



**BLACK
EXCELLENCE
ISN'T JUST THE
EXCEPTIONAL;
IT'S THE
EVERYDAY.**

**HONORING
BLACK
EXCELLENCE:
VOL. 4**

HONORING BLACK EXCELLENCE

Honoring Black Excellence is an adidas initiative that celebrates the achievements of Black individuals and Black culture as a whole. Sport, culture, and service are rooted in the Black community. For that reason, we're highlighting honorees from all across the country, from elite athletes to everyday individuals dedicated to service, offering each one a platform to help give back and share their stories. We are honored to bring you the story of Black Excellence in the Bronx.

Photo by Treysaun McGeachy



THE BRONX

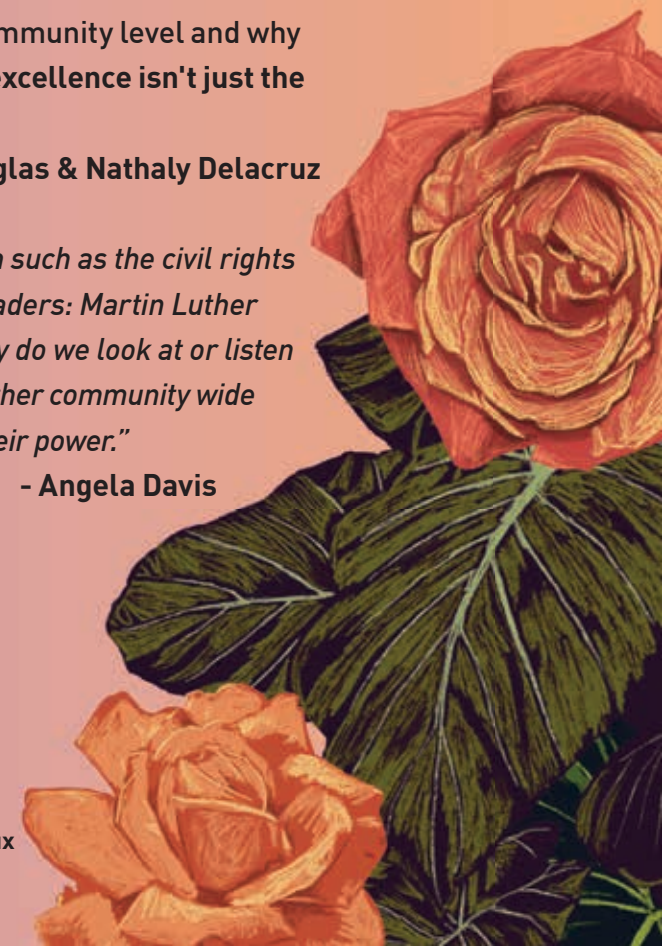
This season's FW21 HBE messaging is a call to challenge how we traditionally define Black excellence. Oftentimes, our society defines the archetype for Black excellence through the utmost aspirational figures in our community, i.e celebrities, prominent athletes, famous activists, etc. While these figures are undeniably significant to our community, it is important to recognize that Black excellence is also embodied by the seemingly normal individuals that we witness in our everyday lives. A shared identity of resiliency in the face of adversity unites the Black community like no other. Choosing to show up as your authentic self in the face of this continued adversity is the most outward expression of Black excellence that we take on a daily basis. The following individuals highlighted in this Zine showcase how Black excellence is taking place on a community level and why we seek to embrace that **"Black excellence isn't just the exceptional; it's the everyday."**

- Alexis Douglas & Nathaly Delacruz

"Even our focus on collective action such as the civil rights movement tends to dwell on the leaders: Martin Luther King Jr, Malcolm X, [myself]. Rarely do we look at or listen to the Alabama church ladies and other community wide forces that give these individuals their power."

- Angela Davis

Illustration by Brandon Breaux | @bbreaux



BRONX COOPERATIVE DEVELOPMENT INITIATIVE

MICHAEL PARTIS

As a lifelong resident of the Bronx, Michael Partis doesn't see NYC's upper borough as a consolation prize for those who can't afford Manhattan prices. Quite the opposite, Partis believes that those who live there aren't looking for somewhere else to go.

"The thing I love about the Bronx the most is its persistence," Partis says. "The Bronx is a place made up of people who decided to not leave; they were going to stay and thrive. It's not a story of who's left. It's a story of who stayed and who's decided to build here."

Illustration by **Brandon Breaux** | @bbreaux



Photo by Treysaun McGeechay

BRONX COOPERATIVE DEVELOPMENT INITIATIVE



As the President of the Bronx Cooperative Development Initiative (BCDI), Partis brings that philosophy to work with him every day as he leads a network of Bronx businesses, labor organizations, anchor institutions, and citizens, organize and fight to have a meaningful voice when it pertains to the development and economic growth of their beloved community. BCDI's stated mission is to build an equitable, sustainable, and democratic local economy that creates shared wealth and ownership for low-income people of color - what they like to refer to as "economic democracy."

"We're a community-led planning and economic development organization," says Partis. "What are the things that the community envisions? What do they want? What can they imagine? And then if they work together like 5 fingers into one fist, what can we achieve?"



