



**ADORNMENT
STORIES**

MEDIA KIT



**Adornment
STORIES**

@ADORNMENTSTORIES

ABOUT US

WE PROVIDE MENTAL WELLNESS
INSPIRATION, ARTS EDUCATION AND A
PLATFORM FOR THE VOICES OF BLACK
WOMEN AND FEMMES.



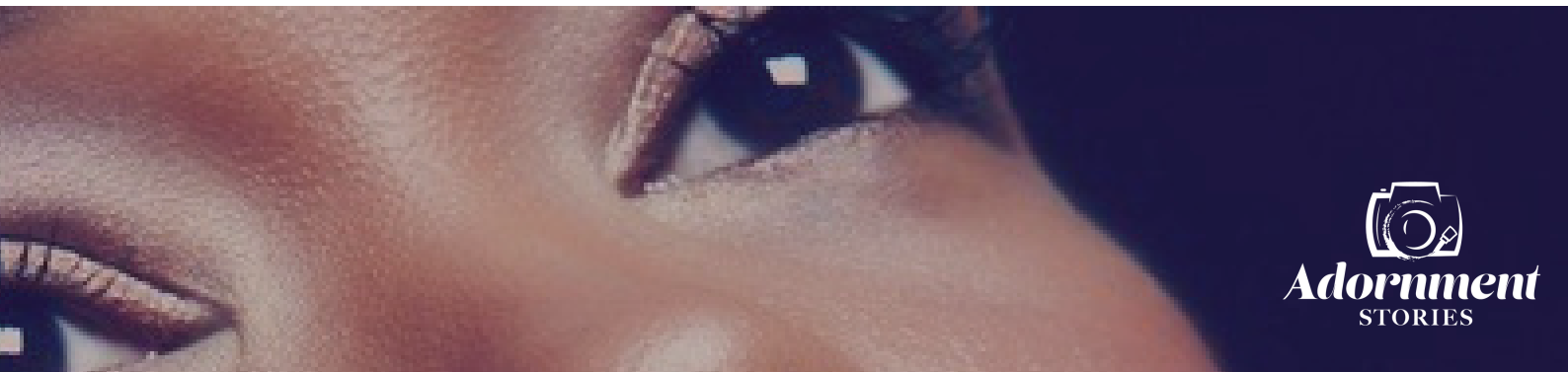
Adornment Stories is a collective of Black women/femme youth artists, educators and change makers with in-depth community artist experience who wish to cultivate spaces for others like us to safely tell their stories.

