



**Absolute  
Equality**

**JUNETEENTH MURAL PROJECT**

**[WWW.ABSOLUTEQUALITY.ORG](http://WWW.ABSOLUTEEQUALITY.ORG)**





# Absolute Equality

We are using public art and creativity as tools for community development, educational enrichment, and social health awareness while highlighting the cultural history and heritage of Juneteenth and the pursuit of Absolute Equality.

The Absolute Equality-Juneteenth Mural Project aims to recontextualize Juneteenth as a pivotal moment in the arc of U.S. history while properly telling the story of its genesis, and historical, and contemporary relevance.

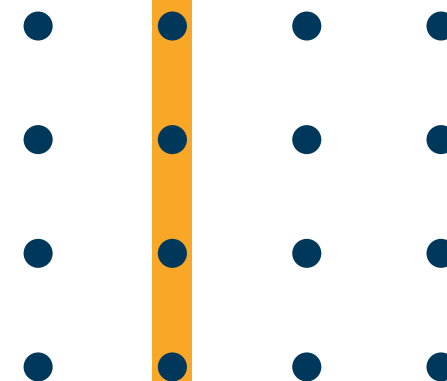




# History

Juneteenth commemorates the freedom of more than 250,000 enslaved Black people in the state of Texas. Juneteenth is now observed as a national holiday annually on June 19, celebrating the emancipation of those enslaved in the United States.

Juneteenth, also known as Freedom Day, commemorates the abolition of slavery in the United States. It is celebrated on June 19th, the day in 1865 when Major Gordon Granger and over 2000 Black Union soldiers arrived in Galveston, Texas and announced that all enslaved Blacks in Texas were free. It is considered the oldest known celebration of the end of slavery in the United States.







2021

# Galveston, Texas, the birthplace of Juneteenth



- The original Absolute Equality-Juneteenth mural, a stunning 5,000 square foot installation painted by Reginald C. Adams and commissioned by the Juneteenth Legacy Project, is a powerful visual narrative. It features five portals, each depicting significant moments in the journey to freedom and equality. From the arrival of enslaved Africans on ships, including Esteban's historic landing in 1528, to Harriet Tubman's heroic leadership in the Underground Railroad, the mural encapsulates the profound history of Juneteenth.

The centerpiece of the mural is General Order No. 3, issued by General Granger on June 19, 1865 in Galveston, TX, with the powerful phrase "absolute equality" ingeniously woven into the imagery. The mural stands as a testament to resilience, honoring the legacy of Juneteenth while fostering dialogue and understanding.

Following the mural's awe-inspiring unveiling in Galveston, Texas, and the national recognition of Juneteenth as a holiday in June 2021, Reginald C. Adams envisioned taking the story of Juneteenth beyond Galveston's shores. The Absolute Equality-Juneteenth mural project now spans multiple cities, spreading the message of freedom and unity to new communities across the nation.



# “Take the story of Juneteenth beyond the shores of Galveston.”



2022

In 2022, we unveiled the Absolute Equality murals in Shreveport and Miami. In Miami's historic Overton community, the Absolute Equality mural adorned the exterior wall of Jackson's Soul Food Restaurant.

With the support of Capital One Cafe Ambassadors, volunteers, and local community members, artist and designer Jason Jones brought this mural to life, commemorating the African American community's strength and the significance of Juneteenth. This project exemplifies our commitment to making public art a collaborative and inclusive experience.

