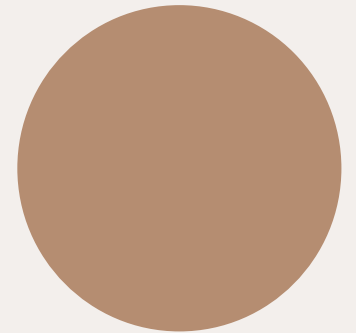




BLACK WOMEN ARE WORTHY



presented by: [deun ivory](#) & [the body: a home for love](#)

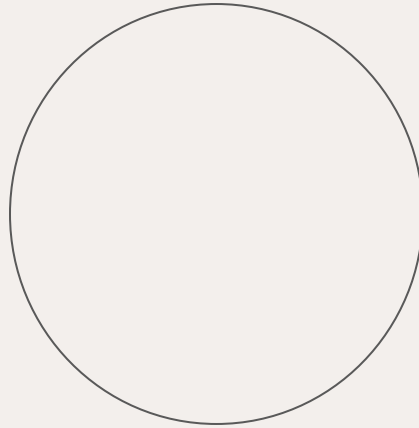
black women are worthy is an immersive art experience that explores **conceptual** design and visual art as a **healing** mechanism for celebrating and affirming black women. through an intersection of art, beauty and wellness, creative wellness visionary, deun ivory reimagines the world as a safe and **empowering** space for those who are often neglected, forgotten and underserved. this pop-up installation is a fundraising activation that filters a portion of its funds to wellness-based nonprofits that serve black and brown communities.

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the black women are worthy (**bwaw**) experience debuted in houston, texas during black history month 2022 in partnership with **lululemon**. ivory was personally invited to create a project centered around wellbeing for the black community. as a creative wellness visionary and multidisciplinary artist, she was inspired to curate and design an IRL immersive experience that centered, celebrated and empowered black women.

the **bwaw** installation was extended for an additional 4 weeks after it's original 2 week timeline, due to an overwhelming public appeal and surge in visitation to the space that hosted the exhibit. over 1200+ people RSVP'd for opening night and over 4,000 people toured the space during the 6 week opening.

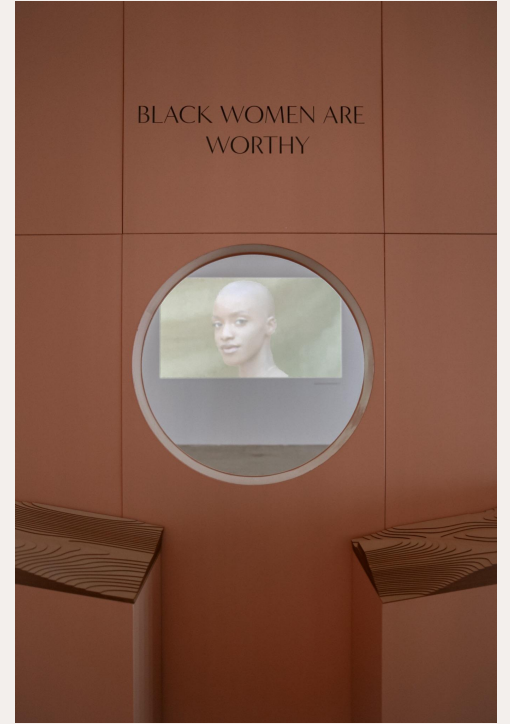
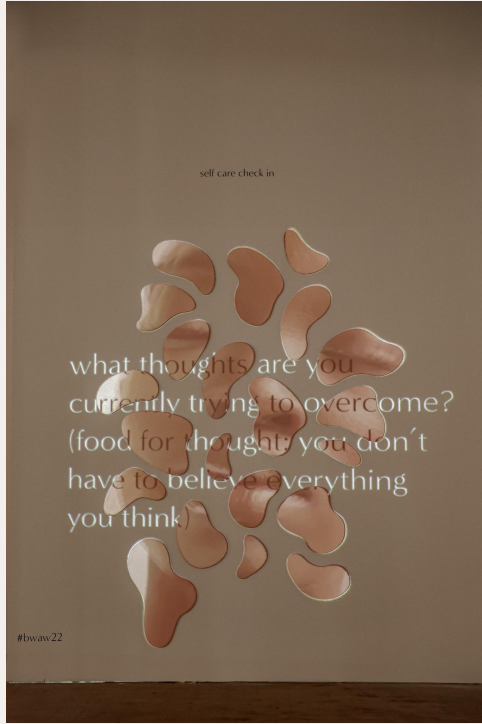


the experience

patrons are invited to engage in a civic art design that requires self-reflection, self-celebration and self-love. ivory's seamless integration of affirmations and visual love letters are instrumental in activating social engagement, as it compels community members to insert themselves into a narrative that is warm, empowering and restorative.

every art piece is designed, photographed and creative directed by deun ivory. it is a multi-layered experience rooted in a commitment to honor and affirm black women from any & every generation.