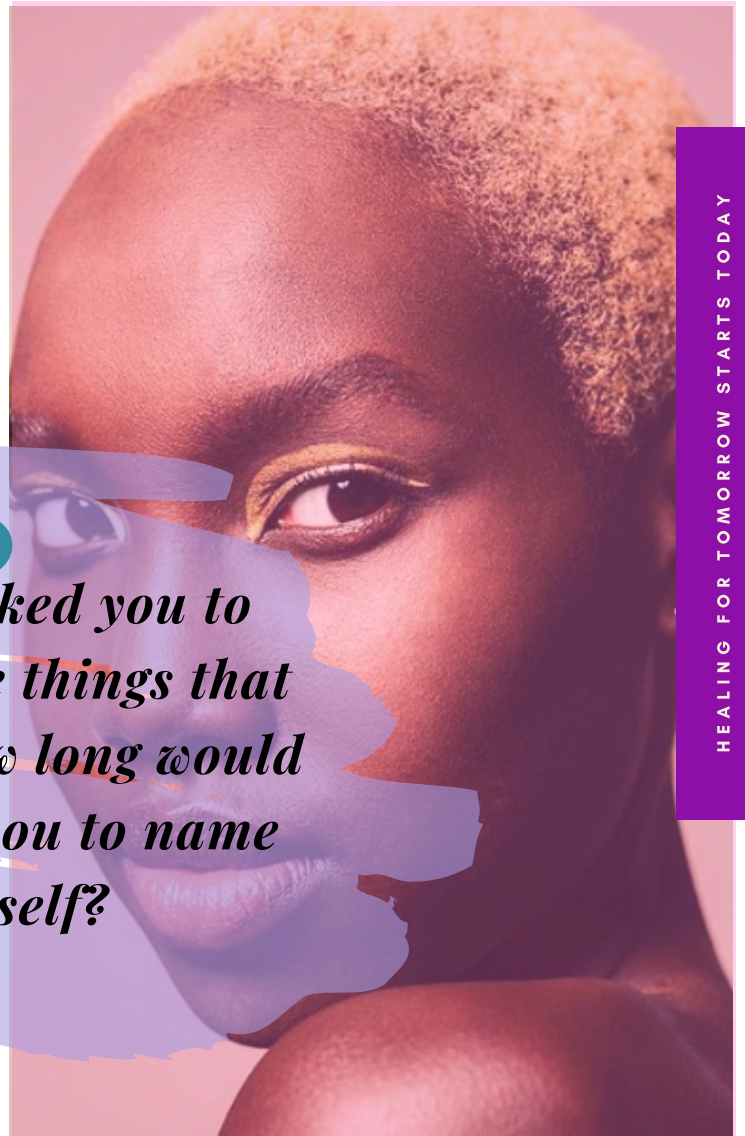
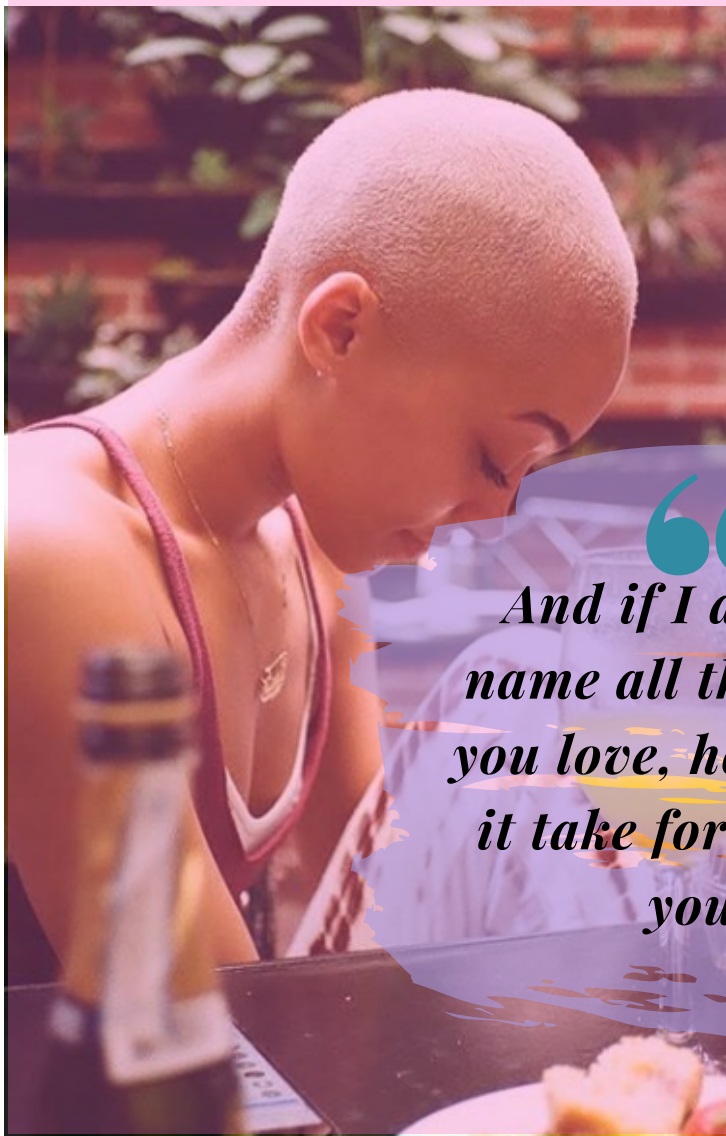


Mission

Creating authentic storytelling by building practical skills for genuine healing.

