

her roots

[noun]

creating a safe space for the
storytellers, innovators, and
revolutionaries to discover
their authentic voice through

at

Synonyms

ancestors, creator, deep-
rooted, origin, essence, sow

MS. JOLÍ
CREATIVE DIRECTOR

Blk Art Visual Storyteller & Journalist

ABOUT ME

CREATIVE DIRECTOR. CULTURAL JOURNALIST.

Her heartbeat's rhythm and sounds have carried her off the dance floor and into the Black Arts Movement as a cultural and creative journalist. Her heartbeat's rhythm and sounds propelled her from the dance floor to the Black Arts Movement as a cultural and creative journalist. She takes pride in being one of the true hype (Wo)Man for Black artists and their contributors as the Creative Director of BlkArthouse, a social enterprise devoted to Black artistry and Black creativity. In the heart of Philadelphia, Ms. Joli earned her bachelor's degree in journalism. She has spent the last 15 years of her career as an educator gliding along the paths of the world's future pioneers and leaders.

Her new career as a curator of Black art has given Black artists all over the world a newfound appreciation for their stories through multi-disciplined exhibitions and artist talks. "All I ever wanted to do was tell the stories of the revolutionaries and innovators who shape Black culture!"

Her voice can be heard on social media platforms thanks to her own podcast series, Love is Freedom: A Black Woman's Podcast, which highlights the healing process through culture's definition of a Black woman and the redefinition of self through the development of sisterhood and self-love.



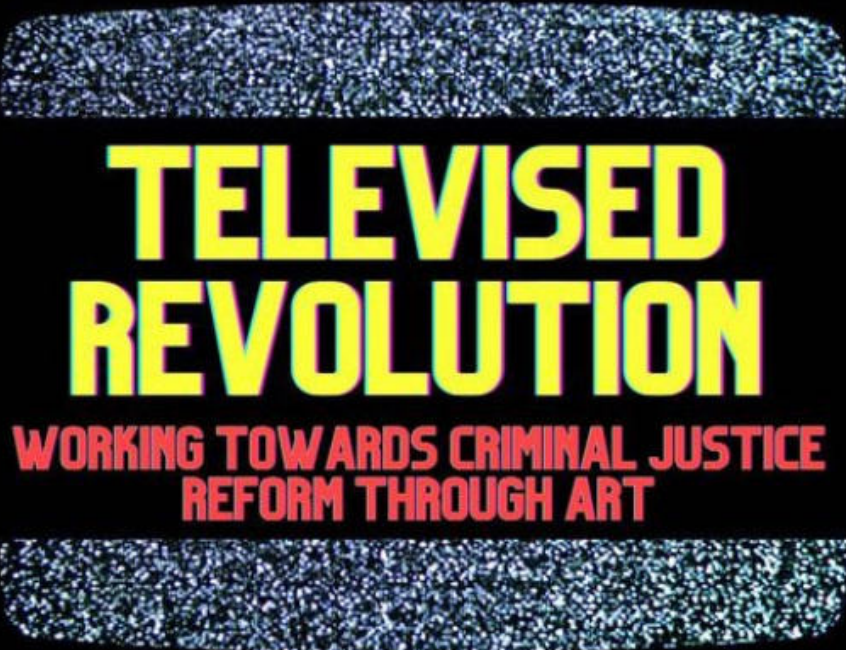
FEAT- URED CURATION

—BLK—
ARTHOUSE



The Essence of a Black Woman, Dec 2021

What is Blk Art? June 2021



Televised Revolution, June 2022



THE INNER DIALOGUE

OPENING NIGHT & ARTIST TALK
FEEL 'THE RAGE' OF THE BLACK EXPERIENCE

—BLK—
ARTHOUSE



If These Walls Could Talk,
Oct 2022

STORY TELLING

ARTIST TALK

Providing community and collective conversation with Black artists and creatives; celebrating the stories and journeys of Black artists; creating safe space for Black artists to exist

**WHAT IS BLK ART?
JUNETEENTH 2021**



TAKING UP SPACE

new social platform for blk artists

—BLK—
ARTHOUSE

@KINGPHILL_

TakingUpSpace W/BlkArthouse

creating a social space for Black Artists to be free to express and share their journeys as Black artists in the art community

new social platform for blk artists

TakingUpSpace W/BlkArthouse

creating a social space for Black artists to give voice to the beauty of their artistic journey.

