aimed at starting a new agency initiative.

PRESENTATION DESIGN

Nov 2014



### A YOUNGER AUDIENCE

	Life Expectancy <sub>1</sub>	Median Age <sub>3</sub>	Years of Effective Buying Power
Hispanic	82	29	53
Asian-American	87 <sub>2</sub>	37	50
African-American	75	34	41
NH White	79	43	36

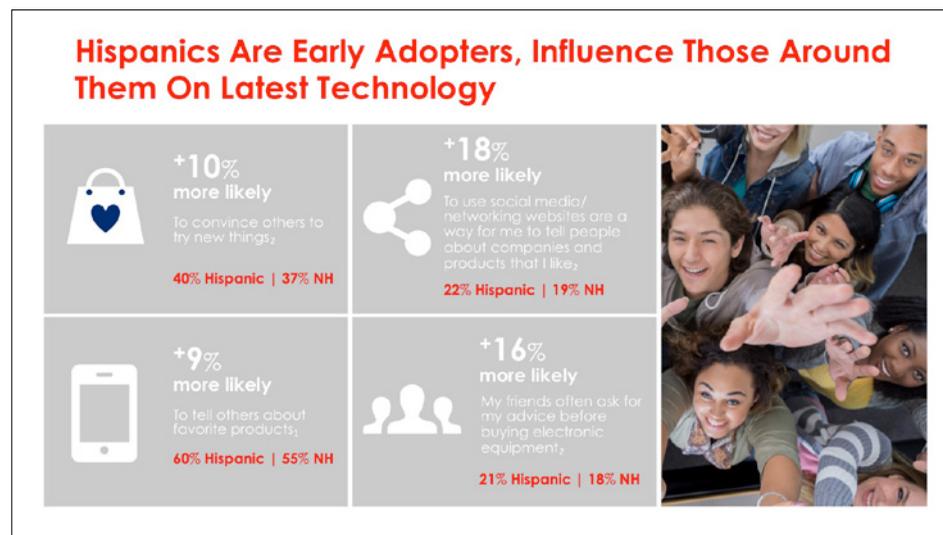
**17 more years of buying power**

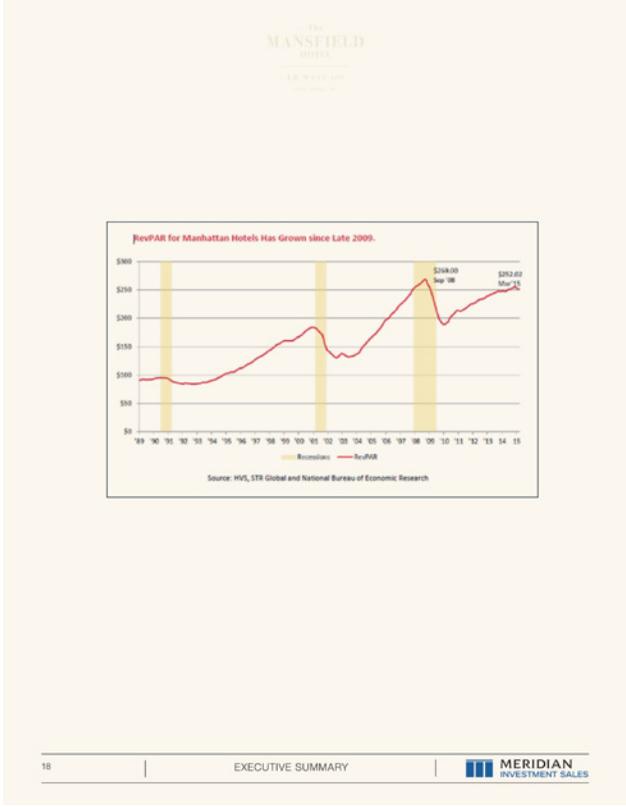
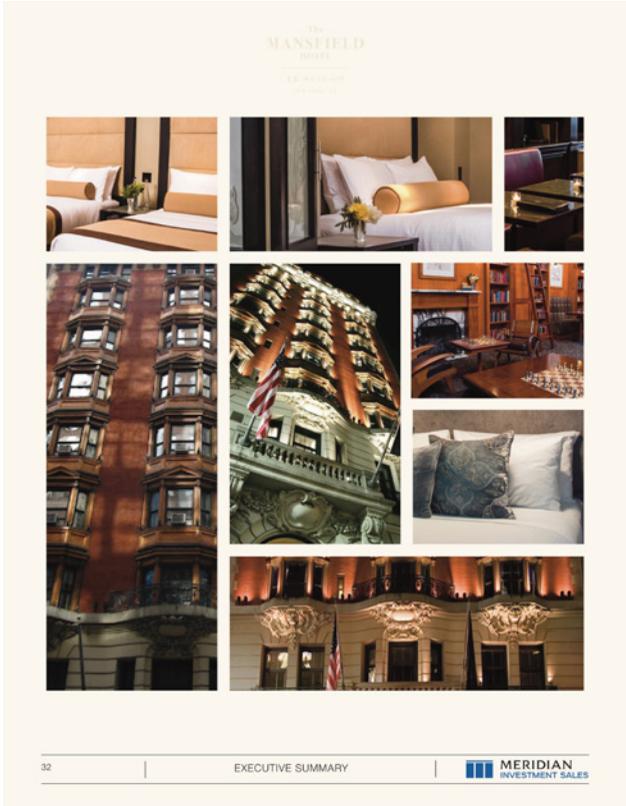
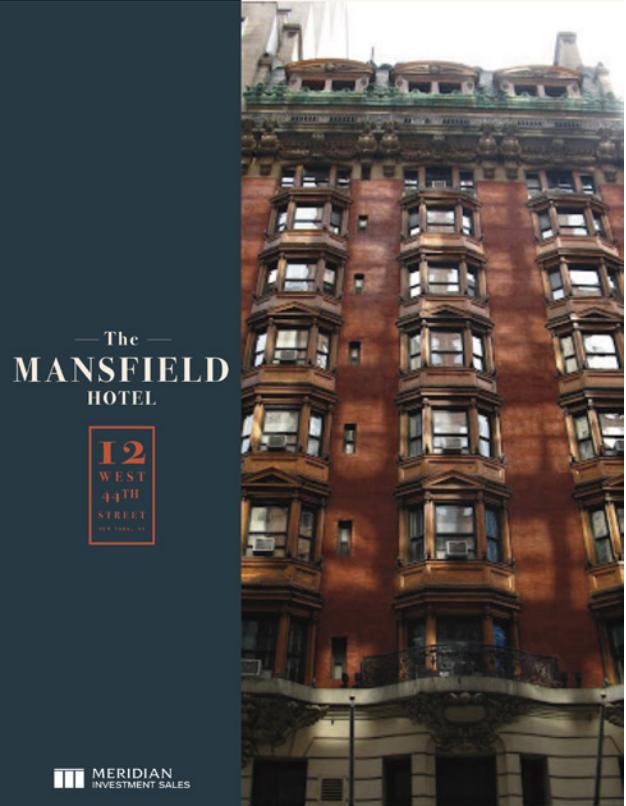
## Univision

Slides from a proposal that was a part of a A for YoutubeTV, pitching the inclusion of their services on their platform.