For a community like the Bronx, BCDI is a necessary tool in helping the community benefit from the resources that are being generated in its back yard.

"The major institutions of the Bronx, like our civic healthcare institutions, they do \$9 billion worth of business a year," says Partis. "Our analysis shows about 1% goes to a Bronx business, so a major Bronx institution. We've been able to do match-making to change that, right? So we bring those major institutions together to say 'look HVAC, refrigeration repairs, catering, the things you're contracting out. You have those assets in your borough.'"

Helping these corporations recognize the talent and resources that are available within the community is central to BCDI's vision for the future. It's not just about

Photos by Treysaun McGeachy

making sure people have jobs, it's providing something more significant to local businesses - specifically businesses that are black- and minority-owned.

"If we want to bring people out of poverty, do we stop at a job? Our argument is we cannot stop at a job," Partis says. "We have to think about ownership. You have to think about wealth. And the history of antipoverty programs is that they don't talk about wealth. They don't talk about ownership. It stops at a job. ... So just changing the definition of success that the way out of poverty is not just the number of jobs we create, but how many opportunities and how much ownership and wealth we create."

But advocating for Bronx residents isn't just about localizing financial resources. It's about looking into the future and seeing how BCDI can cultivate the next generation of business leaders in the community.

"The people in that original (BCDI) coalition said, we're gonna create an entity that coordinates so we could fight back, but [also] visions and facilitates so we could fight forward," says Partis. "It's a coordination to change the Bronx economy to be a sustainable democratic one where Bronxites of color actually have wealth, not just a job."

To help instigate that growth, Partis has overseen the development of an innovation factory (the "Fab Lab") which houses a 3D printer, a free resource for community residents and businesses to design and create objects that could be instrumental in generating new opportunities. Community members have produced a watch that signals to community members there may be a potential sexual assault happening. During the pandemic, it also manufactured face shields for essential workers in need. This type of small-scale manufacturing (as well as the research and development) is essential to the Bronx's growth.

"We're not making any money by lending out time. We're really trying to give to the community," Partis says. "What's the research and development arm for local



people, for community members, right? For local businesses, normally the answer is, they don't have one. So we exist to serve that [need]."

For Partis, finding ways to empower and lift up the community is a mission that is inspired by the people BCDI serves.

"We want to build and we want to have a better future in this place. For us there's a tremendous amount of persistence and it's, you know, you see it throughout the community," says Partis. "I think there's something really special in the DNA and ... in the human capital in the Bronx. Persistence is the key."

Photo by Treysaun McGeachy



Photo by Ashley Chang

PHOTOGRAPHER TREYSAUN MCGEACHY EXEMPLIFIES THE BEST OF WHAT THE BRONX HAS TO OFFER.

Trey's interest in photography grew out of his passion for the Bronx, where he was born and raised. "I really started getting a grasp on photography, basically being inspired by the things I was seeing in the Bronx, by the people I was around and the things that they were doing," says Trey. "I was involved with making music for a while [and] I started taking pictures in the studio. Then I started taking pictures outside of people, and then I grew a love for fashion, and that's when I started taking pictures of the fashion culture."

And while Trey notes that the Bronx gets due credit for pushing culture forward in music and fashion, there's also a local simplicity to the place he calls home. "People love their bacon, egg and cheese. There's always the Icee lady on the corner deli on every block. Hip hop culture, fashion scene. All of this stuff. That also interests me."

Since picking up a camera only a few years ago, Trey has been making a name for himself as a stylist, curator and fashion photographer. He has worked with multiple local apparel brands and vintage shops. His images are striking, showcasing the diversity on display in the Bronx. "In my work I try to document moments... of people having a good time... being themselves, 'cause I feel like the Bronx screams personalities, so that's kind of like what I like to showcase in my work... the personality of people or anything that I'm taking a picture of." Trey continues, "I'm big on personality and everybody has their own individual personalities. So when they put on clothes or style an outfit, I feel like they're expressing themselves - and that's like a perfect way for me to capture a person, expressing themselves through their clothes, being themselves."

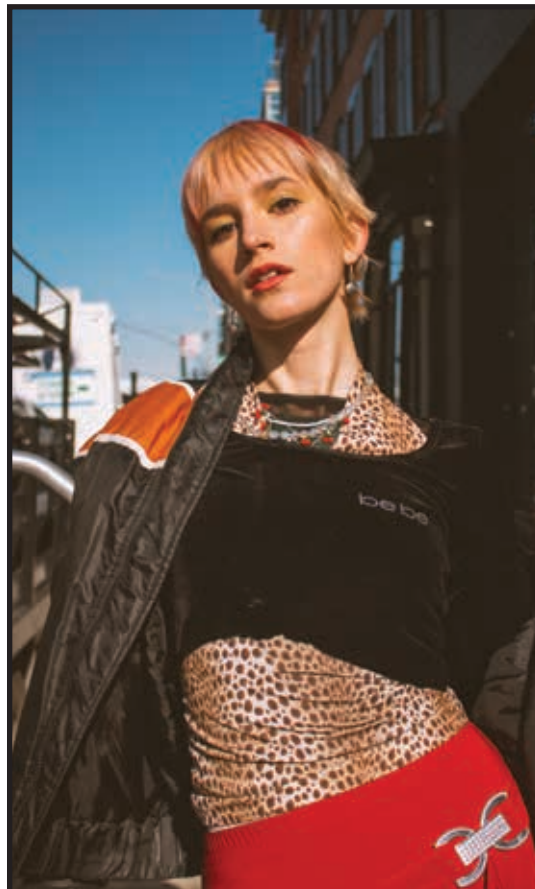
Illustration by Brandon Breaux | @bbreaux