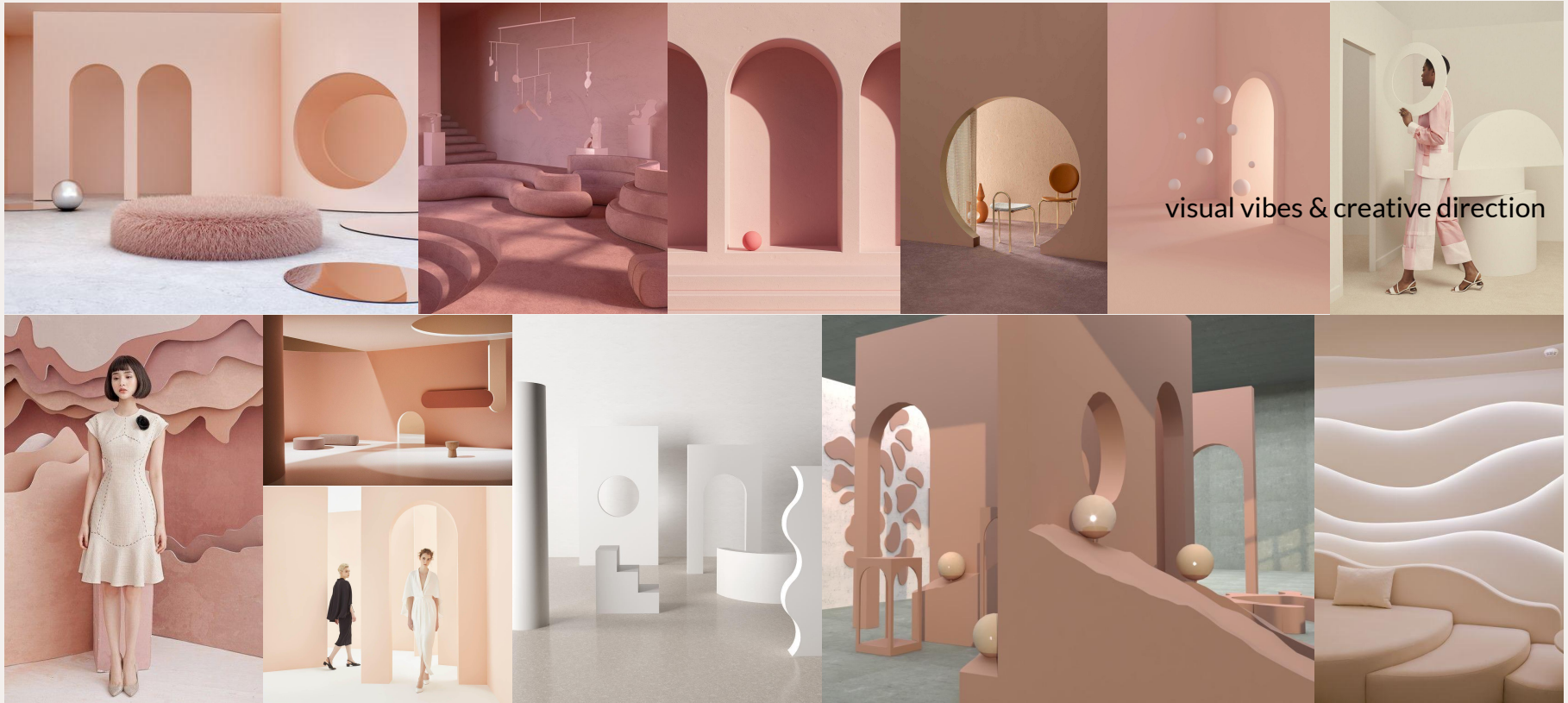
what are the experiential elements in the space: a physical installation, a photo gallery, a series of short-film screenings, projection mapping, vinyl based affirmations, set designs for photoshoots.



proof of concept



BLACK WOMEN ARE WORTHY



visual vibes & creative direction



close to 500k people have been impacted by this experience -

what are the *gworlds* saying?

analytics:

[deun ivory](#): 79k+ instagram

[the body](#): 29.7k instagram

newsletter: 3.2k

tiktok, over 209k views

check it out: [#bwaw22](#)

fave recap: [nessmonae](#)

instagram, [#bwaw22](#)

press: [live TV spot on fox 26 houston news](#),
[apartment therapy](#), [houston culture map](#)

social impact & responsibility



the black women are worthy immersive art experience creates a way for brands and corporate entities to authentically **engage** and connect with black consumers on-site, while also contributing to the **well-being** of black communities in real life.

our goal as a 501(c)3 **nonprofit** is to help sustain the important work that black organizations are doing to advance, serve, and empower marginalized communities.

your partnership is a direct reflection of your commitment to gender equality by providing access to capital, equity, and resources for women, particularly women of color. by removing barriers that hold us back our worthiness will forever shine.

with social consciousness & high impact becoming a priority for a growing number of consumers, your partnership would increase brand value, while also extending your reach and resonance to a new demographic.



deun ivory is a creative wellness visionary, artist and influencer who creates and curates visual experiences centered around storytelling, self-love, and empowerment for **black** women.

as a multidisciplinary artist whose clientele ranges from Apple, Google, Nike, Glossier, facebook, Lululemon, Issa Rae and beyond—ivory has carved her own lane as a rare breed regarding her ability to effortlessly express her vision through various creative mediums.

as the founder + creative director of [the body: a home for love](#), a 501 (c)3 non-profit shifting culture around how black women heal from sexual trauma—ivory has cemented her power and influence as a wellness visionary and visual storyteller—garnering press from VOGUE, essence magazine, harpers bazaar, hypebae, refinery29 and more.
ma + more.

BLACK WOMEN ARE WORTHY

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