PRESENTATION DESIGN

Nov 2017





## Meridian Capital proposal deck

Pages of a proposal for rental property located in New York City.

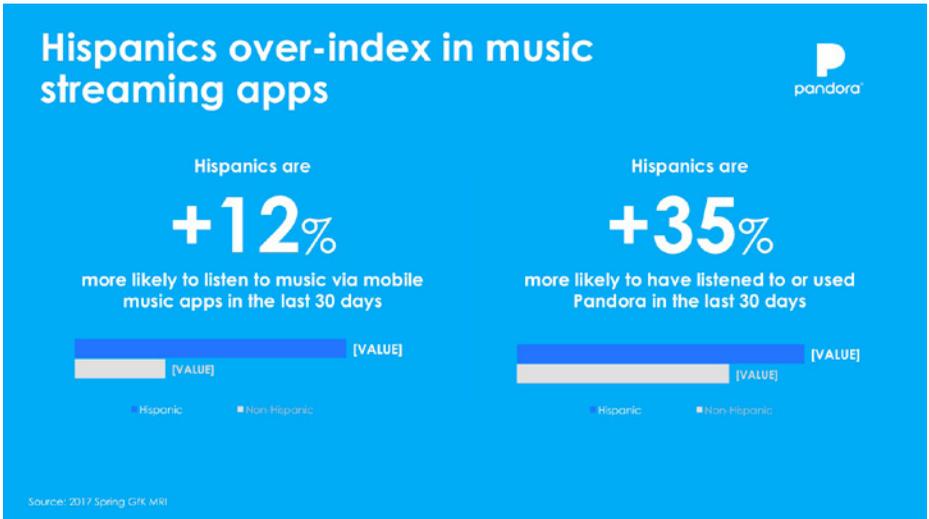
PRESENTATION DESIGN

Jun 2015



# HISPANIC AMERICA

- 91% LIVE VIEWING** vs. 79% for top 25 highest rated networks. **Leads the market in live television viewing**
- 95% SMARTPHONE PENETRATION** vs. 89% for NH. **Is more mobile**
- 28 HRS** vs. **22 HRS** vs. **7 HRS** vs. **4.5 HRS**. **Stream more video than the general population**



## Get Pandora PLUS with UNOW for \$5.99

Bundle Pandora Plus (\$4.99 mo.) with UnivisionNOW Collections (\$2.99 mo.) for discounted price (parties to determine discounted offer)

**Economics**

- Univision and Pandora absorb discount
- Univision to match Pandora Plus 30-day free trial to new customers
- Pandora to handle billing with 15% rev share on discounted UNOW price
- Bounty for referrals

**Marketing**

UNOW and Pandora will mutually agree on a joint national marketing campaign to promote the partnership

*Confidential - For Discussion Purposes Only*

### Pandora x Univision Now deck

Slides from a proposal deck for Pandora aiming to develop partnership with Univision's UNOW.

PRESENTATION DESIGN

May 2018

## UNPRECEDENTED PARTERSHIP

Pandora & UNOW co-launch exclusive broadband channel

FEATURING ORIGINAL AND EXCLUSIVE CONTENT

## UCI Studios

An enterprise wide content studio that creates best-in-class content experiences across platforms and language.

- Strategy and Creative**: Develop industry-leading branded content and marketing solutions
- Proactive Programs**: In collaboration with UCI's Branded Content Portfolio
- Content Distribution**: UCI portfolio and beyond (partners, etc)
- Campaign Stewardship**: Digital/Social/Branded/Experiential
- Production**: For digital first and relevant 360 programs



## E+Co

Annual Report designed for a non-profit organization whose mission is to empower local small and growing enterprises that supply clean and affordable energy to households, businesses and communities in Africa, Asia and Latin America.

PRINT

Jun 2011

## Impacts Enable Clean Energy Access

E+Co has actively contributed to the development of the impact measurement sector since 1998 when it began monitoring all investments along a Triple Bottom Line - effectively ensuring that all investments produced positive social and environmental impacts as well as financial returns. In 2010, E+Co continued its role as a sector builder through its participation in:

### TIME

(Toolkit for Impact Measurement)

TIME was jointly developed by E+Co and WRI's New Ventures, with a grant from the Rockefeller Foundation. TIME's overall objective is to build capacity among entrepreneurs to help them understand the importance of and prepare to quantify, track, and report the environmental impacts of their business. Through these efforts, SGIs will improve their environmental management and enhance their business value thereby increasing their chances for receiving investment and growing their enterprise. TIME is IRIS compliant and is used internally by E+Co and New Ventures to track our own operational footprints.

### GIIRS

(Global Impact Investing Rating System)

GIIRS is a project driven by IRIS and the independent non-profit B Lab. GIIRS assesses the social and environmental impact of companies and funds using a ratings approach analogous to Morningstar investment rankings or S&P credit risk ratings. GIIRS provides ratings for the Fund and for the portfolio companies of the Fund.

### IRIS

(Impact Reporting & Investment Standards)

IRIS provides an independent and credible set of metrics for use when reporting social, environmental and economic impact. It aims to standardize the way organizations report their social and environmental performance by providing a common reporting language for impact terms and metrics. The system enables performance comparisons and benchmarking of non-financial data, and simplifies reporting requirements for companies and their investors. E+Co has worked closely with IRIS to develop these standardized metrics based on over a decade of independent triple bottom line measurements and has incorporated IRIS standards into its monitoring and evaluation processes.

### PULSE

PULSE is an application that helps organizations track and benchmark financial, operational, environmental and social data to better demonstrate impact. PULSE is loaded with the IRIS Taxonomy. PULSE has three main components: collecting, reporting and standardizing by using the IRIS Taxonomy. PULSE helps E+Co keep its data in a common server where all the M&E Officers can input their data at all times.

## Why Clean Energy Access?

### 2010: A Light Shines on The "Invisible" Millennium Development Goal

Until recently, clean energy has been most commonly cited as a solution to climate change. But in 2010, the powerful light bulb switched on. The international development community began publicizing, at an unprecedented level, the holistic benefits of clean energy access for the entire development spectrum: social, economic and environmental.

With over 1.5 billion people living without access to electricity and a staggering 1 billion people using traditional biomass, such as firewood and charcoal, for cooking - it is now more clear than ever before that access to clean energy plays a critical role in the achievement of the Millennium Development Goals (MDGs).

Lack of electricity drastically decreases productive hours and hinders economic development throughout the developing world. This is as true in urban grid connected areas as it is in rural un electrified areas.

Traditional fuels produce high concentrations of indoor air pollution in homes that cause harmful health repercussions, a problem that primarily affects the world's poorest women and children. Access to clean energy transforms hours spent gathering fuel and dark, unproductive night time hours into opportunities for productive activities and income generation.

Utilities dependent on fossil fuels pass rising costs to their customers. Increased global demands for oil lead to power outages and required diesel fuel back

up systems. Access to clean energy solutions like waste to energy or small scale hydroelectric facilities can be cost effective to both utilities and customers.

