



For Immediate Release
August 10, 2020

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James Baldwin Nine Stories High
Downtown Phoenix Mural by Antoinette Cauley

(PHOENIX, AZ) — Roosevelt Row Arts District's Ten-O-One and monOrchid announce the beginning of significant Black representation in downtown Phoenix with the install of nine stories high James Baldwin mural by Black female Artist, Antoinette Cauley. The installation of Cauley's James Baldwin piece on the northside of Ten-O-One, located at 1001 N. Central Avenue by bluemia, starts Wednesday, August 12th, at 8 pm with completion wrapping up on Friday, August 14th, at 8 am.

This mural being the first of its kind was inspired by Black Lives Matter protests and spurred by Ten-O-One and monOrchid Co-owner/Partner, Jason Harvey. When looking up at the side of the building during the protests, Jason saw not only an opportunity to do *something* but a blank canvas. He knew exactly who to call - both friend and three times previously commissioned Artist, Antoinette Cauley.

While the revelation may have begun when Jason was handing out water bottles to protestors as they marched by the building back in early June, the pair didn't start with Baldwin or think of the powerful figure due to the awakening sparked by the BLM protests.

With a forever focus on the Black community and people of color, both Antoinette, a Black female Artist, and Jason, a Black Developer, feel that the James Baldwin mural is their opportunity to show young children and people of color that they are beautiful, accepted and have just as much of a right to thrive as anyone else.

When Harvey approached Cauley about the project, it was the first time since George Floyd had died at the hands of police, sparking a long-overdue social justice movement, Antoinette felt overwhelmed in a good way. She stated, "I've never felt like my gift is just my own," and saw the collaboration as incredibly powerful and purposeful, not another attempt to potentially be "tokenized."

Based on a lifetime of personal experiences, both Cauley and Jason knew that James Baldwin, an Activist, and Artist, who encompasses so many of the social justice challenges we've faced and continue to face would create several educational opportunities for others to explore his work and life, ultimately sparking a much bigger conversation.

As a longtime advocate and Artist who's work uses many depths and complexities of Black American culture to consciously explore personal and social issues, Cauley has been pushing for more Black representation by Black Artists in the Phoenix community for a while now. Just as James Baldwin did, this mural, that is to forever live on the corner of Central & Roosevelt, gives voices to so many that have gone unheard, and, for too long.

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