TREYSAUN MCGEACHY

Like so many Bronxites before him, Trey has had to work hard to build his career. "Being an African-American growing up in the Bronx, it's not that many opportunities handed to us. So for me, I always been the type of person that try and like chase after my opportunities. I never got a handout - basically, I try to like go after what it is that I wanted to do." That outlook informed his photography career. "Once I said, 'I'm a photographer,' that's pretty much what I was, and I started educating myself, taking pictures, meeting people and just showing off my work. Instagram, Tik Tok... getting my name out more and more, which was pretty fun." He continues, "One thing I had to do, and what I had to learn, was that I can't sit here. I can't sit in the Bronx and hope for opportunity to come to me. I have to be the one to chase the opportunity - and that's when I started expanding my social networking with more people, going to not just the Bronx but to Manhattan, to Brooklyn. Meeting up with different creatives, going to different events, showing people my work, where I'm from, you know, being myself."

Photos by Treysaun McGeachy



Because that's what we really want. It's all about being yourself and chasing after what it is that you want to do in life."

That entrepreneurial spirit is intrinsically tied to his Blackness. "Black excellence mainly is about being yourself and going after what you want. That's kind of why I wanna capture people being themselves. I want to capture their personality, maybe even capture them, showing a sense of whatever it is that they want to do in life. Whether it's fashion, or whether it's like being a barber or, you know, working at a deli or something, they're doing what they want to do in life. I'm just a part of it."

Photos by Treysaun McGeachy

MS 194

STUDENT ART

Students in MS 194 start learning about the life and art of many artists from the moment they begin their artist education as kindergarteners. They do so while exploring different art media, such as drawing, sculpting and even print-making. Each grade builds onto the next as they grow and progress as artists.

From K-2, they learn to identify and then create artwork using a variety of lines, shapes and colors, as well as studying relevant artists like Miro, Picasso, and Kandinsky. As they move into grades 3-5, they extend these ideas

while adding value, texture, form and space. Students are introduced to artists such as Brito, Kahlo, Goldsworthy. In grades 6-8, they focus on arranging the elements of art using the principles of design and creating strong compositions. They create art inspired such artists as Picasso, Klee, and VanGogh.

Student work has been displayed at such notable views as the Metropolitan Museum of Art in P.S. Art, the Bronx Borough Arts Festival and the Hudson Yard Project, "Silly City."