The UN's 2010 announcement to target universal energy access by 2030 catapulted energy access to center stage in preparation for the 2012 Year of Sustainable Energy for All. This commitment acknowledges that the lack of access to modern energy represents a major hindrance to social and economic development and substantially slows the eradication of extreme poverty and hunger, the achievement of universal education, the promotion of gender equity and improved health and the assurance of an environmentally sustainable future for our world.

E+Co's investments have empowered clean energy entrepreneurs to demonstrate the multi-faceted impacts of clean energy access within their local communities for the past 17 years. The recognition of the validity of this concept by the international development community at large only fuels our commitment to establish the thousands of energy entrepreneurs needed to eradicate energy poverty.

It is with great enthusiasm that we leave the question "Why Clean Energy Access?" behind and move forward with renewed vitality, with new partners and stakeholders, to address the new question of "How to Eradicate Energy Poverty?" by 2030.

### SOCIAL & ECONOMIC

**6.2 MILLION**  
People in Households with Access to Modern Energy Services

**309,000**  
Micro Enterprises & Non-Households being served with Modern Energy

**+5,300**  
Jobs Supported

**2.3 MILLION**  
Cumulative Clean Energy Generated/MWH

**268**  
Investments in Clean Energy Enterprises

**160**  
Women Ownership/ Shareholding

**\$7 MILLION**  
Improved Income

**1.2 MILLION**  
Cumulative Clean Energy Generated/MWH

**352,000**  
Energy saved from Efficiency initiatives/ MWH

**70,000**  
Customers Installing Efficiency Equipment

### FINANCIAL

**\$40 Million**  
Investment Funds Disbursed

**\$88 Million**  
Entrepreneurs Investment

**\$125 Million**  
Leveraged from Third Parties

**8.7%**  
Portfolio Return after Write-offs

**\$10 Million**  
E+Co Repayments

### ENVIRONMENTAL

**4.6 Million**  
CO<sub>2</sub> Offsets by Enterprises/tons

**24 Million**  
CO<sub>2</sub> Offset for Life of Project/projected tons

**121 Million**  
Value of CO<sub>2</sub> Offsets for Life of Project

**~576,000**  
Reforested Land/ Hectares and Number of Trees

**60 Million**  
Kerosene Displaced/liters

**+100,000**  
People with Access to Water

**693,000**  
Charcoal Displaced/tons

**460,000**  
Firewood Displaced/tons

**19,000**  
LPG Displaced/tons

**910,000**  
Barrels of Oil Displaced



"The ability of poor communities to make productive use of their natural resources, time and human energy is severely hampered by the lack of mechanical power. Low-income households typically spend 7% - 15% of their income on energy, but in countries where energy sources are more difficult to come by or prices are comparatively high, energy can account for as much as 30% of the household's monthly expenditure"

- United Nations Advisory Group on Energy and Climate Change



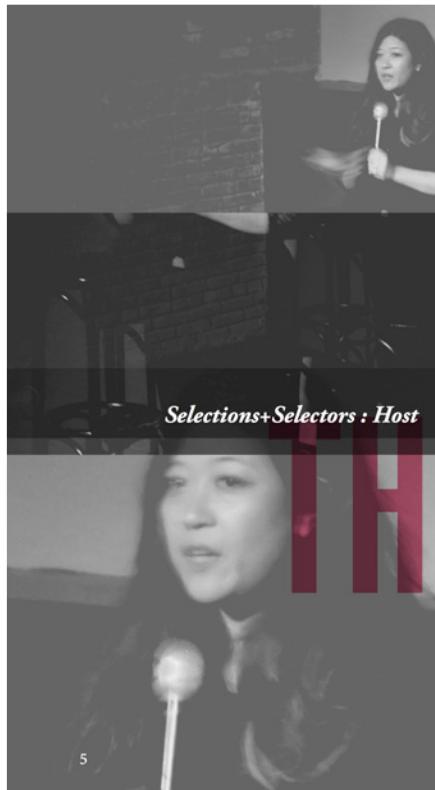


Selections and Selectors is a monthly film series held in New York City. Each month powerful and unique cultural content is screened, followed by conversations whose subject matter is loosely related to the content of each film.

Nights begin with cocktail receptions and are completed with performances and/or DJ set by some of the city's best DJs

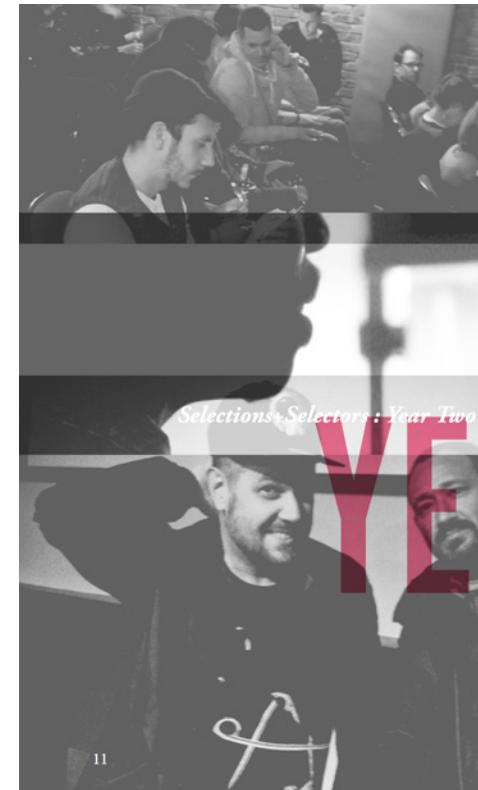
Attendees are made up of a select group on influences and tastemakers, invited by the curator of the evening, the film-makers and DJs.

# OVERVIEW



## J.L. Sirisuk

J.L. Sirisuk filled her brain with knowledge (mostly useful) while studying stateside in New York City where she ate too many bagels and in Oxford, UK where she inherited an addiction to tea and black pudding. Aside from interviewing an assortment of wildly entertaining characters, she also writes drama and humor with the goal of making people laugh and cry simultaneously. She has contributed to Interview Magazine, The Huffington Post, Salon, and NPR's Berlin Stories radio series. She is a Pisces and lives in Brooklyn.



## SELECTIONS+Selectors : Year Two Events

### THIS YEAR'S PROGRAM:

This years films will include:

**Floodtide**  
<http://floodtidefilm.com/>

**Stretch and Bobbito**  
<http://stretchandbobbito.com/>

**Rubble Kings**  
<http://rubblekings.com/>

**The Deadly Art of Survival**  
<http://www.imdb.com/title/tt1091994/>

**Doing Time In Times Square**  
<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&csqv=2&ie=UTF-8#q=doing%20time%20in%20times%20square>

An evening with Jane Dickson (Charlie Ahearn's wife)

**The Deepest Depths Of The Burrow** -  
<https://rabbiteyemovement.at/documentary/>

## Selections + Selectors

Presentation designed for a series of events hosted in NYC featuring music and film.