CLICK TO READ

▶ THE MISEDUCATION OF A BLACK WOMAN,
THE ARTIST EDITION

W/ BLKARTHOUSE

◀ THE HUSTLE : A BLACK SOUTHERN CULTURE DOCUMENTARIAN

TAKING UP SPACE

FALLEN BLACK BODIES FILL THE STREETS.
WHILE OUR BABIES STAND TO SALUTE THE
FLAG. MOUTHS DECLARING PEACE. AS RED
BLOODS SEEPS INTO THE CONCRETE. NO
JUSTICE. NO SLEEP. AS NEW MOTHERS
WELCOME SWEET TEARS FROM THE CHILD'S
EYES. YESTERDAY, ANOTHER HEADLINE.
TODAY, DON'T SHOOT!

UNTITLED, MS.JOLÍ
FEB 2022

DON'T SHOOT! ONE SHOT. TWO SHOTS. THREE SHOTS. SHOT!

*"My work -- informed by trying to 'find my place in the
tribe' my culture and community"*



All I Need is One Opportunity

Shedrick has created a space where his visions of storytelling extends far beyond the lens of the camera.

CLICK TO READ



[ALL I NEED IS ONE SHOT](#)

W/ BLKARTHOUSE

BLK CULTURE



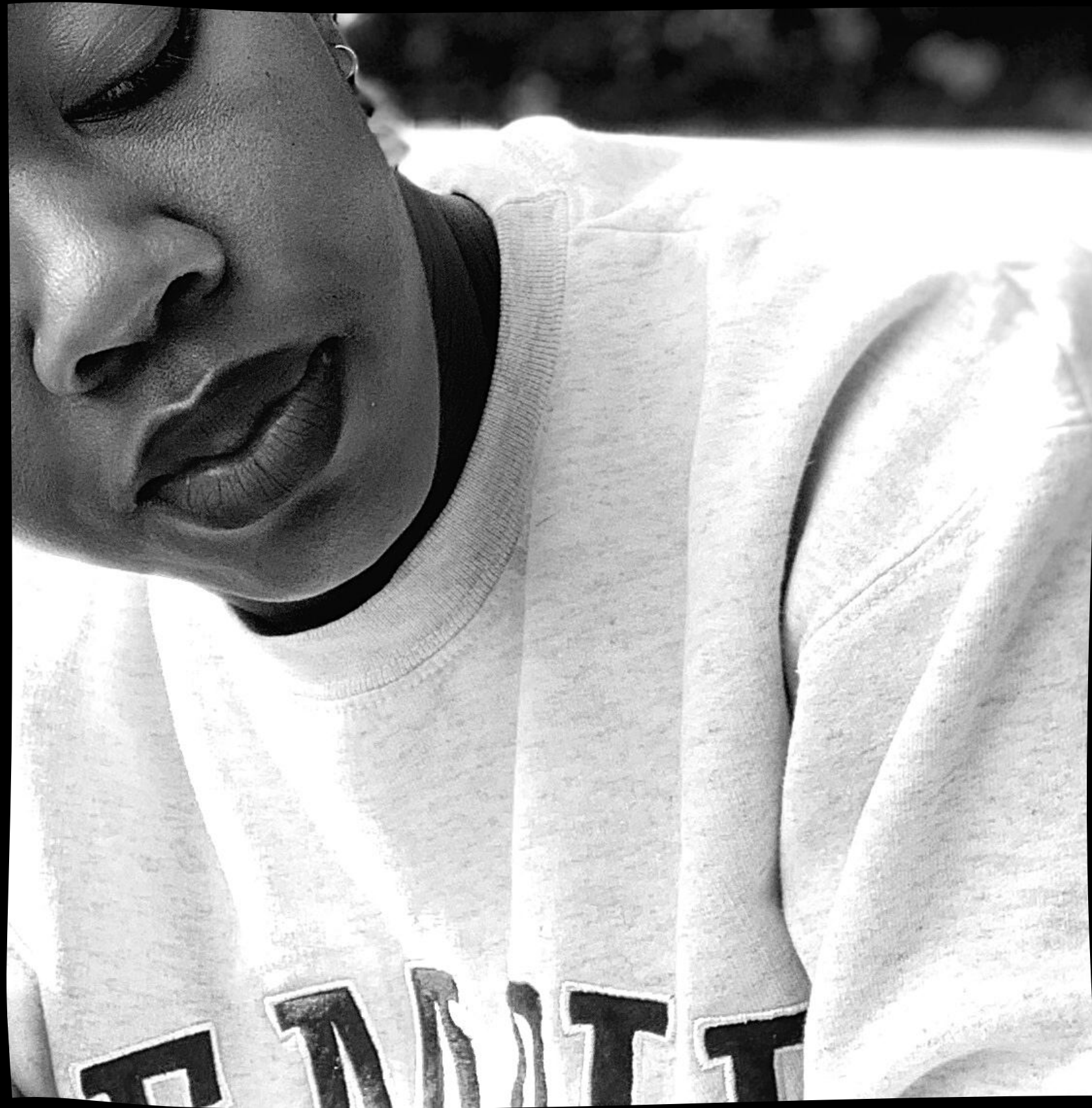
BLK CREATIVES



GLOBAL BLK COMMUNITY

"As a creative director, I have the opportunity to do something special in the world of art – create a new visual narrative with my people about us — what gives us joy, brings us pain, fills us with love." - Ms.Jolí





CANVAS REBEL

FEB 2023

"I am made up of fragmented pieces of my imagination! I am a writer of her untold stories, his broken dreams, their shared secrets — I am a dreamer! The life of a creative director of Black art chose me and I gladly accepted! I fall in love everyday with Black art. I have recommitted to my love journey; to understand that to show up in love is revolutionary. Call me the new revolutionary."

FULL ARTICLE HERE

FEATURED ARTICLE

FEB 2023

WOMEN UNITED



BlkArthouse

Ms. JOLÍ

