

NEXT + MARTA at the High Museum Media Toolkit

Description	Recommended Asset
NEXT Campaign Video	Campaign Video (Linked Here): https://bit.ly/3eY5Q5d
NEXT Campaign Image(s)	<ul style="list-style-type: none"> ■ NEXT-Poster-Square_09-18-2022-allthelogos.jpg ■ NEXT-Poster-Square_09-18-2022 (1).jpg
NEXT Event Image	
NEXT Event Press Release	https://www.next-atlanta.com/marta-artbound-and-next-launch-campaign/
Images	<p>NEXT Team Image: https://drive.google.com/file/d/1OLnRg_3snVIB_ikruTaVPohuVpKuVn_h/view?usp=sharing</p> <p>Carlos Andres Gomez - Poet, Author: https://drive.google.com/file/d/1-s5f8GpfjKkuHqf5-eByLqRsY0frrJbN/view?usp=sharing</p> <p>CC Sunchild - Musician, Vocalist: https://drive.google.com/file/d/1cCtQ4RLnISql46G4nTY2JmjgvbQriPtT/view?usp=sharing</p> <p>Jon Goode - Poet, Author, Host of the Moth Storytelling: https://drive.google.com/file/d/1WyGJoN3EiEY-TdHAYE0KZh7AmwD5BOOW/view?usp=sharing</p> <p>Melissa Mitchell, Visual Artist: https://drive.google.com/file/d/1IcBKBFO87mRj8sYjCw708t19X-lqXhi0/view?usp=sharing</p> <p>Okorie Johnson, Cellist: https://drive.google.com/file/d/1kCILDSVuWJzwqMHQQIJ2BiacNvH2xf3f/view?usp=sharing</p> <p>P. Faith Carmichael - NEXT Executive Director: https://drive.google.com/file/d/1-PnRTe-BEVoYa7dxnBci3LKPkaQklj5e/view?usp=sharing</p>

<p>NPR Videos</p>	<p>Carlos Andres Gomez: https://youtu.be/c3-QnYi4Kx0</p> <p>CC Sunchild - Musician: https://youtu.be/2mm258B4614</p> <p>Jon Goode: https://youtu.be/1xFbGd7rKHU</p> <p>Melissa Mitchell: https://youtu.be/-b2q0CBLyf4</p> <p>Okorie Johnson: https://youtu.be/7aFRRCS2xpA</p>
<p>Q&A and Quotes</p>	<p>Carlos Andres Gomez: https://docs.google.com/document/d/1IsVI8zjncqs3VpuVXekhg63FEbD3EH2h7MSjiHKow8k/edit?usp=sharing</p> <ul style="list-style-type: none"> • Quote: More than anything, I want to draw people's attention to possibility with my art. I hope that my work can inspire people to think and feel in more complex and expansive ways, to slow down and take some time to think about the things that are often overlooked. <p>CC Sunchild: https://docs.google.com/document/d/1zXg1L5Z8oAJZhqK6Jy4pBrsUwzZp6EK46E6_UAf_vOE/edit?usp=sharing</p> <ul style="list-style-type: none"> • Quote: Nothing can be done without us recognizing who we are as the way, as the door, as the movement, as the change. So I believe there cannot <i>not</i> be a way. We are always the way. <p>Jon Goode: https://docs.google.com/document/d/1-G5uWAZqATQTGQwCSr97_aTSysbCWDfWfZHO68k3Vr0/edit?usp=sharing</p> <ul style="list-style-type: none"> • Quote: From day one, NEXT has been about bringing artists together to address social and cultural issues and push the art forward. So NEXT is always a push forward. Every time I do something with NEXT, I know it's going to be an elevation. <p>Melissa Mitchell: https://docs.google.com/document/d/1rlzWjq0XVKq7PPttV6-HVYYF58G-rR4U5AeERRWLPgc/edit?usp=sharing</p> <ul style="list-style-type: none"> • Quote: I would say to anyone who says there is no hope that they are looking in the wrong place. There's always hope. There's always light. <p>Okorie Johnson</p>

	<p>https://docs.google.com/document/d/11Evrp_VVnasKInt2NOFAeBPjg5YrbFIVhjKjpDtWraE/edit?usp=sharing</p> <ul style="list-style-type: none"> • Quote: I began to realize that the cello and my voice were well-suited for commenting both on the state of our community and the violence, the racial violence, that is the foundation of our very thinly veiled society. And also on the possibility for hope and healing. I think all of that you can find in the cello, and I was honored to be able to explore that.
<p>Audio - Artist Soundbites and Transcripts</p>	<p>Carlos Andres Gomez - Poet, Author</p> <ul style="list-style-type: none"> • Audio Option 1 https://drive.google.com/file/d/1LkksQn4ml29yKZHCITGLQ3iy8KxdhVw/view?usp=share_link • Transcript: I think more than anything else with my art, I want to draw people's attention to possibility. I hope that my work can inspire people to think and feel and more complex and expansive ways to slow down and take some time to think about the things that are often overlooked. I'm often telling stories. And I do that because I think a story is a really powerful vehicle to slow people down and draw attention to something that otherwise in the shuffle of a day, it's hard to slow down and look at a thing for a period of time that's significant. • Audio Option 2 https://drive.google.com/file/d/1HQEge82EYI5FmNb9ixAJX8YcJ0vPY8hm/view?usp=share_link • Transcript: When you look at history, it is a litany of times that any rational human being would look at is devoid of hope. Absolutely despair, riddling. And yet there were changemakers. There were dreamers. There were world makers. There were artists that did the relentless, transformative work to build a world that people had not yet seen. So I reject the notion of us being in a hopeless moment of giving in to despair. And I commit every day to the relentless work of transforming what we have now and building the world that we have yet to see. <p>CC Sunchild - Musician, Vocalist</p> <ul style="list-style-type: none"> • Audio Option 1 https://drive.google.com/file/d/1C6_Sy19Gqy1YjeAX6DoD-ayWpkeyKZb0/view?usp=share_link

- **Transcript:** I want to create new inner worlds. I believe music can transport people and I want to take them somewhere else, somewhere different, somewhere more peaceful, even if it's just for two or 3 minutes. Sometimes a little bit of time can make a whole lot of difference. So yeah.