PRESENTATION DESIGN

Apr 2016

## Meridian Capital proposal deck

Pages of a proposal for rental property located in New York City.

PRESENTATION DESIGN

Jul 2015



# 67

LIVINGSTON  
BROOKLYN, NEW YORK

EXCLUSIVE OFFERING  
FOR SALE



MERIDIAN  
INVESTMENT SALES

# 67

LIVINGSTON  
BROOKLYN, NEW YORK

## EXECUTIVE SUMMARY

Less than a handful of buildings in the exclusive residential enclave of Brooklyn Heights measure above fifteen stories with preserved views, much less twenty-six stories with balconies. And rarely, if ever, do twenty-six story 50,000 square foot immaculate buildings, which can be used for residential, hotel, dorm or private institutional use ever come to market.

For these reasons, Meridian Investment Sales is thrilled to present for sale, 67 Livingston Street, Brooklyn Heights, NY.

Located in the heart of Brooklyn Heights, 67 Livingston is a 76 unit vacant property, which will be delivered free and clear, providing new ownership a blank canvas.

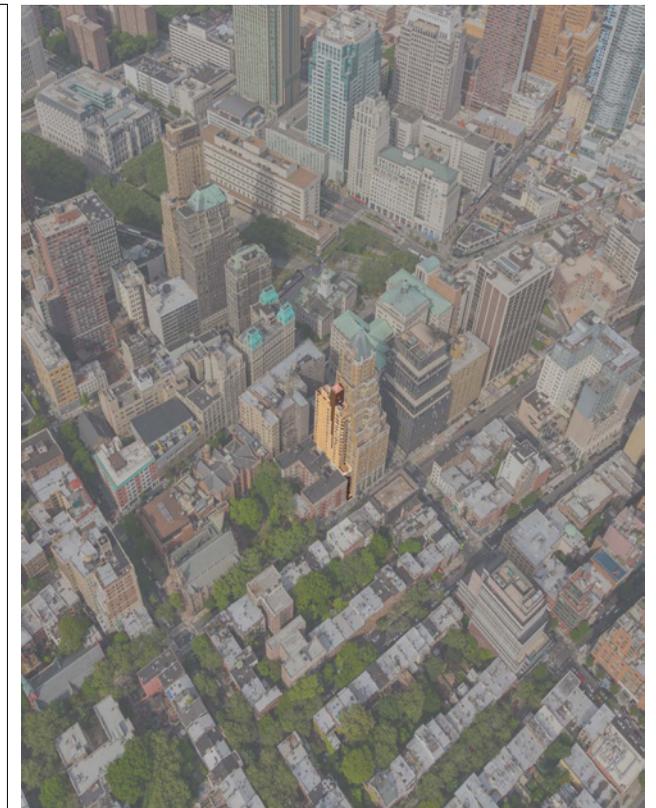
Originally designed by a successor firm to acclaimed architects McKim, Mend & White as full floor residences, the building was subsequently used as a dormitory for a religious institution and art school. Each unit has its own shower and kitchen. Many units have balconies as well.

The Property is situated in one of the most popular neighborhoods in all of New York City.

- Steps from the Brooklyn Heights Promenade
- Near the Barclays Center and Downtown Brooklyn
- Less than 1/2 mile to Brooklyn Bridge Park
- Tremendous light with spectacular preserved views of Manhattan and Downtown Brooklyn
- Ideal for condo conversion, multifamily rental, dorm or hotel
- One subway stop from Manhattan

**N R 2 3 4 5**

7 | EXECUTIVE SUMMARY | MERIDIAN INVESTMENT SALES



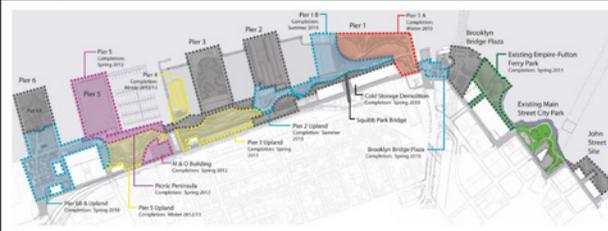
# 67

LIVINGSTON  
BROOKLYN, NEW YORK

### Brooklyn Bridge Park

Brooklyn Bridge Park located in Brooklyn Heights offers its visitors 85 acres of "vibrant vistas, rich ecology, and expansive piers" and amenities not commonly accessible in Manhattan. The Park itself consists of 6 piers, Fulton Ferry Park, The Fulton Ferry landing, "Main Street", a 3.5-acre park area that features a popular nautically-themed playground and dog run in addition to rolling lawns and get-downs to the water's edge to enjoy spectacular views, and Squibb Park/Bridge. The piers offer the opportunity to enjoy the view of New York Harbor from granite steps built from stones salvaged from the Roosevelt Island Bridge reconstruction. You can also pick a spot on the grass for a relaxing afternoon, while younger children enjoy a playground designed just for them. Various sports facilities dot the park as well such as beach volleyball, soccer fields and basketball, handball, bocce and shuffleboard courts. The park also offers multiple eateries and live entertainment to satisfy nearly all park goers.





## SUBWAY MAP



48 | SUBWAY MAP | MERIDIAN INVESTMENT SALES

# 67

LIVINGSTON  
BROOKLYN, NEW YORK



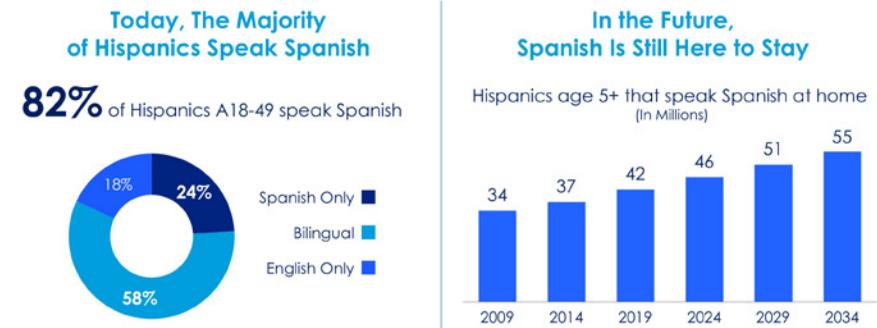
MERIDIAN  
INVESTMENT SALES



## Discover Hispanic America

# 2. Connect with Hispanics "in-culture and in-language"

### Recognize the Importance of Spanish



### Cultural Pride Endures



### How UCI Can Help: Insights - Creative - Measurement



# Agenda

1. Recognize the Power of Hispanic Consumers
2. Connect with Hispanics "in-culture and in-language"
3. Choose the Right Partner

## Univision x ATT deck

Designs from a presentation to partner with service provider.

