

RESEARCH +
DESIGN
DEVELOPMENT

Building Black Businesses

African American Art Studies
Cultural Influences

Sweet Auburn Historical Buildings

Richest Negro Street in American early 1900's
Geographical Background
Black Life

Motivational Community Murals

Building art
Social Media Moments
Meaningful & Relatable
Abstract Ideas
Design Activism

Key Story Elements

01

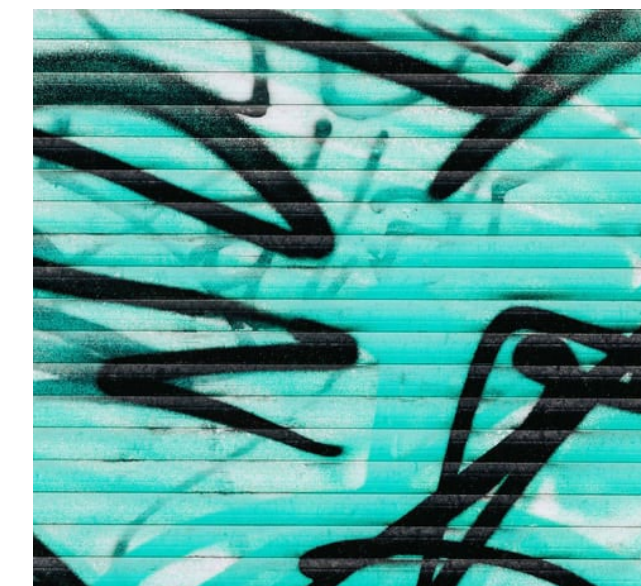
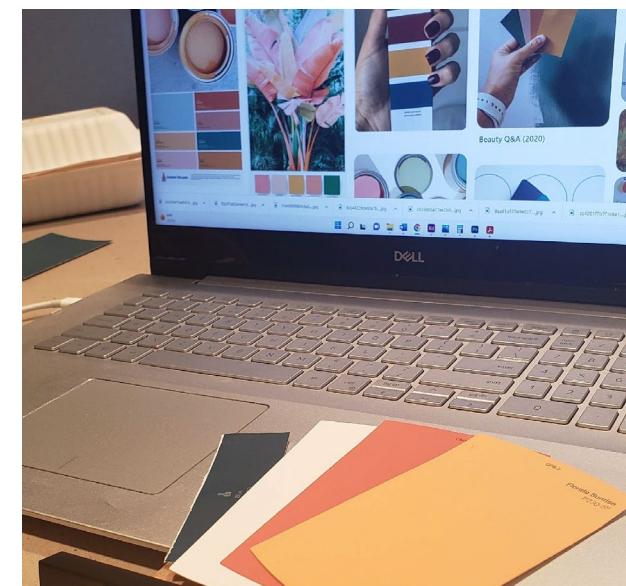
SWEET AUBURN BUSINESS HISTORY

I want to grasp the courage and tenacity of
the people who made this place what it is.