Alzahara
Class: 2.205 Mrs. Santiago, Art Teacher



Roshni
Class: 705 Mrs. Hostomsky, Art Teacher



Alzahara
Class: 2-205 Mrs. Santiago, Art Teacher



Ahnaf
Class: 206 Mrs. Santiago, Art Teacher



Jannatul
Class: 701 Mrs. Hostomsky, Art Teacher



Shahzadi
Class: 404



Casey
Class: K-002 Mrs. Santiago, Art Teacher



Mahfuao
Class: 304



Afifa
Class: 004 Mrs. Santiago, Art Teacher



Alzahara
Class: 2-205 Mrs. Santiago, Art Teacher



Amy
Class: K-101 Mrs. Hostomsky, Art Teacher



Nafisa
Class: 706 Mrs. Hostomsky, Art Teacher

THE BRONX LOOK BOOK



Photo by Treysaun McGeachy
Illustration by Brandon Breaux | @bbreaux



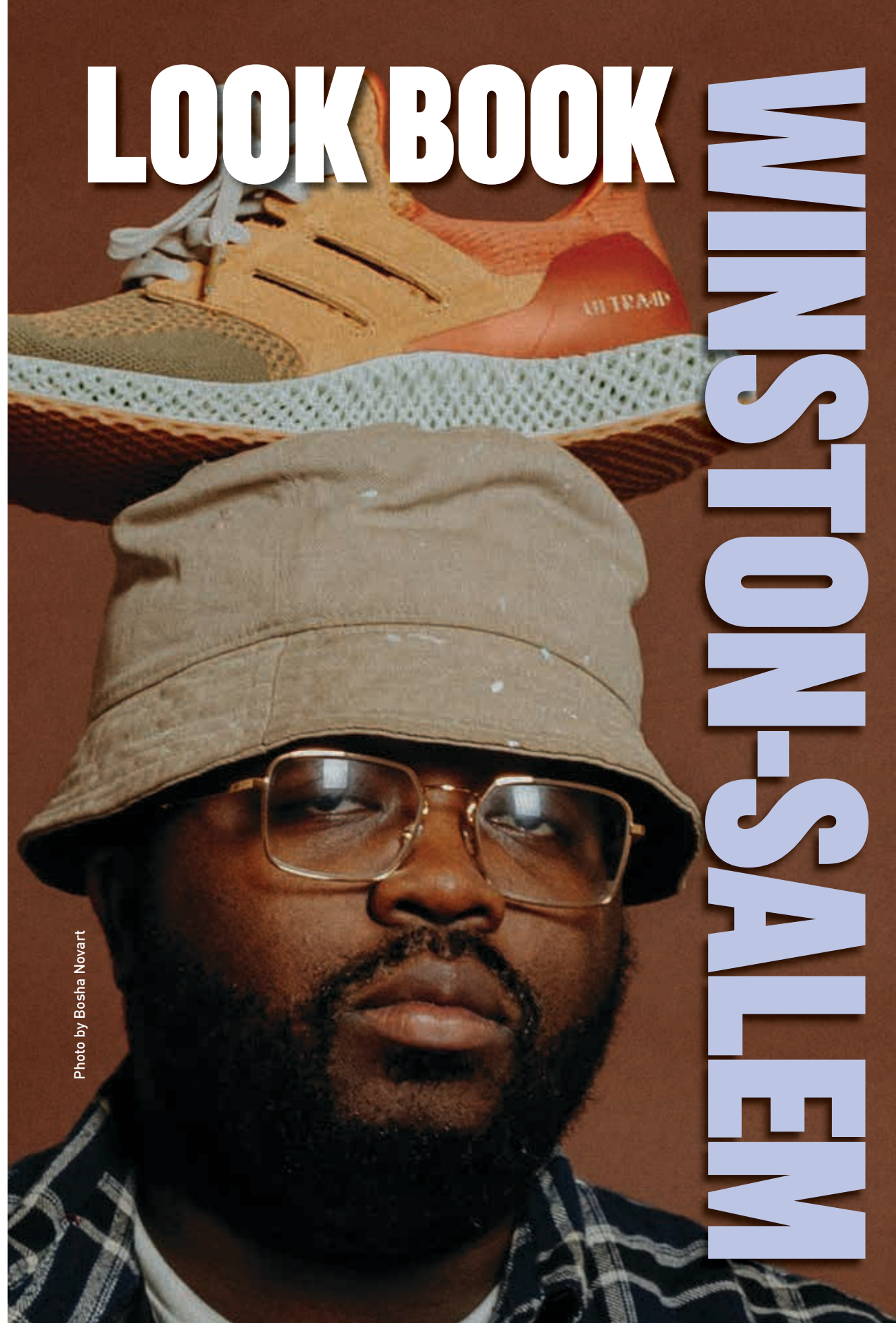
Photos by Treysaun McGeachy



THE BRONX LOOK BOOK



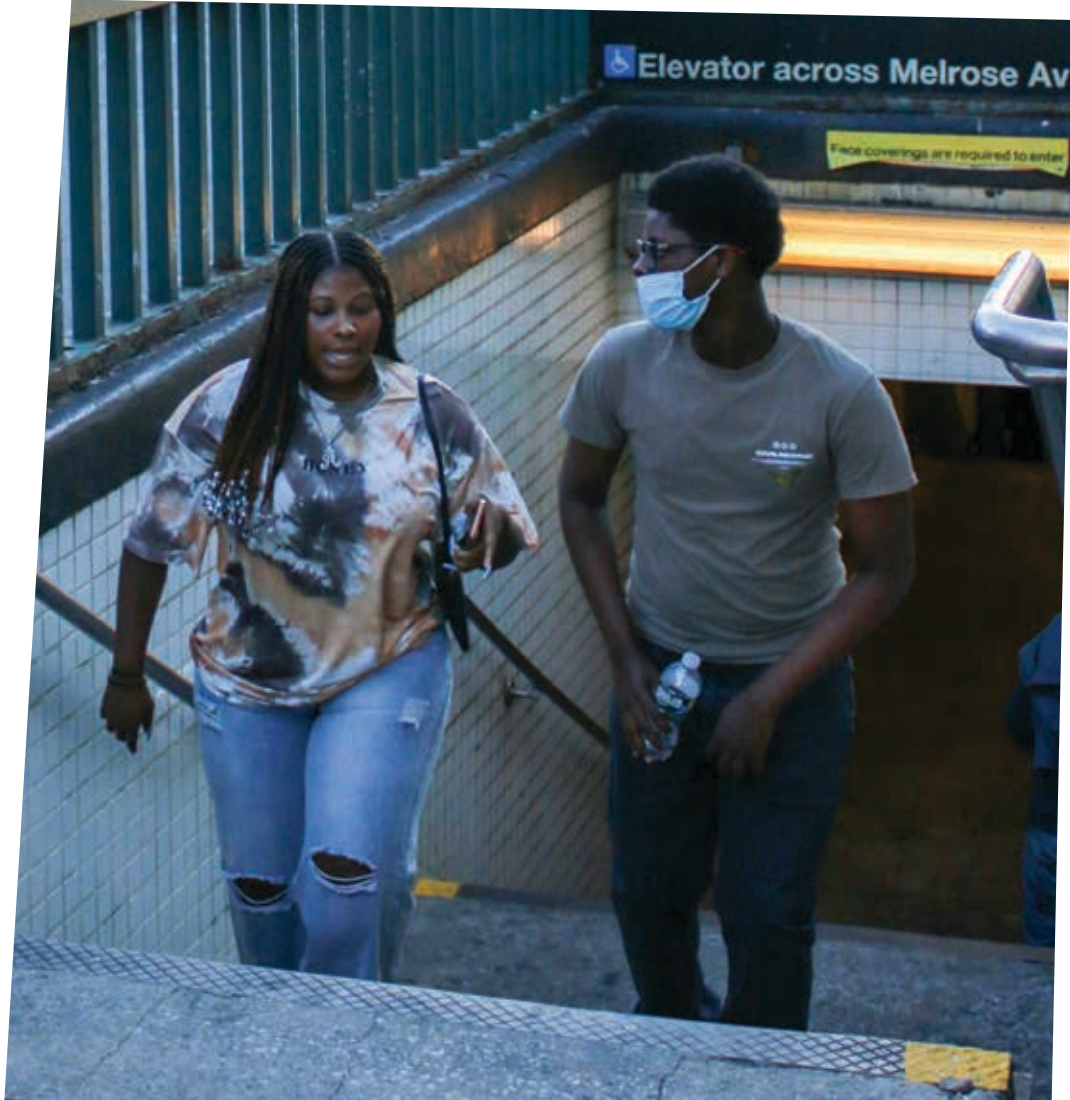
LOOK BOOK



WINSTON-SALEM

Photo by Bosha Novart

Photos by Treysaun McGeachy





FRONT



BACK



FRONT



BACK



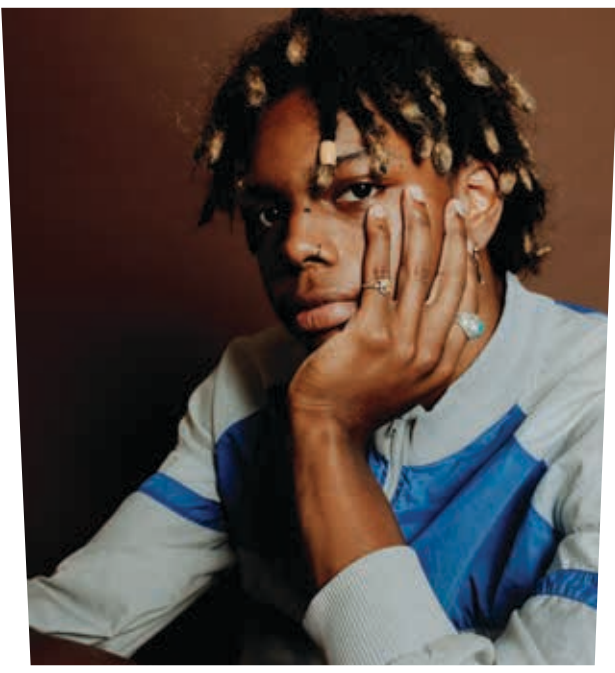
FRONT



BACK



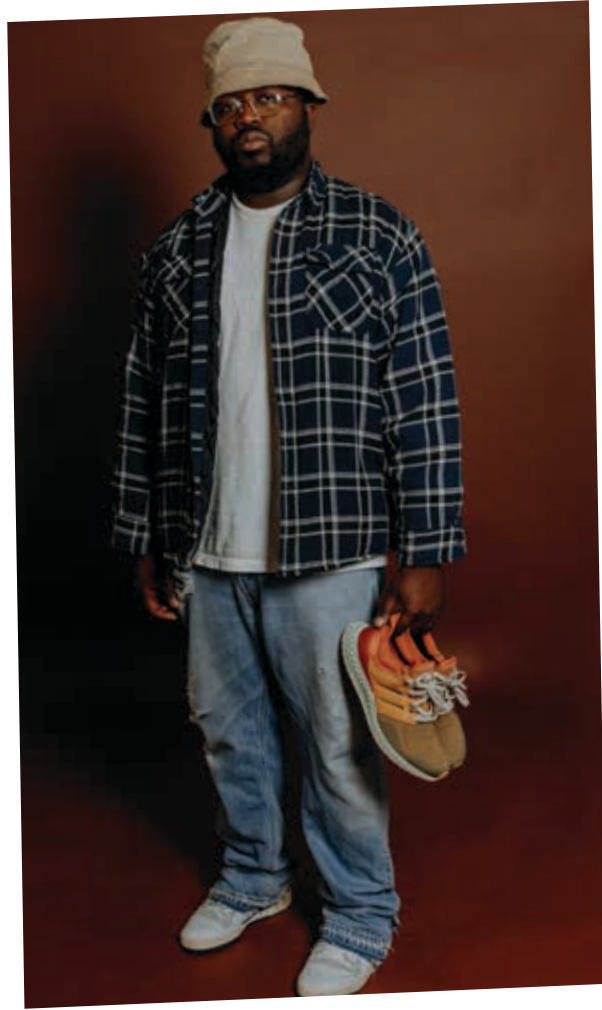
WINSTON-SALEM LOOK BOOK



Photos by Boshia Novart



Photos by Boshia Novart





The arts community in the cityz itself has also played an instrumental role in Novart's growth.