PRESENTATION DESIGN

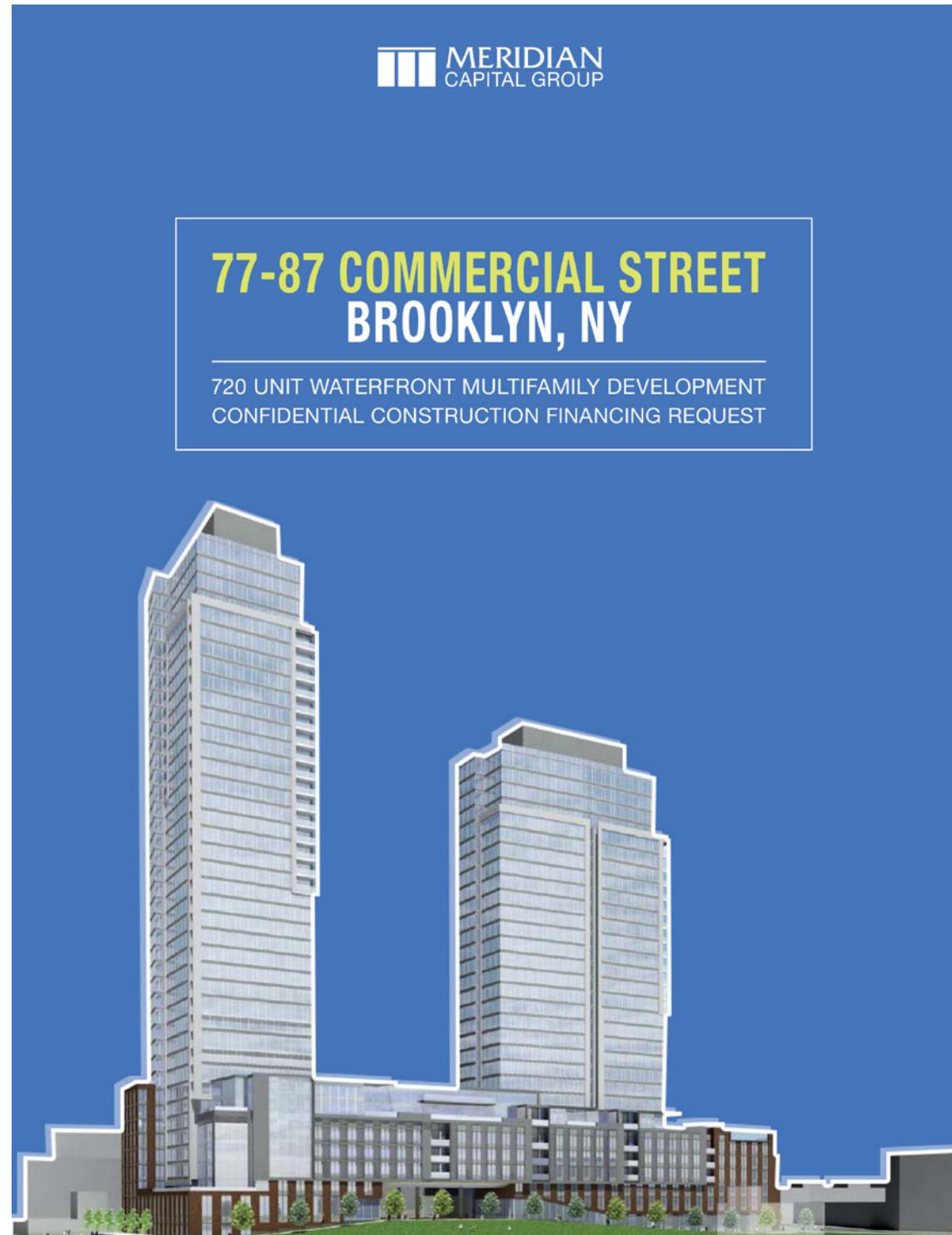
Mar 2015

## Meridian Capital proposal deck

Pages of a proposal for rental property located in New York City.

PRESENTATION DESIGN

Jun 2015



## PROPERTY DESCRIPTION

The Sponsor will construct three physical structures: a south tower (77 Commercial St), a base building (85 Commercial St), and a north tower (87 Commercial St).

The south tower will have 30 floors, the north tower will have 40 floors, and the base building will have seven floors. The seventh floor of the base building will have 20,000 GSF of amenity space, inclusive of a pool and fitness center, and an additional 10,000 GSF of roof deck amenity space.

The Property will consist of free market units and affordable housing units. There will be 520 free market units, and 200 affordable housing units. The affordable housing units will be on the first seven floors. Additionally, income will be derived from several commercial and parking spaces.

Zoned Floor area (GFA) for each building is as follows:

South Tower: 110,000  
Base Building: 220,000  
North Tower: 247,000



- 1 North Tower - 87 Commercial (40 Floors)
- 2 South Tower - 77 Commercial (30 Floors)
- 3 Base Building - 85 Commercial (7 Floors)