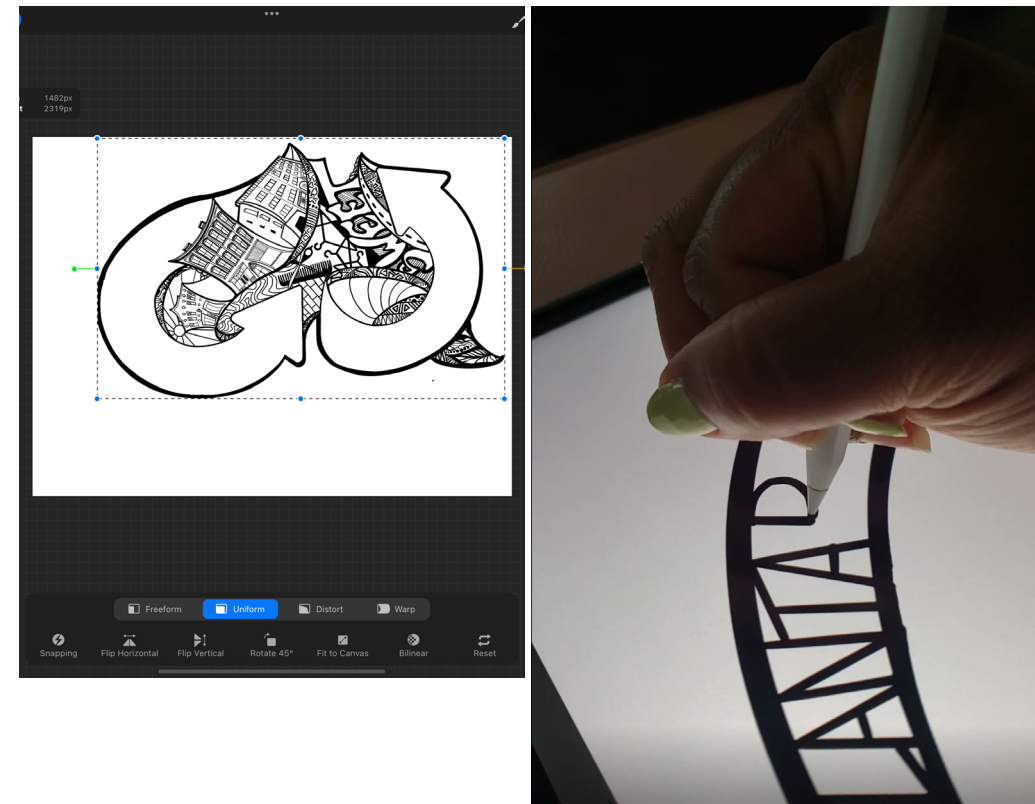
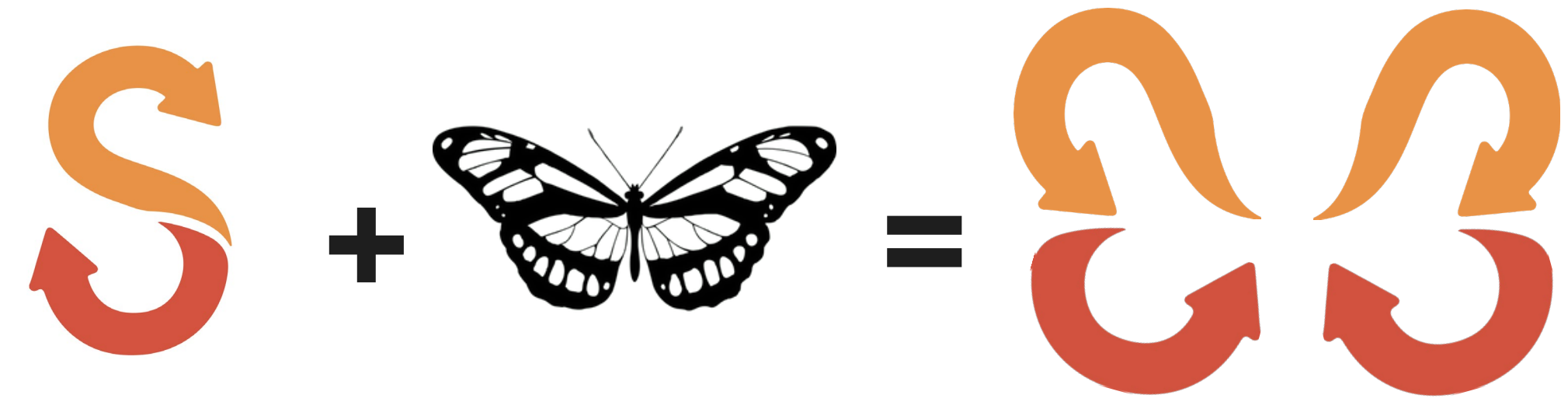