"We got this place called SECCA [Southeastern Center for Contemporary Art]. It's an Art Museum here in Winston Salem, it's right by Wake Forest as well. And we created like music festivals there where we bring vendors, like clothing designers and people who make earrings and jewelry, shea butter, all that," Bosha notes. "We started as a group of friends because these places would reach out to us and say, 'hey, I like how y'all music is. Y'all should perform here.' ... I even had my first gallery within that music festival, which I'm still thankful for."

While Bosha always appreciated his friends and the city he calls home, his eyes were really opened to how unique and special his experience is after a recent trip to Atlanta.

"I've met like this one dude from LA, he told me, he said, 'man, I hear about North Carolina a lot, how all y'all just working together' and it was so crazy to hear outside of North Carolina," says Bosha. "You, know 'cause we just helping each other and that's all we got."

This collaborative approach hasn't just fueled his development. It's led to new opportunities to showcase his skills. Recently, Bosha was shopping at a Goodwill when the social media manager for the store recognized him from a TikTok he had made. The manager was so impressed that he hired Bosha to create work for the North Carolina chain of stores.

Photos by Bosha Novart

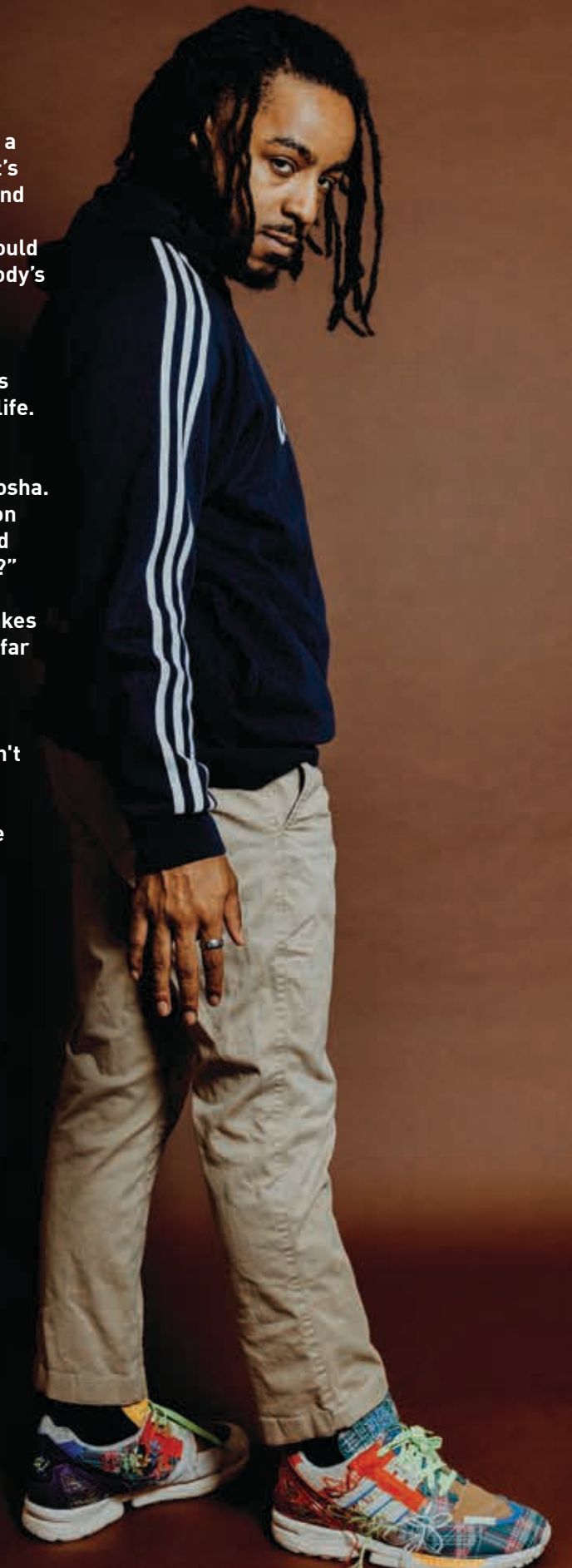
"I used to thrift all the time before I was a photographer... because at the time that's all I could afford. And it's funny that it kind of became like a fad thing to do," Bosha reflects. "I'm just glad everybody just could get affordable clothes now. And everybody's hip to it."

Serendipitous moments like this only reinforce to Bosha that taking pictures is what he was meant to be doing with his life.

"I've never tried to fake the funk. I just really see what I like and I do it," says Bosha. "[Pursuing photography] is just a mission to inspire somebody else. My story could possibly help somebody else, you know?"

And no matter where Bosha's journey takes him, he knows that he'll never stray too far from the city he calls home.

"This is the city of arts. Everybody here is just into something, and I feel like I ain't really never had like a long break from creating because of it," says Bosha. "Every day that I'm just here, around the community of all my friends, we just figure out what we doing next. ... It's definitely rare that you get a lot of people working with you, but definitely blessed to have [them]."



BOSHA NOVART

BOSHA NOVART WASN'T ALWAYS GOING TO BE A PHOTOGRAPHER. WHAT STARTED OUT AS AN OFFHANDED PURCHASE TURNED INTO A PASSION. AND, NOW, A BURGEONING CAREER.