4 | TRANSACTION OVERVIEW

MERIDIAN CAPITAL GROUP

SAXON HALL  
62-60  
BROOKLYN, NY  
REDDO PARK

## INTERIORS OVERVIEW



22

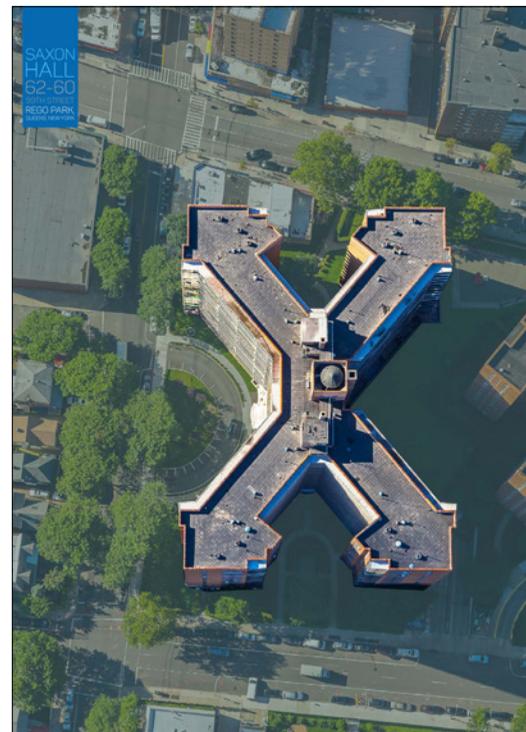
MERIDIAN INVESTMENT SALES

## INTERIOR PHOTOS



24 | AMENITIES

MERIDIAN CAPITAL GROUP



**BUILDING A FRANCHISE: Prospects Cup 2017**  
December 18-22, Kissimmee Florida

**22**  
Matches broadcast across linear and digital in English and Spanish

**+140%**  
Higher ratings than 4Q Daypart Average on UDN

**9.8M+**  
Video Views for semi-final shootout b/w Manchester City and Fluminense on UDN Facebook Page

**100M+**  
Total Social Media Impressions

**1.2M**  
Viewers Reached on UDN

**1** World Champion:  


**16**  
Elite U-12 teams representing 8 countries

**19M+**  
Video Views for all Prospects Cup Content





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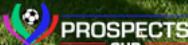
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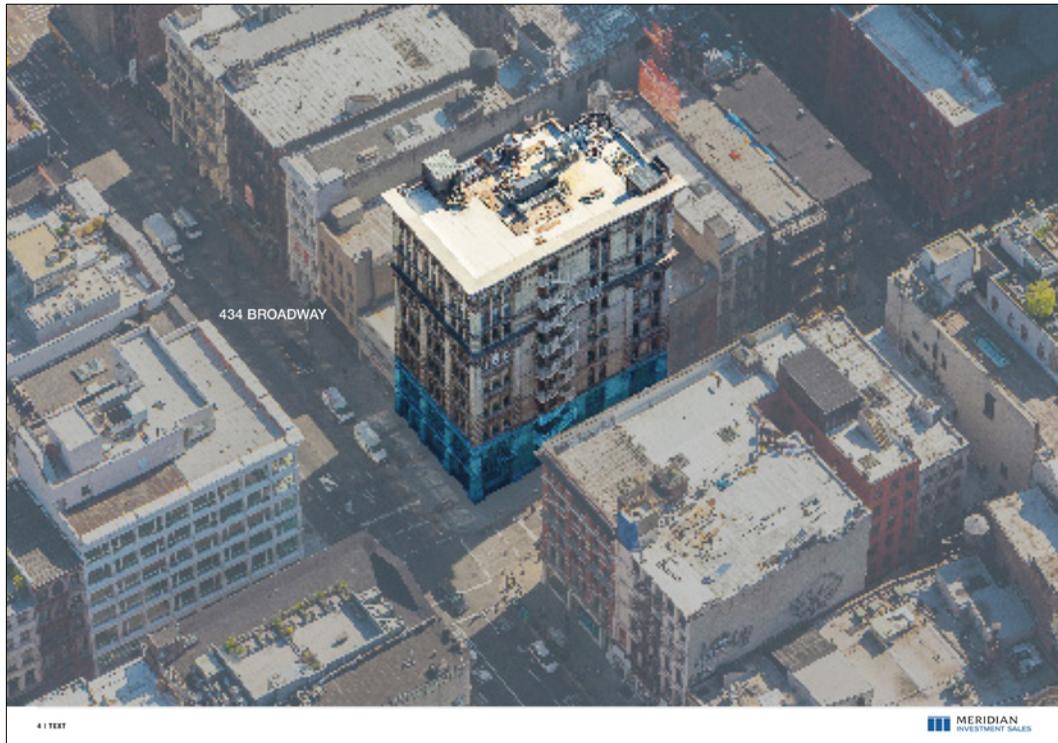
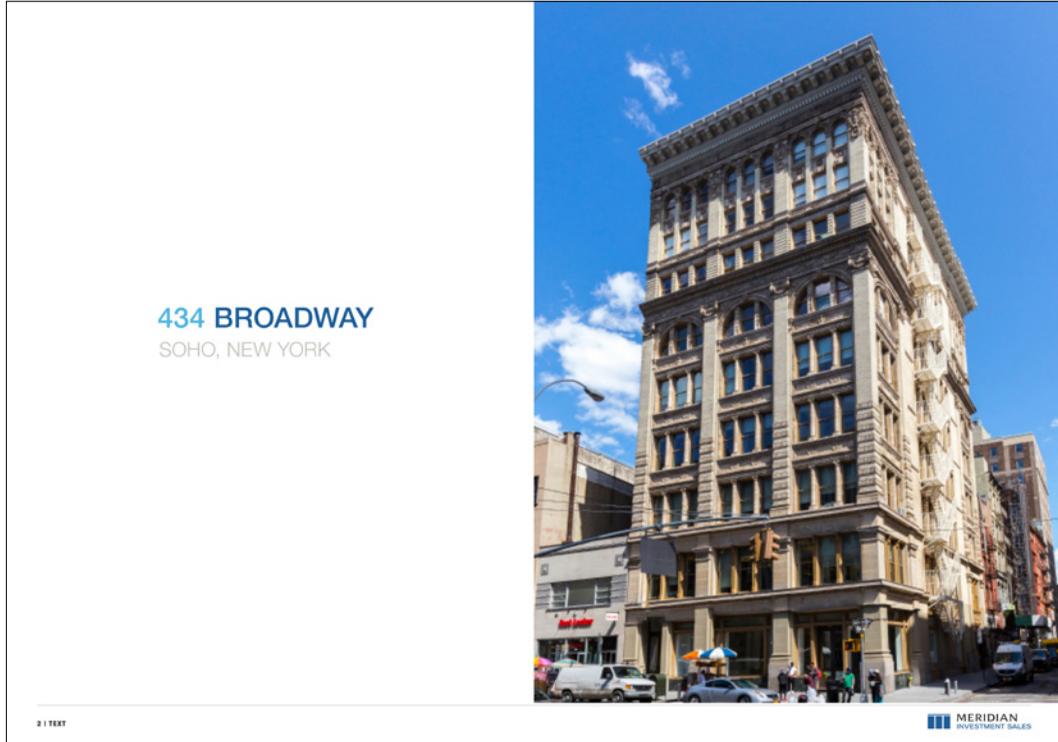



**Prospects Cup informational deck**

Designed as slides for a series of presentations showcasing statistics from year one of youth tournament.

PRESENTATION DESIGN

**Oct 2018**



434 BROADWAY

COMPARABLE ANALYSIS

In order to study the market and determine a value based upon comparable sales, we have analyzed all sales of retail units in the SOHO neighborhood for the past 9 months. Each sale has been broken down into a price per square foot basis to allow for comparison. Below is a breakdown selected sales. We pay special attention to Sale at 503 Broadway as that is located on the Broadway corridor and was a sale of a vacant space. 503 Broadway includes a 2nd floor and a lower cellar space with the ground floor measuring 13,600 SF. The sale price blended to \$6,195. While not yet closed the 30,000 retail unit at 507 Broadway is being sold for approx. \$400mm. The ground floor retail portion is 7,400 SF. 507 Broadway we consider to be at the center of the SOHO shopping district and is a much bigger space.

ADDRESS	SALE PRICE	SQ. FT.	PSF
150 SPRING STREET	\$16,500,000	10/10/2014	3,348
177 PRINCE STREET	\$8,000,000	9/24/2014	3,300
84 WALLMAN STREET	\$7,000,000	8/18/2014	2,750
90 PRINCE STREET	\$49,000,000	10/23/2014	2,727
503 BROADWAY	\$284,250,000	1/13/2015	47,361
<b>AVERAGE PRICE PSF</b>	<b>\$384,785,000</b>		<b>62,740</b>

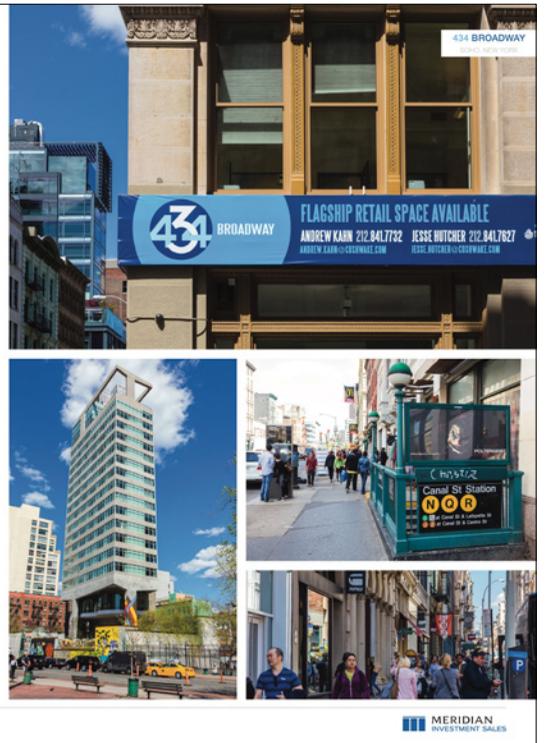
If we take the average PSF price of \$6,195 for the ground and second floors we determine the price of **\$63,000,000**.