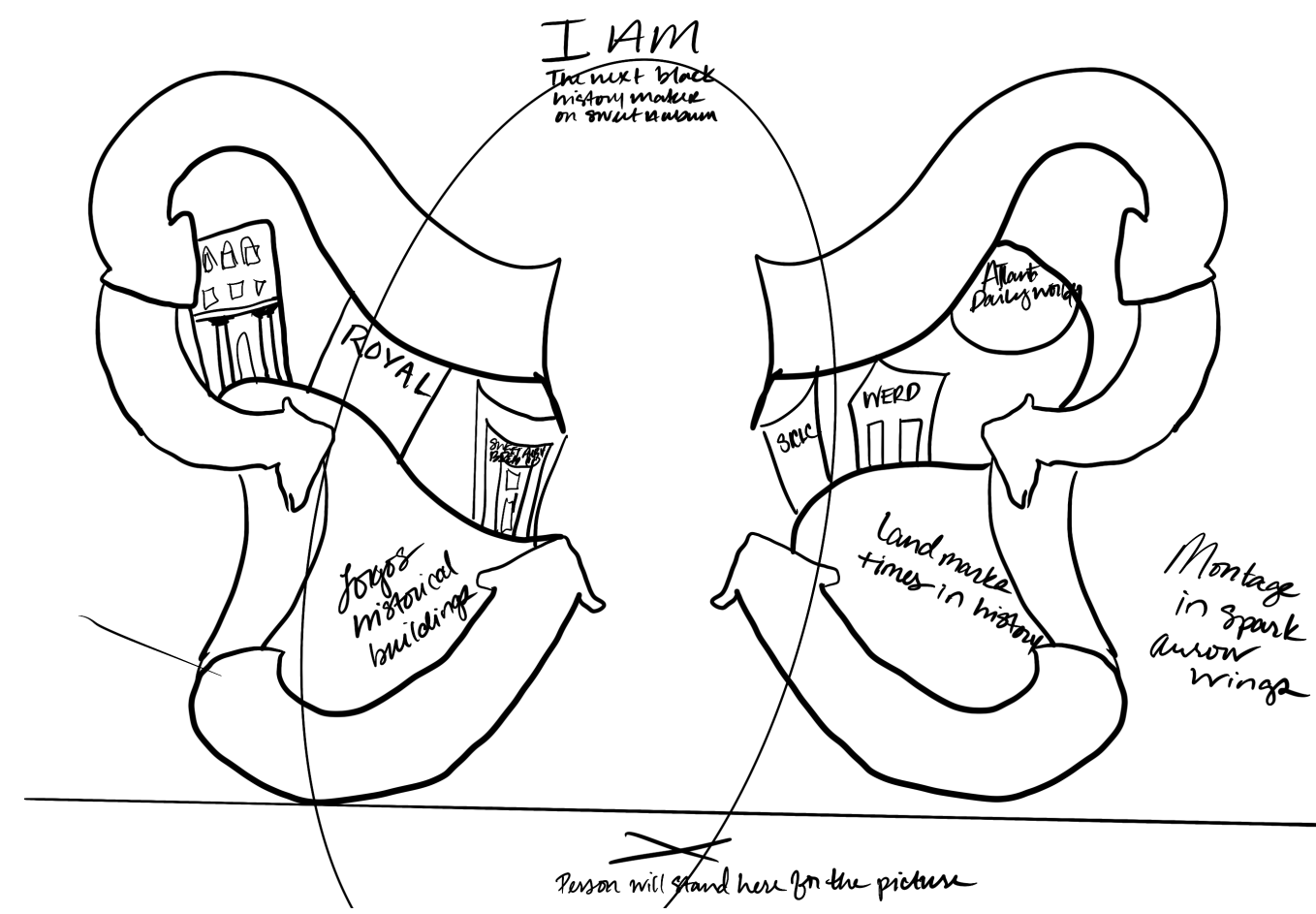
02