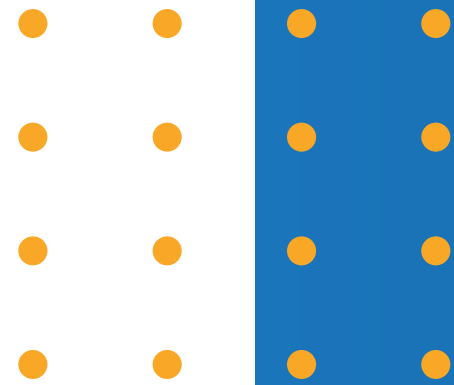






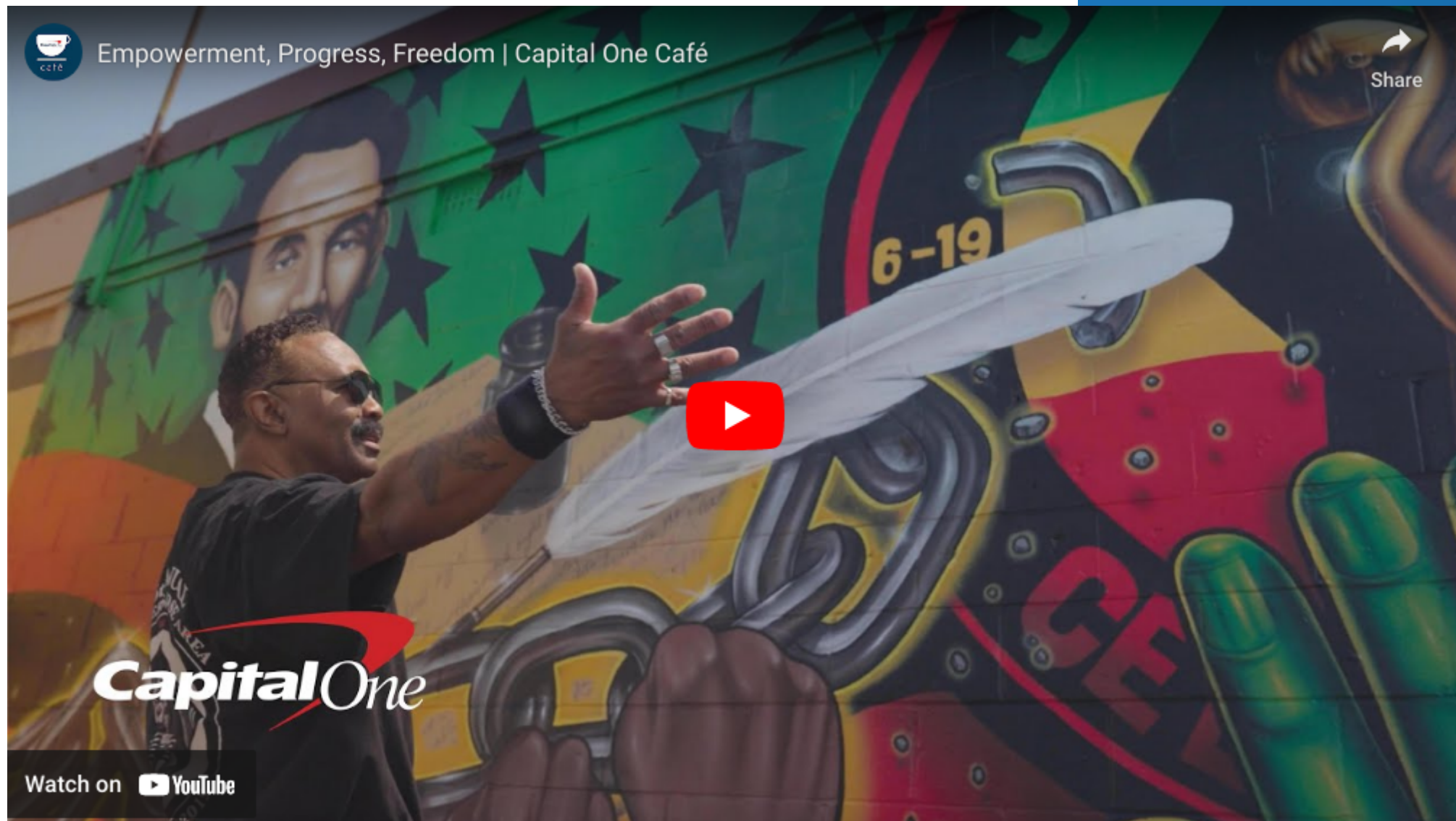
# 2023

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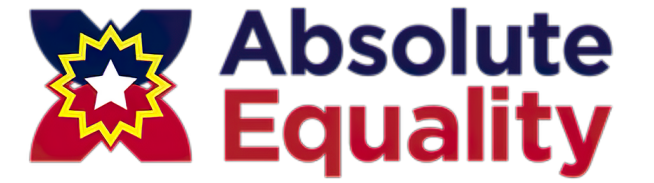
In 2023, six captivating Absolute Equality murals adorned the vibrant landscapes of Houston, Dallas, Chicago, Detroit, Philadelphia, and Miami—showcasing the rich cultural tapestry of these diverse metropolises.

Capital One Cafe ambassadors, volunteers and dedicated community members collaborated with talented local muralists, creating stunning artworks that honor the enduring strength and heritage of the African American community and the significance of Juneteenth. This project exemplifies our commitment to involving the public in the creation of powerful and meaningful public art.