Our collective mission is to provide safer spaces for Black women/femme youth to discuss the issues that are impacting their mental health, develop self-love practices and increase earning capacity via digital arts education.





HEALING FOR TOMORROW STARTS TODAY

“

And if I asked you to name all the things that you love, how long would it take for you to name yourself?

OUR WHY

We aim to create safer spaces for wellness. We work at documenting the journey and stories of those we connect with so that you may follow our journey, witness our impact and join the storytellers bringing to life our stories of transformation and wellness. By doing so, we have developed training programs, and community workshops.

TANYA TURTON
FOUNDER

EMAIL

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WEB

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TRAINING WORKSHOP

Adornment: **Stories of Transformation** is a space committed to connecting the intersections of art, beauty and wellness.

OUR BREAKDOWN

Adornment Stories is a community grassroots facilitation and mental health training program using digital media and adornment as relevant tools for connecting with youth and building their capacity.

Participants will capture their stories, edit content, host a digital seminar and exhibit, facilitate workshops for the community, eventually graduating the program with a tangible certificate of facilitation.

“

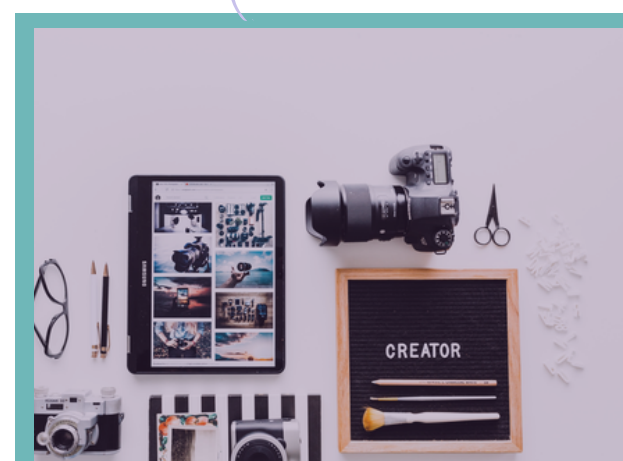
I would really recommend this program to black people who are interested in adornment, make-up, photography, content creation and who want to build community with other like-minded black folks.

— Sade Petlele, 2018 Cohort

”

OUR PURPOSE

This workshop is a **healing space prioritizing the healing of Black women and femme** identified black folks in the unique ways we relate to art, beauty and wellness. This program explores storytelling in the forms of digital arts, media, writing, build facilitation skills, and explore body adornment for improved wellness, self-care and healing.



JOURNEY

FOR THE ADVENTUROUS SOUL

"Adornment" as a project was birthed from a workshop tour in Toronto, New York and Detroit focused on media, arts and wellness. After having many conversations and hearing Black women/youth share similar pain it sparked an idea in Tanya to create a safer space in her neighborhood for healing and community building. Our main goal is to build collective care that reminds people there is transformation in our stories.

"I want Black folks to look at my journey and know that they are not alone. That it is possible to not be okay and create from that place. I believe that creating from these kind of spaces of trauma can be the very thing that centers us in our healing."