"My fear is black art can die at some point. And it's not that I think it'll be black artists who die - everything is becoming so diverse. Sooner or later, folks won't understand the importance of Black art as a whole - It's unique in its own right. It tells a story of a culture, and it has a responsibility to continue that narrative."

Written by MONA LERCH & MS. JOLÍ



WOMEN IN THE ARTS

TELEVISED REVOLUTION: WORKING TOWARDS CRIMINAL JUSTICE REFORM THROUGH ART

June 2022

Ms. Jolí aspires to challenge mainstream perceptions and myths surrounding Black culture as a creative voice in Black art. Her commitment to Black artists and their stories allows her to feel the heartbeat of Black culture - its beauty, its pain, its love, its strength.

"They are the storytellers, the historians, the revolutionaries of Black culture." - Ms. Jolí shared after the interview as she thanked Black artists for their contribution to the arts and her journey.

A part of BlkArthouse's mission is to raise awareness across the art community surrounding the injustices Black artists face in gaining access to the global art market to advance their art careers due to a systemic lack of community, education, and resources. BlkArthouse was launched in 2020 after the killing of George Floyd. The rage felt across the United States, in the homes of Black families, caused a reawakening of Black art - the new Black Art Movement.

Two years later, BlkArthouse had no idea they would be confronting subjects like prison labor, criminal justice reform, and a lack of funding and support for incarcerated Black artists. BlkArthouse's Juneteenth exhibition, Televised Revolution: Working Towards Criminal Justice Reform Through Art Juneteenth exhibition, is a prime example of

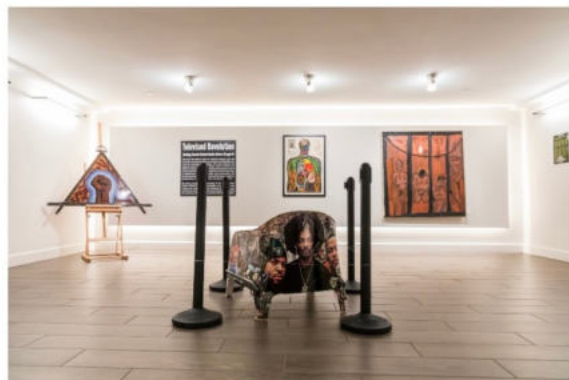
how art has the power to bring attention to a controversial subject by exposing mass incarceration in the US and its contribution to American consumerism culture.