Three years ago, Bosh Novart was working at a Bojangles in his hometown of Winston-Salem, NC, and didn't think much about photography. He always knew he wanted to do something creative but didn't know exactly what that was. Then he got his tax refund.

"When tax time would come, 'cause I feel like that's the only time I really be having money," Bosh remembers, "I would just ball out and just buy stuff. But this time I was like, 'I need to do something smart with my money.' So I bought a camera, 'cause my friend, he always told me, 'say yo, you should get a camera 'cause you got a visual.' "

As with anything new, there was a learning curve involved and, at first, Bosh actually worried he might have wasted his money. But no matter how frustrated he got, he found that he couldn't put the camera down and, the more he learned about it, the more his passion grew.

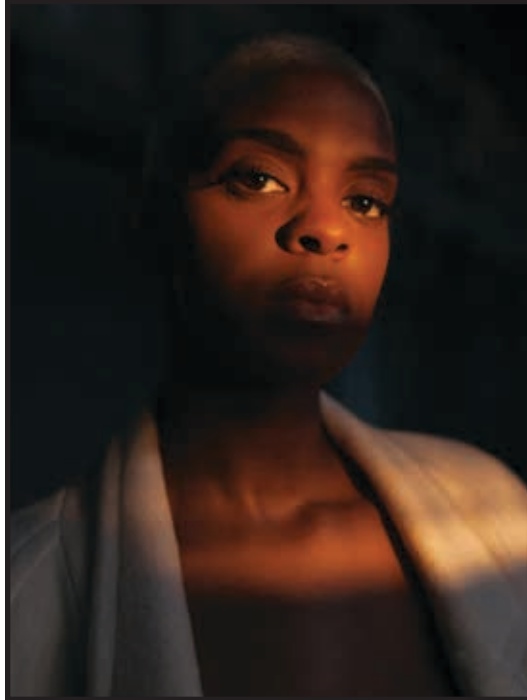
"When you put your 100% into something, nine times out of ten you gonna be great at it," Bosh says. "The more and more I shot with it, and getting advice from other talented photographers, I just got better. ... I'm definitely appreciative of that journey to now."

Novart believes that one of the keys to his success has been his circle of friends and credits his Winston-Salem community for nurturing his development.

"Everybody is striving for greatness," says Bosh. "Here I feel like in the circles I'm within - like even the fact that my friends were so open to helping develop film with me as well, and they not even photographers at all. It just shows, if we just all work together, we can definitely create anything. Anything is possible."



TERRY SUAVE



Photos by Terry Suave

Photos by Terry Suave

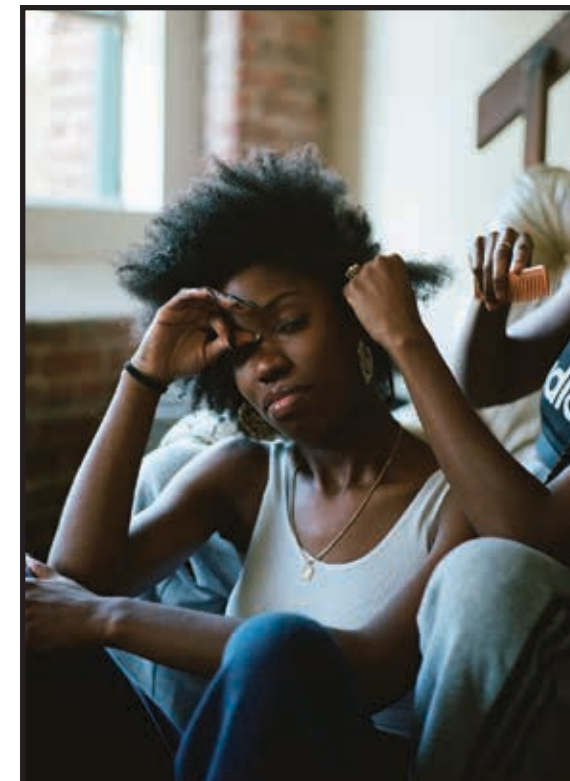
TERRY SUAVE

When Terry Suave takes someone's photo, he prefers shooting on film. Never digital unless it's a client request. Otherwise, always film. Medium format, 35 mil (in case you're wondering) and, ideally, with one of his 20 or so vintage cameras.

"What happens, especially with older cameras, is that most people don't tense up a lot," says Terry. "They kind of relax. They just think, 'oh she's so old camera, it's not gonna produce the same results.' I hear, 'she still work?' I get that all the time and it's just hilarious to me. ... I just like being able to document real moments. That's really my go-to theme."

For Terry, the magic of a quality portrait comes when the photographer is able to create a connection with the subject and create a portrait that reveals something personal about the subject.

"You can look at it and feel like 'I know him,' even if they're not even doing nothing crazy," says Terry. "It could just be a picture of a face, but we look at that portrait and feel like you know them just because the photographer took the time out to try to get to know that person even if they didn't have that much time. ... It's really like you're taking something from them. So I'm trying to make it a



collaborative thing more than anything. ... It gives the the photo more character, especially when you look at a certain portrait."