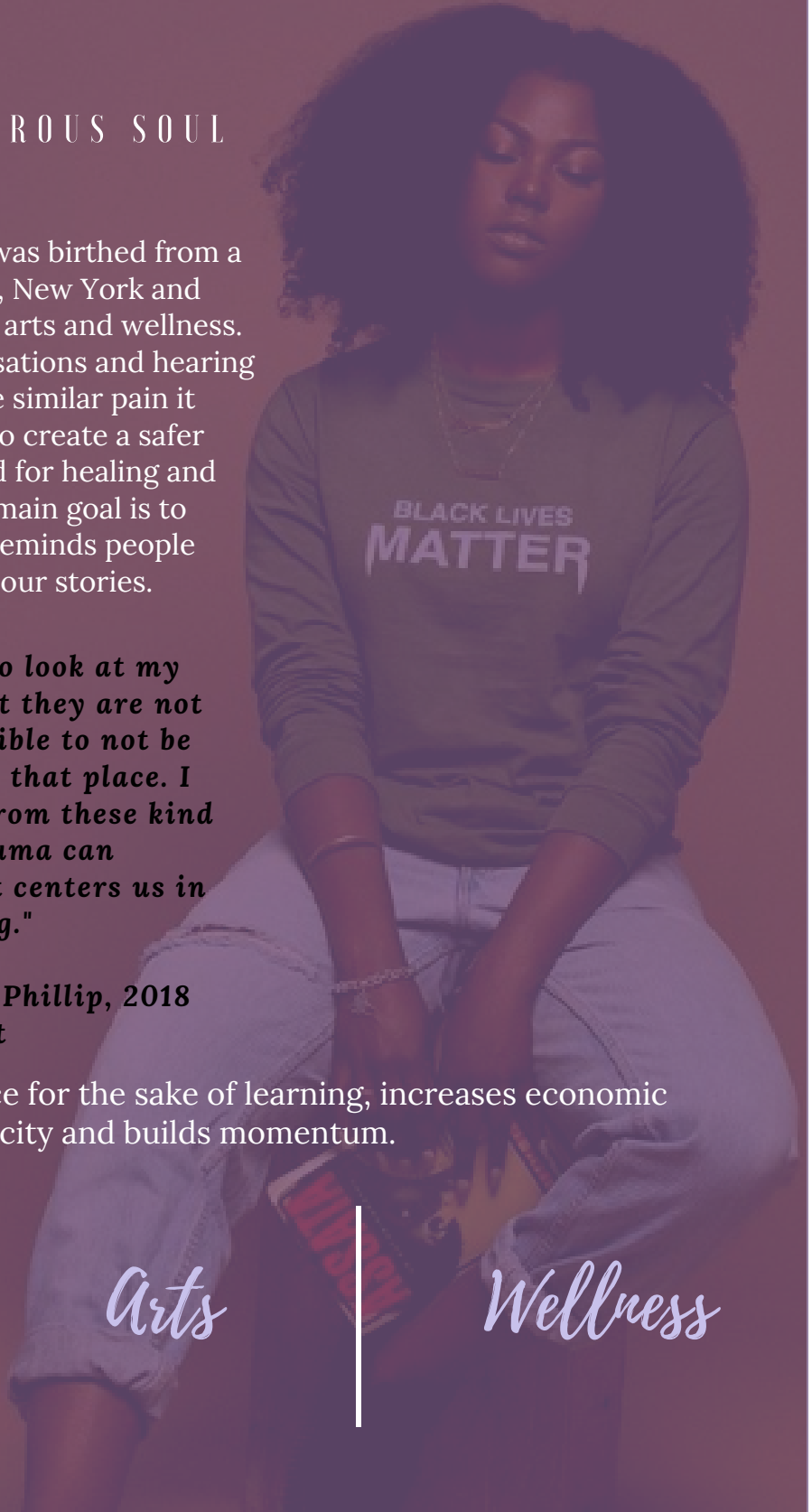
-Shenikwa Idona Phillip, 2018 Cohort

Creating access to space for the sake of learning, increases economic capacity and builds momentum.