UNIT	SF	PRICE PER SF	PRICE
TOTAL ABOVE GRADE FOR MARKETING	10,163	\$ 6,195	\$62,867,405

Thus when taking into account both comparable and valuation based on projected returns and market CAP Rates we determine a price to be between **\$65,000,000 & \$70,000,000**.

34 | TEXT

MERIDIAN INVESTMENT SALES



## Meridian Capital proposal

Pages of a promposal for rental property located in New York City.

PRESENTATION DESIGN

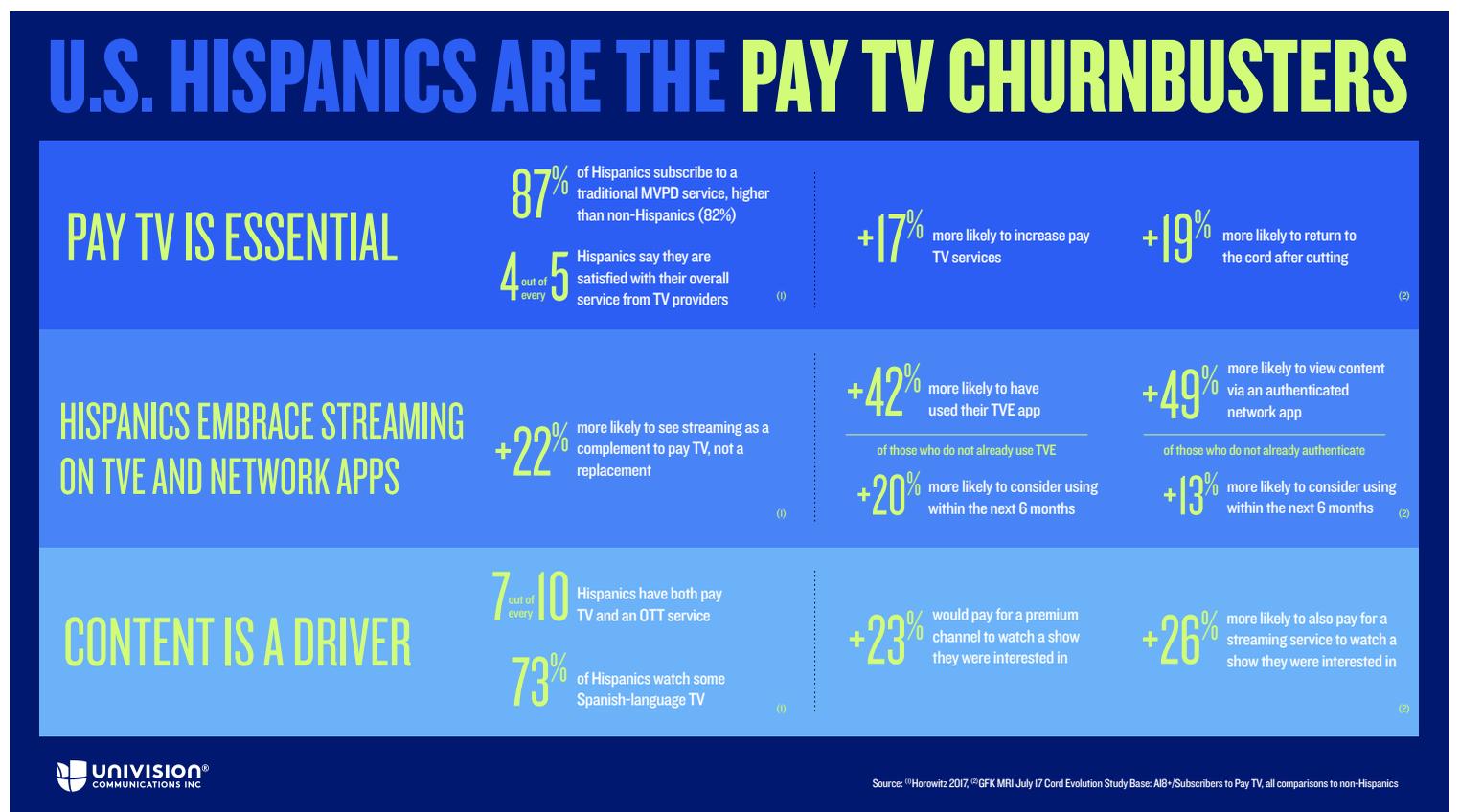
Jul 2015

## Univision TV infographics

Designed as slides for a series of presentations showcasing statistics about Hispanic Americans' relationship with pay-TV.

PRESENTATION DESIGN

Jul 2017



RICE CREATIVE  
PRESENTS

# FRONT-N CENTER



## Rice Creative Treatment

Pages of a proposal treatment  
for a reality TV show.

PRESENTATION DESIGN

Mar 2015



FRONT-N  
CENTER

by: Michael Rice  
& Rice Creative

**Front n Center** is a docu-reality series that depicts a coming of age story about determination, self-acceptance and the building of relationships amongst a group of inner city dancers, who are eager to compete in dance competitions and overcome life's adversity no matter how hard. This trail blazing cast of hard hitting dancers are followed in their everyday lives rehearsing, performing, working, dating and battling other opposing dance teams to be number one. Jamar Hopkins aka group manager/choreographer "Jelly" is setting the bar high for his group *Epic illusion* to win this seasons dance off but it doesn't come easy. With group members coming to rehearsals late, inner team dating, drama and fights over leading spots in the dance routine Jelly has a lot to deal with to make Epic as their name- in a short time frame. The pressure is on to be ready, rehearsed - **FRONT N CENTER**.



FRONT-N  
CENTER

FRONT-N  
CENTER -  
BRYANT  
WHITE



**Bryant White** - 21- from Brownsville/Coney Island Brooklyn who has been dancing with Jelly for over 10 yrs. Bryant likes to dance, go out with friends and dates. Bryant gets angry when people take his kindness for weakness. Bryant has a big secret he wants to tell his family and jelly but waiting for the right time. Bryant works around the clock because he is trying to save money to leave his mothers home since his step dad disagrees with him being gay.