# Artists & Visual Journalists



In the Absolute Equality-Juneteenth Mural Project, the nation's top artists are carefully selected and commissioned to bring their creative prowess and unique perspectives to each mural. These artists serve as visual journalists, using their exceptional talents to capture the essence of communities and their rich history through creative expression and storytelling.

By skillfully incorporating public art as their medium, they become powerful advocates for change, giving voice to the voiceless and shedding light on critical social and political issues. Through their transformative artworks, they celebrate the resilience of African American communities and commemorate the significance of Juneteenth, fostering a deeper understanding and appreciation of our shared history and journey towards unity.



**Reginald C. Adams**

GALVESTON & HOUSTON, TEXAS  
[www.reginaldadams.com](http://www.reginaldadams.com)



**KaDavien Baylor**

SHREVEPORT, LOUISIANA  
[www.kadavienbaylor.com](http://www.kadavienbaylor.com)



**Jason Jones**

MIAMI, FLORIDA  
[www.miamiblackartscollective.com](http://www.miamiblackartscollective.com)



**JD Moore**

DALLAS, TEXAS  
[www.jdmooreportfolios.com](http://www.jdmooreportfolios.com)



**Rahmaan Statik**

CHICAGO, ILLINOIS  
[www.rahmaanstatik.com](http://www.rahmaanstatik.com)



**Keisha Deneé Whatley**

PHILDELPHIA, PENNSYLVANIA  
[www.gtownarthaus.com](http://www.gtownarthaus.com)



**Fel'le**

DETROIT, MICHIGAN  
[www.thefellegallery.com](http://www.thefellegallery.com)



**Tierra Armstrong**

MIAMI, FLORIDA  
[www.tierraarmstrong.com](http://www.tierraarmstrong.com)



## Host Sites

The host sites for the 2023 Absolute Equality-Juneteenth murals hold immense historical significance. Each location represents a pivotal chapter in the African American experience and the fight for freedom. From the African American History Research Center, located in Houston's historic Freedmen's Town, to Miami's Paul L. Dunbar K-8 Center located in the heart of Wynwood's artistic district, these sites embody the intersection of culture and history. Dallas, Detroit, Philadelphia, Shreveport, and Chicago's murals also symbolize their cities' deep connections to the Juneteenth narrative, while Galveston stands as the birthplace of Juneteenth itself.

Together, these murals form a powerful tapestry celebrating African American heritage and resilience, inviting the world to experience the rich legacy of Juneteenth.



Old Galveston Square  
2211 Strand St., Galveston, TX 77550  
Artist: Reginald C. Adams & Creatives 2021



South Dallas Cultural Center  
3400 S. Fitzhugh, Dallas, TX 75210  
Artist: JD Moore 2023



African American History Research Center



331 Milam St., Shreveport, LA 71101  
Artist: KaDavien Baylor 2022



Anthony Overton Elementary School  
221 E 49th St, Chicago, Illinois 60615  
Artist: Rahmaan Statik 2023



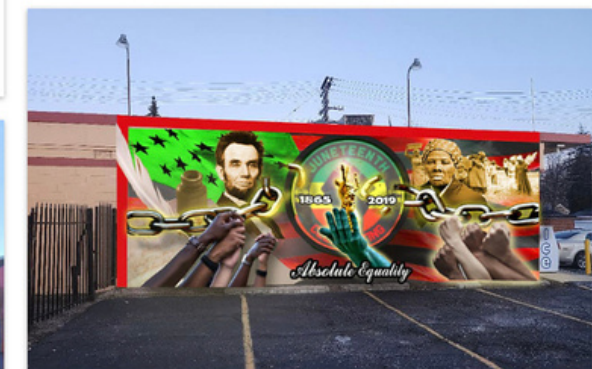
Paul L. Dunbar K-8 Center  
505 NW 20th St, Miami, FL 33127  
Artist: Tierra Armstrong 2023



Jackson's Soul Food  
950 NW 3rd Ave., Miami FL 33136  
Artist: Jahson Jones 2022



Germantown ArtHaus  
6228 Germantown Ave. Philadelphia, PA 19144  
Artist: Keisha Denee Whatley 2023



Fel'le Art Gallery  
19917 Livernois, Detroit, MI 48221  
Artist: Fel'le 2023



# 2024 MURAL CITIES

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- A stylized illustration in the background shows several hands of different skin tones (light, medium, and dark) reaching up to hold a flag with red, white, and blue stripes. The illustration is rendered in a flat, graphic style.
- **Washington, DC**
  - **New York City**
  - **Boston**
  - **Indianapolis**
  - **Atlanta**
  - **Baton Rouge**
  - **Austin**
  - **Phoenix**
  - **Denver**
  - **Los Angeles**
  - **Portland**

## Host Cities

The host cities selected for the proposed 2024 Absolute Equality-Juneteenth murals carry profound historical significance in the context of African American heritage and the struggle for freedom. New York City, as a hub of diversity and activism, has played a crucial role in the civil rights movement. Boston, with its rich abolitionist history, was pivotal in the fight against slavery. Washington DC, the nation's capital, represents the seat of power where critical decisions have shaped African American rights.

