

# Project Iconic

Songwriting | Recording | Performance



## What is Project Iconic?

Project iconic is a program that was designed by Christian Hip-hop Recording Artist (F'rael) and Director of Youth Ministry (Park Avenue UMC) Darelle Williams to provide a space for creativity and artistic expression for youth and young adults within our church community and the greater Central neighborhood. Our goal is to come alongside young urban artists and provide a platform to use their voice in our community. Our vision is to help young artists recognize that they too are iconic. We often look to those who have notoriety as icons, diminishing our own talents, abilities, and creativity. Our goal is to change the narrative and celebrate the gifts found in ourselves. The word icon means; a widely known symbol. A person who is very successful or admired. We want to use music, writing and creative expression as a way for youth to find that within themselves.

## What we do...

Project Iconic partner's youth with music industry professionals to produce and record music (Hip-Hop, R&B, Pop, Urban, Inspirational etc.), poetry, spoken word and creative artwork (painting, drawing & digital art).



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## Phase 1

Four-week open mic night that will invite young artist in our community to come and share their gifts and talents with the community. All art forms are accepted for reflection.

## Phase 2

- Four-week writing workshop that will engage youth in learning, brainstorming, testing, and creating new artistic works. Students will work with industry professionals to assist with performance, recording, and production of their work.



## Phase 3

Students' projects will be professionally mixed & mastered and submitted for distribution as a collaborative album. Which will then be published to digital service providers such as iTunes, Apple Music, Spotify, Google Play, Amazon Music and more. All proceeds of the project will be fed back to the project for new students each year.

## Phase 4

Students will be invited to take part in the Project Iconic Showcase to display and perform our pieces at Park Avenue UMC. The showcase will invite local community members, Park Avenue church parishioner's and established local artist to applaud the students for their work and investment into their craft.

