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Contemporary Art  
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**FOR IMMEDIATE RELEASE:**

**CAM partners with *Speak Up St. Louis* and *Transform 314* on *Transform Your Hood*, community-engaged programming to get out the vote and Town Hall event on August 2**



*Design by Stephon "Phonzz" White, designer at Transform314.*

**July 18, 2024 (St. Louis, MO)**—What makes people feel connected to a place and space? What do we want our communities to look like? How do we want them to feel? What if—by voting—we could make the change we want to see in our neighborhoods? To help answer these questions, the Contemporary Art Museum St. Louis (CAM) has partnered with [Speak Up St. Louis](#) and [Transform314](#) on ***Transform Your Hood***, an interactive exhibition and series of events designed to educate, engage, and excite residents about the power of their voice, their values, and their vote. In an effort to provide a fun, interactive, and educational experience for young voters and community members, CAM is hosting a ***Transform Your Hood Town Hall event*** on **Friday, August 2**. Voter registration will also be available for eligible voters in both Missouri and Illinois.

Since the exhibition opened at CAM on March 8th, this multifaceted, nonpartisan campaign has given St. Louis residents an outlet to express their values through creative civic engagement and advocacy. Exhibition visitors have left notes about what they care about most in our community, providing more than 337 sample ballots addressing critical

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issues such as improving affordable housing, streets and mobility, enhancing public safety and violence prevention, and more.

In addition to the exhibition, organizers also coordinated a series of offsite advocacy pop-up events this spring in collaboration with local schools including Saint Louis University, Washington University in St. Louis, Sumner High School, Vashon High School, and Grand Center Arts Academy. The pop-up events were designed to cultivate an interest in voting—inviting students to design posters that uplift current civic issues and allow them to lift their voices creatively. A selection of 28 posters are now on view at CAM as a part of the exhibition. Attendees at the upcoming Town Hall event on August 2 will have the opportunity to vote on their favorite poster design. The winning design will be professionally-produced and

distributed to encourage voting efforts around the 2024 presidential election. The creator of the winning poster will receive a cash prize.

The Transform Your Hood Town Hall celebration on August 2 invites St. Louis community members to come together, think about what they value most, and to consider how their values might shape their neighborhoods and communities. The evening will include:

**Event Schedule:**

**First Friday in Grand Center: *Transform Your Hood Town Hall*  
August 2, 2024; 5:00–9:00 pm**

5:00 pm - Civil liberties-inspired DJ set by Big Esco

7:00 pm - Discussion about civic engagement led by Kelly McGowan, Founder of Transform 314 with Christopher Loss of Field Club Media and Brittany Raji Alberty, also known as The Marketing Midwife

8:00 pm - Announcement of Poster Design Competition Winner

Throughout the evening, attendees can enjoy drinks at the bar, cast their vote for their favorite poster design, and find educational materials about voting and activism. Volunteers will be available to assist with voter registration for eligible individuals in Missouri and Illinois in preparation for the November 4th election.

As a collaborative effort between CAM, Speak Up St. Louis, and Transform 314, *Transform Your Hood* embraces the creative power of collectivity—inspiring residents to add their voice to the shaping of the city.

*Transform Your Hood* is on view at CAM through August 11, 2024. The project is organized in partnership with Speak Up St. Louis's Quinton Ward, Designer and Co-Founder/Host; Transform314's Kelly McGowan, Founder and Executive Director, and Stephon "Phonzz" White, Designer; and Contemporary Art Museum St. Louis's Michelle Dezember, Director of Learning and Engagement, and Miriam Ruiz, Education Manager.

*Transform Your Hood* is supported in part by Pat Whitaker and Dick Miles.

### **About Speakers at the Town Hall**

**Brittany Raji Alberty** is an award-winning outreach and engagement consultant with over a decade of experience in non-profit and small business campaigns. She helps organizations build revenue-generating relationships online that sell out events, move products, and cultivate engaged communities. Brittany is also the founder of RICH Mamas Club, a thriving community with over 550 members nationwide. She has coached over 100 women business owners across the country. As a proud wife and mother, Brittany believes that community is key to success.

**Christopher Loss** is a local entrepreneur, curator, and visionary artist known for his distinctive blend of urban and natural themes. Over the last four years, Christopher has passionately cultivated a vibrant art hub and community space in Saint Louis with his Cherokee Street storefront (Field Club Media) as a focal point for creativity and collaboration. His inclusive artistic approach draws inspiration from everyday experiences and public recreational areas, while also fostering close collaborations with emerging local artists from diverse backgrounds across the city to amplify their voices and perspectives. Christopher's work embodies accessibility and depth, reflecting the essence of local inspirations and everyday life experiences.

**Kelly McGowan** is a proud St. Louisan and health equity advocate. Kelly has worked in New York and St. Louis to co-create various wellness programs addressing the health inequities that persist among Black Americans. Kelly has participated in various panels and has been featured in print and radio appearances addressing health equity efforts in the St. Louis region. Most recently, Kelly has founded the new entity Transform 314. Through this effort, Kelly is working to amplify community in local decision-making processes to ensure all St. Louis neighborhoods are designed for their inhabitants to thrive.

### **About Speak Up St. Louis**

Founded by Quinton Ward and Tré Alexander, *Speak Up St. Louis* is a podcast that elevates the diverse voices in our community, broadcasting the shared stories, ideas, and creative contributions of our city's cultural fabric. The first podcast-in-residence at CAM, this program has produced exciting conversations with some of our city's most forward-thinking luminaries, creators, and changemakers. Episodes are available on Apple Podcast, Spotify, or wherever you get your podcasts.

**About Transform 314**

The mission of Transform 314 is to educate, engage, and empower Black St. Louisans to drive the policy changes at the local level needed to create thriving communities. Our work is grounded in ensuring that St. Louisans have the information and understanding necessary to influence the processes that impact our communities. We believe we are collectively responsible for the current state of our region and deserve to understand how decisions are made that impact us. Committed to bettering our communities, Transform 314 works to build a shared understanding of what our individual roles entail, creating systems that everyone can access and utilize to thrive. For more information, visit [transform314.org](http://transform314.org).

**About the Contemporary Art Museum St. Louis**

The Contemporary Art Museum St. Louis creates meaningful engagement with the most relevant and innovative art being made today. Founded by civic and cultural leaders in 1980, the Museum transformed from a small gallery into an internationally recognized arts institution, now permanently housed in a flexible, open, and inviting building designed by renowned American architect Brad Cloepfil. CAM's distinct architecture reflects the organization's values and supports a dynamic range of exhibitions, public programs, educational initiatives, and community collaborations. The only museum in the region solely dedicated to contemporary art, CAM is one of the preeminent non-collecting institutions of its kind in the United States. We are a site for discovery, a welcoming space, free and open to all. For more information, visit [camstl.org](http://camstl.org).

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