Indianapolis, Atlanta, and Baton Rouge each have deep connections to the African American experience, with important civil rights milestones and vibrant cultural contributions. Austin, Phoenix, Denver, Los Angeles, and Portland reflect the varied landscape of American cities, where Juneteenth's message of freedom resonates across diverse communities.

By bringing Absolute Equality murals to these cities, we aim to unite their historical significance with the empowering message of freedom and emancipation, immortalizing the legacy of African Americans in these iconic locations. Through public art, we celebrate their resilience, amplify their voices, and continue to educate and inspire future generations.





# Activations & Engagement

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## Artist Meet & Greet

The Artist's Meet & Greet activation aims to showcase and uplift local artists and entrepreneurs, providing a platform to celebrate their creativity and contributions.

## Website & A/R App

Highly interactive website and augmented reality applications will be developed for each local mural project.

## Hands-On Engagements

Local youth, volunteers, and residents work alongside professional artists to assist in the co-creation of the murals.

## Documentary Film & Media Content

Absolute Equality, a documentary film, will be a feature motion-picture intended to document the production of the murals, highlight community partners and depict the history of Juneteenth from a national perspective.



# Benefits

The Absolute Equality-Juneteenth Mural Project yields multiple benefits, fostering economic growth, cultural literacy, and a strong sense of cultural identity through placemaking. The project draws inspiration from local stories, artists, and community leaders, resulting in site-specific murals that celebrate Juneteenth and promote the pursuit of Absolute Equality.



## Economic Growth

Engaging in public art stimulates cultural awareness and ultimately leads to increased tourism, which benefits surrounding businesses and communities.



## Cultural Literacy

Public art helps express a community's history and heritage and creates an elevated sense of awareness of the values of the community for residents and visitors.



## Cultural Identity

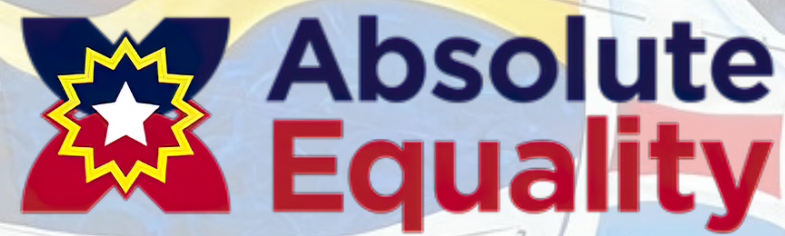
Art represents life in many ways. When community members see themselves reflected in social spaces, they feel a sense of respect, ultimately allowing for people to identify with the place they are from, live in, or are visiting.



## Placemaking

Art brings people together and creates a sense of place. Public art in civic spaces and making it accessible to everyone inspires engagement and a feeling of belonging to a community.





# News & Media

The original Absolute Equality-Juneteenth mural installation in Galveston, Texas and partner cities have been featured across 200+ different media outlets, including 12 national publications, and recorded over a billion impressions.



The New York Times  
May 20 • 5 min

**Honoring Juneteenth Through Art in Galveston**

Local 10.com

**Artist paints mural to commemorate Juneteenth in Miami**

Alex Finnie, Anchor/Reporter  
Published: June 19, 2023 at 5:15 PM  
Updated: June 19, 2023 at 5:25 PM  
Tags: Miami-Dade County, Liberty City, Juneteenth

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TIERRA ARMSTRONG  
ARTIST

**Artists commemorate Juneteenth with...**

NBC Nightly News  
Jun 18 • 1 min

The Washington Post  
Democracy Dies in Darkness

**Mural artist Reginald C. Adams on commemorating Juneteenth**

By Washington Post Live  
June 15, 2023 at 3:00 p.m. EDT

**Race in America**  
History Matters

Reginald C. Adams  
Founder & Creative Director  
Absolute Equality

Race in America: History Matters  
24:40

Reginald C. Adams joins Washington Post Live on Thursday, June 15. (Video: The Washington Post)