"When the topic first came about, we knew we were going to do something very different, and it's going to make me, the artists and the community uncomfortable. We were going to put on display what the world doesn't want us to see - what happens behind the bars, cages, those large buildings with barely any windows, the buildings hidden on the outskirts of cities."

BlkArthouse collaborated with Prophet Propaganda, a creative organization dedicated to empowering incarcerated individuals through the arts, promoting the power of positivity. The exhibition debuted in Washington, DC, to support the message behind the project.

BlkArthouse encountered difficulties planning the event because of the exhibition's theme.

"The show felt both liberated as well as restricted. We had a sponsorship that dropped us because of what was learned about what the show would do and where it would take place. We thought everybody was interested in social justice. We thought this was the new wave of our American society. What happened with the protests two years ago? We thought all businesses were ready to put their resources and advocate for justice in these systems. Sadly, we had to understand that the world is not 100% for the conversation of liberation when it comes to Black art, Black stories, and even Black pain. And that was tough."



WOMEN IN THE ARTS

SUPPORTING THE MISSION

When asked what the art world lacks in terms of diversity right now and how we can contribute as a society to change, Ms. Jolí shared:

"I think one of the things that are lacking is accessibility. I'm proud to see that more artists, Black curators, and galleries are creating spaces to hold Black art and tell Black art stories. However, I struggle with it being one person, feeling like it's only their mission to accomplish. So, how can we join forces across this globe and make a larger wave, bigger noise about why this is important?"

"My fear is black art can die at some point. And it's not that I think it'll be black artists who die - everything is becoming so diverse. Sooner or later, folks won't understand the importance of Black art as a whole - It's unique in its own right. It tells a story of a culture, and it has a responsibility to continue that narrative."

ESTABLISHING YOUR CREATIVE VOICE

According to Ms. Jolí, one of the most important aspects to focus on is the artist's journey. She highlights the importance

of looking at the past and the future, acknowledging the fears, obstacles, and challenges as well as accomplishments and dreams, and forming an authentic narrative that allows for their stories to be the driving force behind their creative practices.

"Instead of looking back and focusing solely on the past, put yourself right in the middle of it all and allow your head, body, and heart to move from side to side and create the narrative that you feel most comfortable with and stand on as an artist - allow those things to kind of work together to create. Because once you do that, it allows us to see you and your work very differently."

Ms. Jolí has danced her way into the art world, waving her arms from side to side as she welcomes the new Black Art Movement's next generation of artists. She intends to use her pen and pad to curate the narratives of Black artists and their journeys, as well as to continue to hold a mirror to Black culture and increase access to the global art market through her creative direction - paving the way for more women in the arts, Black women in the arts, and Black curators in the arts BY ANY MEANS NECESSARY.

Ms. Jolí is the next Black art revolutionary.

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Ms. Jolí, Her Roots
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LISTEN TO THE FULL INTERVIEW ON WOMEN UNITED ART PODCAST AVAILABLE THROUGH ALL MAJOR PODCASTING PLATFORMS



HIGHLIGHTING EXTRAORDINARY WOMEN CREATIVES, INSPIRING INDUSTRY LEADERS & REMARKABLE ART ORGANIZATIONS

WOMEN IN THE ARTS

"I am a hopeless creative," Ms. Jolí says as the interview begins with laughter and shared joy as she sits on the edge of her seat, anticipating our conversation about her journey as a passionate creative and storyteller of Black culture.

An educator, writer, choreographer, podcast host, and curator to the life's journey to her two daughters for the past 14 years. Settling into her role as the Executive Creative Director of BlkArthouse, a social enterprise founded in the United States committed to increasing access and representation of Black artists, Ms. Jolí is ready to take the revolution of black art into every corner of every city there is!