FRONT-N  
CENTER

FRONT-N  
CENTER -  
JELLY



**Jamar "Jelly"** - 28: is a Brooklyn native who has always had a love of dance. He along with a childhood friend in middle school created their first dance team at the age of 12. Which he solicited the help of a local dj name DEMO who created dance mixes for them. The form of dance Jelly teaches is an underground style called PUMPIN: non-stop heighten energy using full body movements and crossing into swift transitions - all while telling a themed story. It has eclectic elements of hip-hop, street dance, reggae, vogue and acrobatics. This underground movement of dance was created in New York City by urban youth spreading from Bed-stuy Brooklyn to Harlem. Jelly's group is know as Epic illusion, once on top-currently viewed as the underdog of the scene, team manager/choreographer Jelly has a lot of work ahead of him to get Epic back on top.

FRONT-N  
CENTER

FRONT-N  
CENTER -  
MEGAN



**Megan (Meggy)**- 24 From Brooklyn Brownville for 6 years, got involved with Epic from a fellow friend, she has 3 children and 8yr old who dances, a 2 yr old and a baby. This is seen as her return to dance since she been pregnant. She works full time at Target and has a passion to do party promoting. Known for being sassy and outspoken, she is also known for being a good friend. Megan has a boyfriend who is also a dancer for an opposing team. She is also a praise dancer but no one knows that.



### ON SET & COSTUMES

In designing a playing space I knew I wanted to have something that reflects the sort of theater that Soyinka's work, this play specifically, makes sense in. The theatrical world that *The Road* encompasses is unlike any other, especially considering the festival motif, it is unconventional and nonlinear and therefore cannot accommodate conventional thinking in regards to the design elements. In terms of the set design, I have designed a concrete-jungle-playground, also reminiscent of paper and ink to highlight the play's emphasis on the Word. From these grounds spring the remnant of a gashing formal waiting to break forth to fully engulf.

As you can see from the pictures, there is very little conventional seating. There is a long row, with bench seating, in order to accommodate those who are interested in a more consistent experience. Save for those more traditional seats, spectators will be able to sit or stand in areas on the ramp, esp. at the top where there is no bench. Again, our aim here was to create a space that would not only accommodate but also reflect the 'transitional yet inchoate matrix of death and becoming' in a context where 'where actor and audience may liberate their imagination' by being thrust into the dramatic and ritual action.

The actors will, in this space, create whatever world theirs and Soyinka's imagination requires, with bells, whistles, cubes, water, busted electronics etc.

In reference to costumes, we will work with another designer to create a sort of "formal wear" that is conversant with the festival and will emerge even more lavish at the play's festive climax.



### ON OUR PRODUCTION

The central theme that we want to explore, in order to illuminate what Soyinka has masterfully executed in the text, is the duality of the festival motif of *The Road* (esp. in regards to its sacred utility to Yoruba phenomena, particularly the Ogun\* [creative] force) along with an expansive diaspora consciousness. The play is structurally built on a festival of Ogun.

(In order to give context for the festival event in African traditional cultures, I have employed Wole Soyinka's usage of art historian Herbert M. Cole's analysis in bold.)

The most dynamic expression of the festival event is the fluidity of time. The way that we are using time has to do with taking the festival of Ogun that the play is built on and translating it into a sort of Pan-African, really a global (Harlem located), dialectic. Soyinka's festival of Ogun becomes, in our 'translation', a British promenade (brother to the American prom). So the point is not simply to create an arbitrary 'point of reference', but rather an interpretive choice that will resonate with a contemporary, diverse Harlem audience and still support and even enhance both the African and colonial context of Soyinka's story and dramatic structure, in order to create a living and breathing, unsettling and exciting theatrical experience.

\*Ogun-god of the creative urge, will; the first creator; the first actor; god of creativity; god of iron; god of the road; anguish of separation from the almighty sphere.

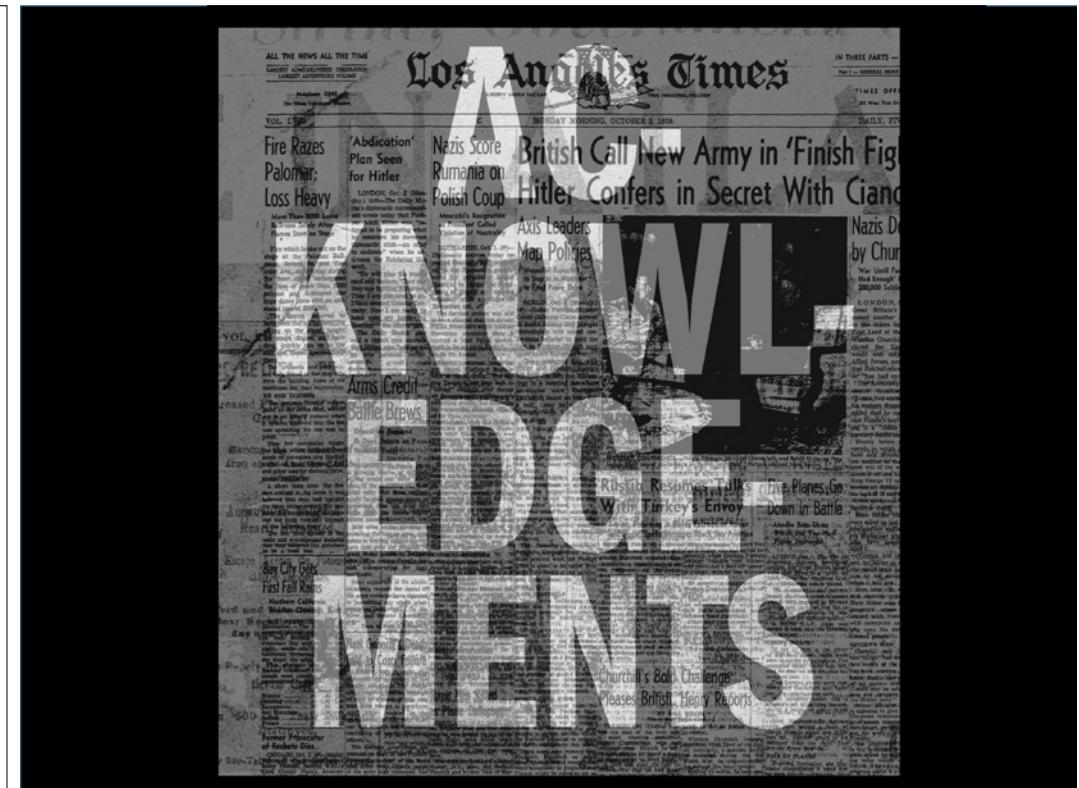
**'A festival is a relatively rare climactic event in the life of any community...Its structure is built on a core of armature or ritual. The festival brings about a suspension of ordinary time, a transformation of ordinary space, a formaliser of ordinary behaviour. It is as if a community becomes a stage set and its people actors with a battery of seldom-seen props and costumes. Meals become feasts, and greetings, normally simple, become ceremonious.'**  
Herbert M. Cole in *African Arts*, 1977 (8)

## Last Heroics proposal

Presentation designed to attract potential donors for a potential stage production.

PRESENTATION DESIGN

Apr 2014



# Graphic Design

Jameel  
Newkirk

A selection of work  
2014-2018

Graphic Design

jameelnewkirk.com

jmlnewkirk@gmail.com