

**Architects
Foundation**

CLOSE TO THE EDGE: THE BIRTH OF HIP-HOP ARCHITECTURE

**An exhibit at The Octagon
January – June 2022**



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Hip-Hop, the dominant cultural movement of our time, was established by the Black and Latino youth of New York's South Bronx neighborhood in the early 1970s. Over the last five decades, hip-hop's primary means of expression—deejaying, emceeing, b-boying, and graffiti—have become globally recognized creative practices in their own right, and each has significantly impacted the urban built environment

CLOSE TO THE EDGE: THE BIRTH OF HIP-HOP ARCHITECTURE – explores a design movement that embodies the collective creative energies native to young denizens of urban neighborhoods. Its designers produce spaces, buildings, and environments that translate hip-hop's energy and spirit into built form.

This exhibit was curated by Sekou Cooke, an architect, researcher, educator, and curator born in Jamaica and based in Charlotte, NC. He is the newly appointed Director of the Master of Urban Design program at UNC Charlotte and a recipient of the 2021/2022 Nasir Jones HipHop Fellowship at the Hutchins Center for African & African American Research at Harvard University.

The Octagon is the museum of the Architects Foundation, a 501c3 charity affiliated with The American Institute of Architects (AIA). AIA represents more than 95,000 architects internationally.

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Opportunity	Amount	Benefits	Details
Title Sponsor	\$20,000	<ul style="list-style-type: none">· Logo recognition on AF website· Logo recognition on exhibition banner, signage and printed materials· Recognition on AF and Octagon social media, including a dedicated Facebook and Twitter post· Quote in press releases and mention in any media related to the exhibit and associated events· Attendee contact information for any events requiring pre-registration· Opportunity to moderate online and/or in-person programming	<ul style="list-style-type: none">· Exclusive opportunity. No competitors will be approached to sponsor at other levels once agreement is executed.
Exhibit Partner	\$10,000	<ul style="list-style-type: none">· Recognition listing on AF website, exhibition signage and printed materials· Promotion through AF and Octagon social media· Mention in press releases· Mention in online and/or in-person programming· Invitations to in-person events; speaking opportunity· Attendee contact information for any events requiring pre-registration	<ul style="list-style-type: none">· Two opportunities at this level

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Exhibit Patron	\$7,500	<ul style="list-style-type: none">· Recognition listing on AF website, exhibition signage and printed materials· Promotion through AF and Octagon social media· Mention in online and/or in-person programming· Invitations to in-person events· Attendee contact information for any events requiring pre-registration	<ul style="list-style-type: none">· Three opportunities at this level
Exhibit Friend	\$5,000	<ul style="list-style-type: none">· Recognition listing on AF website, exhibition signage and printed materials· Mention in online and/or in-person programming· Invitations to in-person events	<ul style="list-style-type: none">· Four opportunities at this level

*Sponsorships less than \$5,000 are welcome. Benefit includes company/firm name listed on the AF website and on printed materials.