BlkArthouse is a platform that empowers and promotes Black artists while breaking down the barriers of the traditional exclusive

gallery system, giving a voice to underrepresented artists and their stories as Black artists, and providing education and access to Black art to art patrons and collectors of Black art. The initiative was originally

"Seeing the number of people who attended the exhibition and the number of women in that space got me thinking - finally, we are celebrating each other!"

founded in 2020 by Tatiana Rice, who later joined forces with Ms. Jolí exceeding her expectations and building a community of over 250 Black artists across the diaspora.

"It was one woman's idea to get people more access to art - Black art is so important, so necessary. It's rich... and tells our stories, but

there isn't enough of it in the world, in our homes, businesses, and at our fingertips. We had to think: How do we get people access? How do we make it affordable? How do we make Black artists attainable to their communities and their networks? And how do we tell our story in a very unique, intertwined way, regardless of our medium?" - questions that kept Ms. Jolí up at night, contributing to the most memorable themes of previous BlkArthouse shows and conversations surrounding Black art, the stories of Black artists, and the contribution BlkArthouse will make to the New Black Art Movement.

Ms. Jolí, the cultural journalist, thought there was no better time to put her journalism degree to use. She was excited to be a new contributor to the Black Art Movement and decided it was time to take up space as a Black writer telling the stories of Black artists and Black art and culture.



TAKING UP SPACE

Originally an idea she pitched to the founder, Tatiana Rice, during her first month in BlkArthouse, Taking Up Space with BlkArthouse evolved from blog posts to inspiring pieces of creative writing supported by Ms. Jolí's vision of being a hype (wo)man!

Her words filled the screens of over 150 artists and read, "To uplift your voice in the art community as Black artists, engage a diverse community of art lovers in dialogue surrounding your artistry, and take up space championing the space we are now claiming with (your art, by) our vision, (your stories, behind the canvas!"

"Taking Up Space was having fluid conversations with artists about their complex journeys into the art world,

from picking up a crayon to their first brush stroke - to the first piece they sold - to who they dream of becoming. They became pieces of my own art - thinking about the artists and what story would best honor them."

THE ESSENCE OF A BLACK WOMAN

December 2021

Late 2021 BlkArthouse winter exhibition at The Motor House in Baltimore, MD, titled Essence Of A Black Woman was dedicated to the Black woman narrative and experience inspired by the growing BlkArthouse community, especially Black women who began to unveil themselves through their art, interested in captivating the culture, the family and the love.

"We thought - let's force people to see

Black women for who they truly are! Let's not say it's about love, family, relationships. Let's say it's the essence and what comes of that. Every single artist who was involved in the show had a story. Seeing the number of people who attended the exhibition and the number of women in that space got me thinking - finally, we are celebrating each other!"

"It was very different from the general media presentation of black women - striking differences as to how we relate and talk to each other. I was happy to change that narrative - Until then, I didn't realize that Black art had the responsibility of changing the narrative and showing not just a sliver of who we are but captivating our essence. I think Black art sometimes allows us to see that as well as who we are and who we once were."

IAMWOMEN

REIMAGINING HER LIGHT

#IAMWOMEN IS A MOVEMENT OF DISCOURSE BETWEEN WOMEN, FOR WOMEN, TO WOMEN, ABOUT WOMEN. IT'S IN HONOR OF HER.

WOMEN WHO LAUGH.

WOMEN WHO CRY.

WOMEN WHO SCREAM.

WOMEN WHO WHISPER.

WOMEN WHO CELEBRATE.

WOMEN WHO CRITICIZE.

WOMEN WHO LOVE.

WOMEN WHO HATE.

WOMEN WHO RECEIVE.

WOMEN WHO GIVE.

WOMEN WHO SEE THEMSELVES

WOMEN WHO SEE OTHER WOMEN

...THROUGH THE EYES OF A WOMAN.

AS A WOMAN,

HER FLAWS.

HER LIGHT.

HER LOVE.

FOR SHE IS HER

SELF.