**Houston artist's Juneteenth mural aims to shed light o...**

Houston Chronicle  
Jun 14 • 4 min

Local 4

**Mural honoring Juneteenth unveiled in Detroit**

Priya Mann, Anchor/Reporter  
Published: June 18, 2023 at 7:52 AM  
Tags: Detroit, Wayne County, Juneteenth

Juneteenth mural represents struggle, perseverance on road to freedom

NEW MURAL KICKS OFF JUNETEENTH CELEBRATION  
DETROIT

**THE HILL**

The Hill  
Mar 30 • 2 min

**Artists unveil massive Juneteenth mural in town wher...**

CBS NEWS PHILADELPHIA

**Artists unveil massive Juneteenth mural in town wher...**

69° 11:13 PM  
THE NEWS IS ALWAYS STREAMING ON CBSPHILADELPHIA.COM

CHRON.

**Houston artist to unveil six Juneteenth murals throughout U.S.**

Two years after creating a mural for the holiday, Reginald C. Adams is coordinating a much bigger project across multiple cities.

A visitor takes a photograph of the Absolute Equality Mural, which was unveiled on Juneteenth 2021, with his cellphone. (Yi-Chin Lee/Houston Chronicle via AP)  
Yi-Chin Lee/Associated Press

By Brittanie Shey Updated June 17, 2023 8:34 a.m.

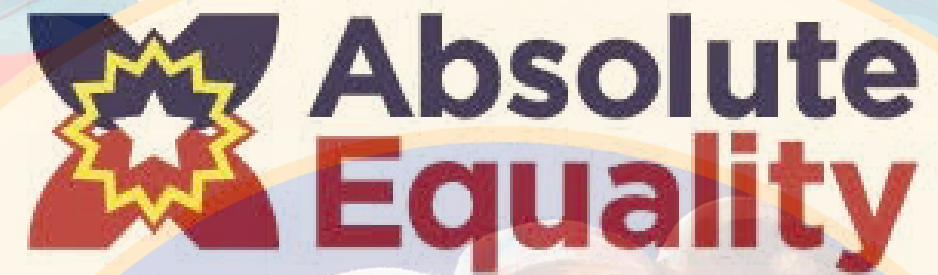


# Take A Stand

You have a unique opportunity to become part of history by taking a stand for “Absolute Equality”.

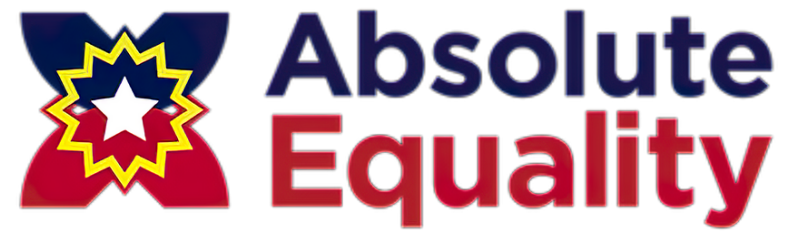
The project’s central message is not about enslavement and suffering but about **unlocking hope** and a **spirit of renewal that celebrates freedom, emancipation, and opportunity.**

Absolute equality is about fostering a society that supports all to become their very best selves to benefit the collective community.



- 1. Sponsor or host an Absolute Equality- Juneteenth mural in your community.**
  - 2. Volunteer to help paint a mural in your community.**
  - 3. Join or start a book club that discusses literature related to equality.**
  - 4. Educate yourself about the civil rights movement and others pursuit for Absolute Equality.**
- 1. Donate to organizations or causes that support the pursuit of Absolute Equality.**





## Founder's Message

Join me, the Founder and Creative Director of Absolute Equality, in our shared mission to promote social justice and unity through public art.

Together, we can create meaningful connections, honor forgotten histories, and inspire positive change within communities. The Absolute Equality-Juneteenth mural project serves as a powerful symbol of resilience, celebrating Juneteenth's legacy while fostering dialogue and understanding.

Let's embrace the transformative potential of art to bridge divides and empower collective growth, celebrating our ancestral intelligence and paving the way for a more inclusive and equitable future.





**Reginald C.  
Adams**  
[www.reginaldadams.com](http://www.reginaldadams.com)





# Contact Us



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**Absolute  
Equality**

**THANK YOU**

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*Absolute Equality*