THE BUTTERFLY EFFECT

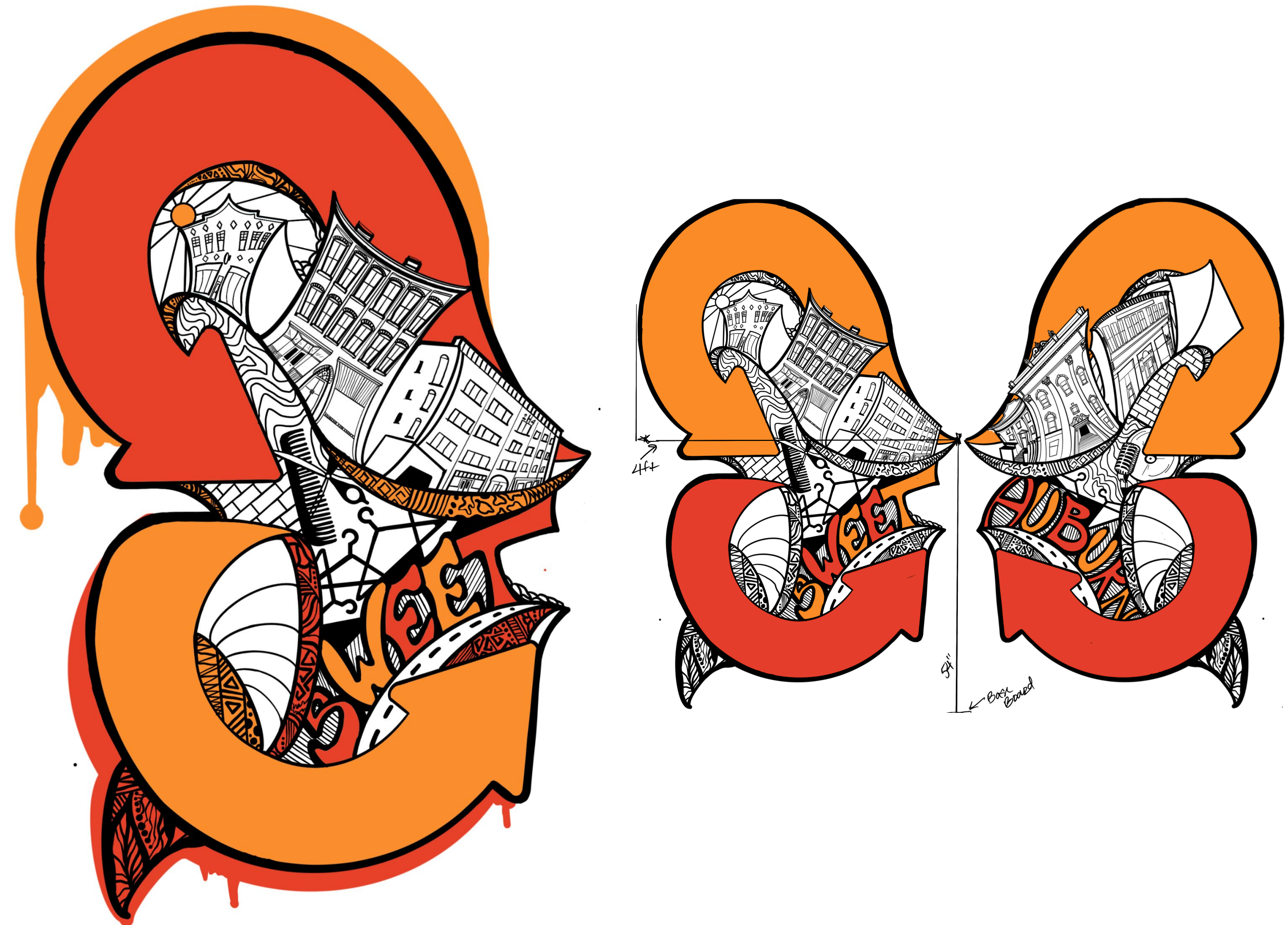
I would like to highlight the alignment of
metamorphosis and revitalization with
business growth. Ultimately creating common
ground.



PROCESS



SPARK
ignite SWEET AUBURN innovation



Used the logo as my graphical starting point.
Incorporated brand colors at first and decided black and white allowed for interpretation and internalizing.

HISTOICAL INDEX

HERDON BUILDING

1924 Alonzo Herndon built office building. Businesses and organizations housed in here included the NAACP, The Savoy Hotel, The Atlanta Urban League and many of Atlanta's black physicians.



ATLANTA LIFE BUILDING

1936-1980 This Neo-classical structure housed the Atlanta Life Insurance Company founded by Alonzo Herndon in 1905.



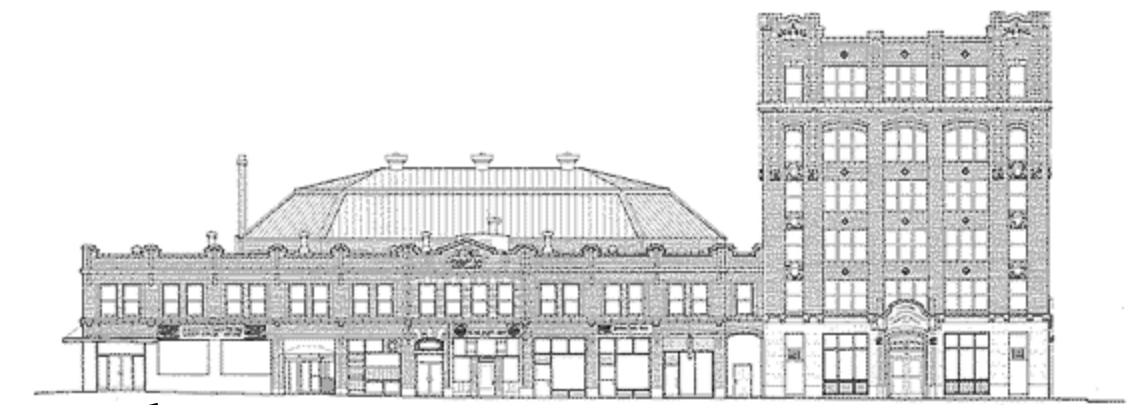
THE RUCKER BUILDING

1904 Henry Rucker built the 3-story office building on Auburn Ave as the first office building for African American's and owned by African Americans in Atlanta.



ATLANTA DAILY WORLD

1928 William Alexander Scott II, age 26, founded The Atlanta Daily World. It was the first successful African American daily newspaper in the United States.