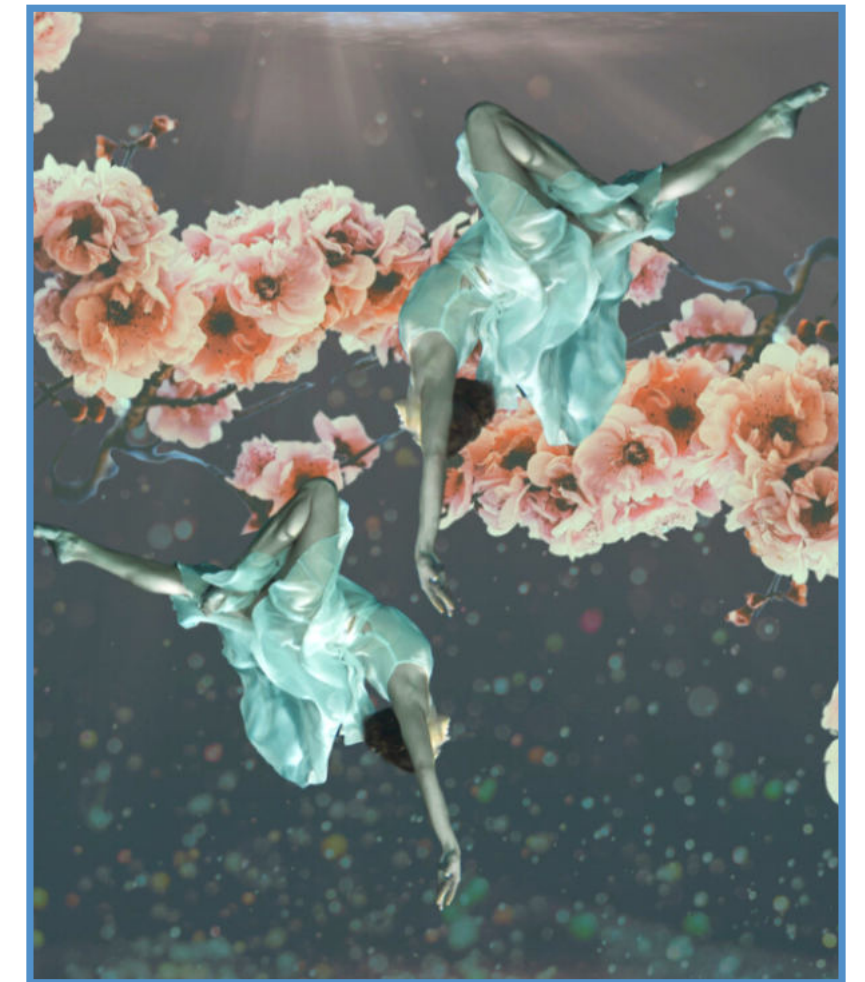
MS.JOLÍ, 2023

CELEBRATING WOMEN OF ALL DIFFERENT WALKS OF LIFE THROUGH THEIR BEAUTY AND THEIR ELEGANCE AND THEIR RAGE AND THEIR PLEASURE AS IT STRETCHES ACROSS THEIR ART.

THIS EXHIBITION SEEKS TO DEFINE A NEW DEFINITION OF WOMANHOOD. "IAMWOMEN" IS A DISCOURSE FROM WOMEN ACROSS THE WORLD. A DISCOURSE THAT SEEKS TO LIFT THE VOICES OF WOMEN AND OPENS THEIR HEARTS TO THEIR ART - AS WE GIVE LIGHT ALONG THE PATH OF THE UNTOLD STORIES OF THE PHENOMENAL WOMAN.

CLICK TO VIEW

▶ [IAMWOMEN](#)



WOMENUNITEDARTMOVEMENT

FOR SHE IS HER SELF

IAMWOMEN

2023

WOMEN UNITED

A R T M A G A Z I N E

A woman
curator is
one thing,
an artist
herself is
next level.

MS.JOLI

The world
needs her
light
and her beauty
and her grace

MS.JOLI

...and her
rage and
her
pleasure
that wraps
around her
art

MS.JOLI

...iamwomen
is a
discourse
between
women, for
women, to
women,
about
women

MS.JOLI

GET IN TOUCH



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