Education

Arts

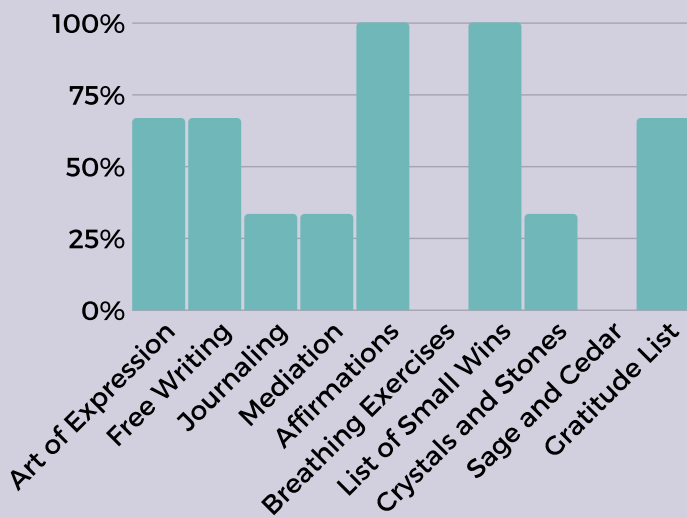
Wellness



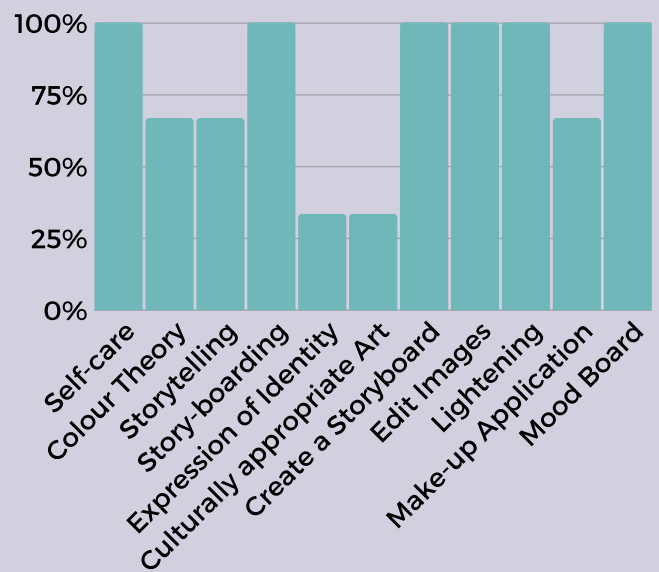
Community Is Where The Heart Is

After our first cohort graduated from the program, we asked them about their experiences. The following were our results.

What additional wellness practices have you gained?



What additional skill sets did you gain from this project?



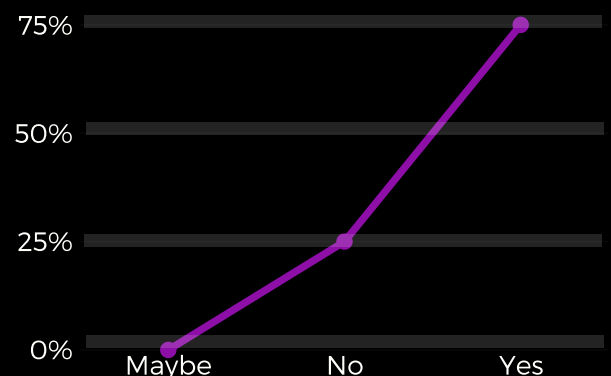
**BLACK WOMEN AND FEMMES
UNDER 29 NEED SPACES FOR US TO
CREATE AND CARE FOR OUR HEALTH.**



Quotes on how the program improved their creative confidence

- "Improved my knowledge of camera work, and lighting. Being able to ask questions has helped me feel more confident about working with these tools in the future."
- "Having access to tools to enhance my art, has improved my photo and editing skills."
- "It has helped me to execute my message clearly and accurately. It's made my work understandable and engaging"

OUR 2019 COHORT SAID THEY EXPERIENCE MENTAL WELLNESS CHALLENGES



VIRTUAL EXHIBIT

| *Protecting Our Power* |

Each year our participants are asked to tell their stories using digital media, adornment and mixed medium art. We go on a journey of self reflection, mood board creation, story boarding and creative visioning.