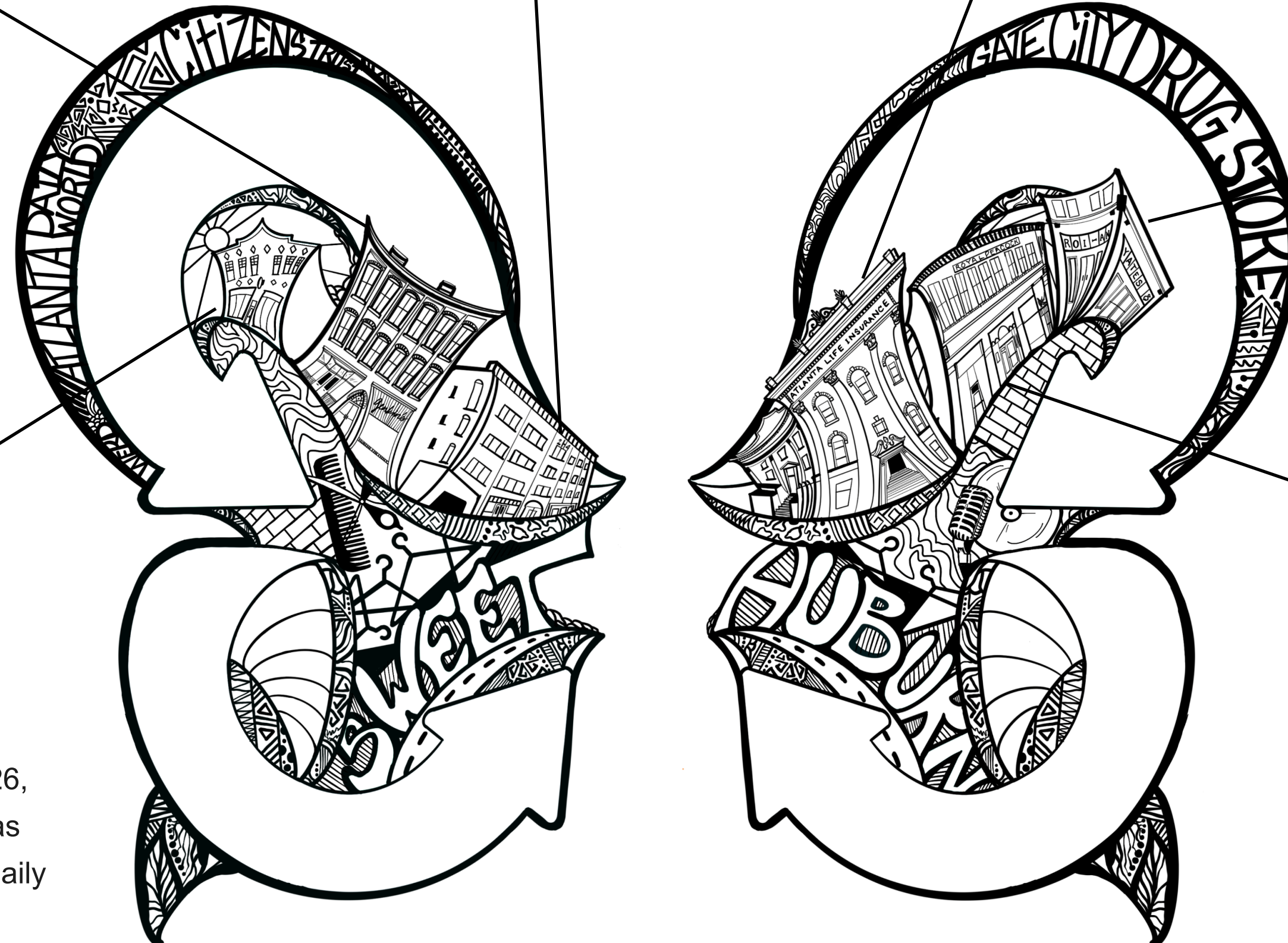
ODD FELLOWS BUILDING

1914 The Gate City Drug Store is opened in the new Odd Fellows Building by Dr. Amos Moses. This is where Spark Innovation Lab is currently housed.



THE ROYAL PEACOCK

1949 The Royal Peacock was opened and owned by Carrie B. Cunningham. Considered one of the finest clubs for African-Americans in the country built in 1920's.



NARRATIVE

Place

#whywefly

From all walks of life, we have one thing in common: **we all want to love where we live!**

This experience allows you to spread that love for place and honor history while **evolving towards a collective future.**