When Terry has downtime (which is less frequent these days as his profile has continued to rise) one of his favorite activities is to just walk around his hometown in Winston-Salem and find interesting people to photograph. The backdrop of the city provides the perfect canvas for that authenticity that he's trying to capture.

"I'm trying to use (Winston-Salem) as much as possible so that one day, whenever I do get a chance and it's someone from like Variety, ID or something, they want me to shoot a campaign, I could just make them come to Winston," says Terry. "I have so many people who screenshot my (Instagram) stories and asking me where this is in Winston and I'm like, 'I can tell you. I'm not telling you.'"

The other thing that Winston-Salem has provided is an opportunity for Terry to discover himself as an artist. He started out painting but has not only branched off into photography but also design (shoes, websites). He's constantly pushing his artistic boundaries.

"It doesn't stop for real for me," Terry notes. "That's where the (creative) expression comes from, 'cause (the city) is actually a good starting point. Once you figure out what you really wanna do, it's a good starting point and you can make whatever happen through it."

And a huge motivator for Terry is being able to showcase his Black Excellence as a master of his craft.

"So a lot of things that I've taken photos of or just done in general, I tried to do it to my highest ability, but the tricky part about doing that is with a lot of people that do photography, they either have all the technical but no creativity or they have all the creativity, but no technical," says Terry. "I try to do as much as possible to make sure that I'm good on both."

And it's that commitment to both craft and creativity that has elevated Terry's work, as well as Winston-Salem's stature in the creative community.

Photos by Terry Suave

THE WINSTON-SALEM FOUNDATION

In keeping with the adidas Originals Honoring Black Excellence theme for 2021, “Black Excellence isn’t just the exceptional; it’s the everyday,” we’ve partnered with The Winston-Salem Foundation in North Carolina to support their local philanthropic programming. With a donation of \$65,000 toward the Black Philanthropy Initiative, we’re hoping to help expand the concept of philanthropy to include investments of time, talent, and treasure, acknowledging that the powerful history of giving in the Black community is a great example of what philanthropy should be.

According to the foundation, “BPI is a 100% Black-led initiative of The Winston-Salem Foundation that is explicitly, not exclusively, focused on grantmaking and programming that strengthens our local Black communities. By joining together with people from all walks of life in Forsyth County, we work to educate and effect change to build a better future for Black people, their families, and their communities.”

Photo by Kiara Harris



Since 2005 BPI has organized learning opportunities to build momentum around Black giving. In 2007, the initiative began direct engagement in grantmaking focused on strengthening financial literacy, education and parenting in the Black community. In 2014, BPI established an endowment with an initial \$25,000 investment, and by the end of 2020, it had grown to almost \$254,000. Highlighting their focus on the Winston-Salem community, in 2018 BPI released its report, “Rethinking Philanthropy: An Exploration of Black Communities in Forsyth County,” revealing how systemic inequities disproportionately affect Black residents. In 2019, the report informed BPI’s new grantmaking focus area of Advancing Equity in Education.

In the past 18 months, BPI has introduced new branding, hosted virtual events, and announced two new grantmaking programs. Their Impact Grants focus on smaller Black-led organizations often

left out of traditional grantmaking opportunities, and their Inclusive Economy Grants are for organizations with programming to build economic security and prosperity for Black households. Over the past 14 years, BPI has provided over \$395,000 in program grants to local nonprofits. Led by volunteers who honor the strong and longstanding tradition of Black giving, the Black Philanthropy Initiative of Winston-Salem stands for Black people and communities in all their exceptional and everyday ways, starting with Forsyth County, NC, but effecting change both locally and beyond!

Photo by Kiara Harris

Illustration by Brandon Breaux | @bbreaux



“ ”

Black Excellence means that you can do anything that you put your mind to.

— TREYSAUN MCGEACHY,
Photographer

Black Excellence is persevering and prospering where no one thought you could and laying the groundwork for others to prosper after you.

— PARAGON DON
Winston-Salem Resident

“ ”

Black Excellence is when a person/group of Black individuals do things to advance us forward (creatively, educational, etc) while having class and taking things to levels that haven't been achieved previously.

— BOSHA NOVART
Photographer

Black Excellence is when Black self-determination and success does not come at the sake of Black joy and healing.

—MICHAEL PARTIS, BCDI
Community Leader/Bronx Cooperative Development Initiative

Black Excellence means making our people proud by bettering the community.

—CAROLYN
Bronx Resident

BLACK EXCELLENCE

“ ”

Black Excellence is representation on every level & the freedom to just be.

— OG SPLIFF
Winston-Salem Resident

Black Excellence is seeing and using the the advantages of being your natural beautiful Black self, to be excellent in whatever life path you choose.

— VOLZ
Winston-Salem Resident

Black Excellence to me is when Black people succeed beyond measures limited to us by society.

— TIACORINE
Winston-Salem Resident

“ ”

Black Excellence means being unapologetically yourself.

— GESSIKAH
Bronx Resident

Black Excellence is not about just bettering yourself, but also bringing up your brothers and sisters with you.

— CHRISTIAN
Bronx Resident

Black Excellence means everything empowered by Black life on all levels.

— NORMA
Bronx Resident

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WINSTON-SALEM

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- Angela Davis



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HONORING

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Brandon Breaux | @bbreaux