- **Audio Option 2**

https://drive.google.com/file/d/1-OOVnlwOHxG7UT6CjPNqgrM7iFSKECvE/view?usp=share_link

- **Transcript:** I started to use my voice more as or recognize my voice as an instrument, more so I always knew that it was bad, but because I wasn't using words anymore, I found other places in my voice to explore. I stopped. I stopped trying to sound normal. You know, use the normal approaches to singing, the normal approaches to creating rhythms

Jon Goode - Poet, Author

- **Audio Option 1**

https://drive.google.com/file/d/1LfYRHvtgDy2N64ZyXgBzvatuEaESN9oZ/view?usp=share_link

- **Transcript:** Breonna Taylor's not George Floyd. And George Floyd is not Trayvon Martin. And Trayvon Martin is not Freddie Gray. And there's this way in which all the things can seem the same, but they're all uniquely different. So you had to find what was unique in each of those instances and then write, you know, from that lens. But then also in the midst of all of that, you had to find moments of joy to write about, because there's this joy in life, there's joy in the midst enjoying the struggle. There's joy in everything. So it couldn't just be all all struggle, you had to find some joy in there also.

- **Audio Option 2**

https://drive.google.com/file/d/1WCxsf_zzCZ8NQ897NEhBB5rJL3grpcOK/view?usp=share_link

- **Transcript:** The train is more inspiration than you should be able to get for \$2.50. I mean, the people on the train, the conversations, the things on the train is incredible. I often will quote what I've heard on the train. You will hear wisdom on the train. You will hear abject foolishness on the train. You will find yourselves, you know, you hear some music that you could dance to. You might sit and read a book. The train offers you a little bit of everything,

like whatever you're looking for, you can sometimes find that on the train and sometimes find what you're not looking for. Sometimes find a thing that you needed that you didn't even know you needed. But there it was on the train. So yeah, I love it, I tell everyone, I love MARTA. I love to ride public transportation. It's one of my favorite things.

Melissa Mitchell - Visual Artist

- **Audio Option 1**

https://drive.google.com/file/d/1IHWs35rGy4zSNMon_sTdnSYFd7C1Wklr/view?usp=share_link

- **Transcript:** Being a part of the NEXT movement was something that was almost symbolic of what I've been doing my whole life. Even when I look at this piece that I created behind me, I realized that I couldn't do it alone. So I had to collaborate with local artists. You can't do this life alone. You're going to need somebody. And so the NEXT movement urges artists to band together for a greater cost and let other people know that when you come together, you're stronger. When you're together.

- **Audio Option 2**

https://drive.google.com/file/d/1LEe-fRBtleOa8DCugPYUubqv-nXW8UXv/view?usp=share_link

- **Transcript:** When I created this mural for the MARTA station, I wanted something that would inspire people to keep moving. I like to let people know that they can keep their head up no matter what. That's why I choose to mix bright colors with music and the kinds of things that make you say, you know what? I feel better today because of this piece.

Okorie Johnson - Cellist

- **Audio Option 1**

https://drive.google.com/file/d/1Jk4GNDuVEGCi9FOrSnD9i0HPV_IDgfv/view?usp=share_link

- **Transcript:** I started doing that in 2018 and I began to realize that the cello and my voice were well-suited while poised for commenting on kind of the state of our community and

the violence, the racial violence that was kind of the foundation of our very thinly veiled society and also the possibility for hope and healing.

- **Audio Option 2**

- https://drive.google.com/file/d/1t8XGPoyTRDnbQUZD805PL7YnIbCYc4HX/view?usp=share_link

- **Transcript:** You know, I don't know that I love the word change as it relates to the kind of progress that we want to see. I believe in the idea of rebirth. I believe in the idea of the world that we're living in right now. Once didn't exist, and there were artists and thinkers and philosophers who, through their work, through their ideas, through their lives, created the conditions that allowed this world to be born. I'd like to be part of that community. I'd like to be part of that class of either inspiring the people who build the worlds or inspiring the world through the things that I create.

P. Faith Carmichael - NEXT, Executive Director

- **Audio Option 1**

- https://drive.google.com/file/d/16INAj9HKsNksw6XNwuYXr7alt6tGFxDo/view?usp=share_link

- **Transcript:** NEXT is about leveraging and harnessing the power of art for social change in our community. And all the artists that we work with are incredible artists, but they're also 1,000% committed to their communities. So together we are stronger and we've been able to enact incredible change using the power of our words, our music and our talents.

- **Audio Option 2**

- https://drive.google.com/file/d/12PsyFIVze41IkXKW9d9xwkhITc8ljuVb/view?usp=share_link

- **Transcript:** We call ourselves NEXT because in many ways you are sitting at the front seat of the next big thing. Over time we allowed ourselves to dream bigger and we allowed ourselves to just have bigger visions. And one of the things we've always thought was a powerful way of elevating our artists is working with a space like MARTA.

