

1504 Narrative Studio: Reshaping the Narrative Architecture of Humanism

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1504 is redefining what it means to be human through narrative architecture, leaning on a delicate balance between creativity and strategy.

The narrative studio built its credibility through aligned brand partnerships and philanthropic work by way of a journalistic approach. Their work includes, but is not limited to, case studies on Athenahealth, the Beth El Civil Rights Experience and the Equal Justice Initiative. One of 1504's most recent partnerships include MANA Nutrition, a Georgia-based company making ready-to-use therapeutic food (peanut-butter) to fight malnutrition in children.

Based but not biased in Birmingham, Alabama, 1504 acknowledges the regional historic context of its geographical coordinates. Located across the street from the planning of the 16th Street Baptist Church bombing and seated on stolen land from the Mvskoke (Muscogee/Creek) people as the result of Cession 75, the location is tied to colonialism and white supremacy. In addition to 1504's own activism, the team encourages practices that fight against the perpetuation of these harmful ideologies.

The founders of the Emmy-nominated narrative studio drew its name inspiration from Michaelangelo's statue of *David*. Born of a neglected block of marble during the Italian Renaissance, the carved statue served as a symbol of the breaking away from religious dogma and leaning toward spiritual expansion.

In the midst of detrimental political and environmental peaks, when resistance may seem increasingly futile, the small but mighty team at 1504 perseveres in their artistry in hopes to foster a more empathetic society.