The goal is to always pin point moments of transformation and change in our lives, the moments that have defined us, or redefine us and tell our stories, or to re-imagine them.

Through storytelling we reclaim our lives, tell our truths and gain perspective. Many participants begin the training program with no clarity of their art or their identity as artist, but on this journey we collectively tap into the power of creativity and our personal power to transform our lives.



"Stories are told through many mediums beyond a canvas, pen or paper. It also includes make-up and photography. Adornment Stories has introduced the concept of linking healing to creativity, by providing holistic healing practices that benefit the creative process."

-Adia Nesbeth, 2018 Cohort

ADORNMENT STORIES

PROFILE

Adornment stories provides space for transformation no matter what stages we are in our lives as Black women/femmes. Our collective drives itself for the protection of our mental wellness, through the arts and education. Freeing ourselves allows us to free others. We create spaces to fill the untold stories of our Black identities.

SERVICES

Facilitation and mental health training program

- Photography and Editing
- Beauty and Wellness
- Writing
- Mental Health Awareness Campaigns

FUNDERS

- ARTREACH
- TORONTO ARTS COUNCIL
- CITY OF TORONTO
- PRIVATE FUNDING

COMMUNITY REACH

Total Social Media Followers



201

Total Campaign Engagement



4,442

Total Visits to Resources Page

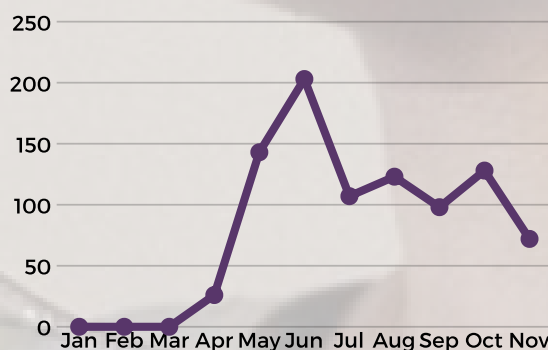


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Two Years of Successful Events and Cohorts

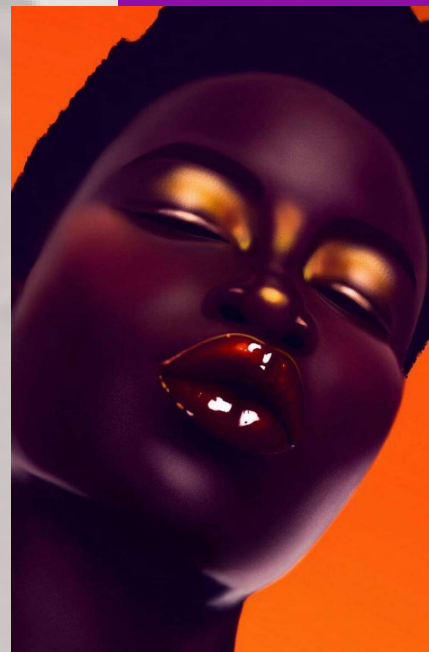
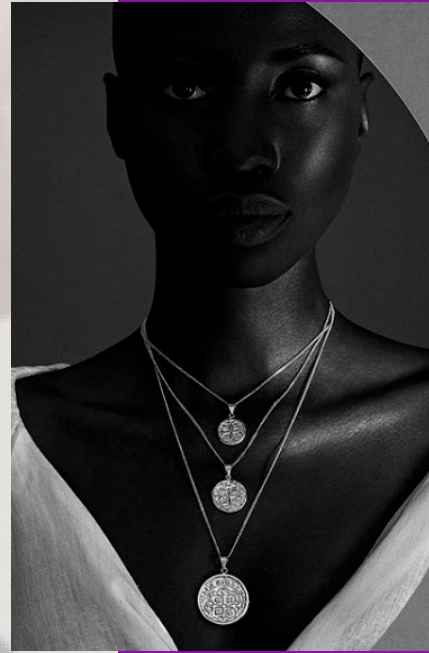
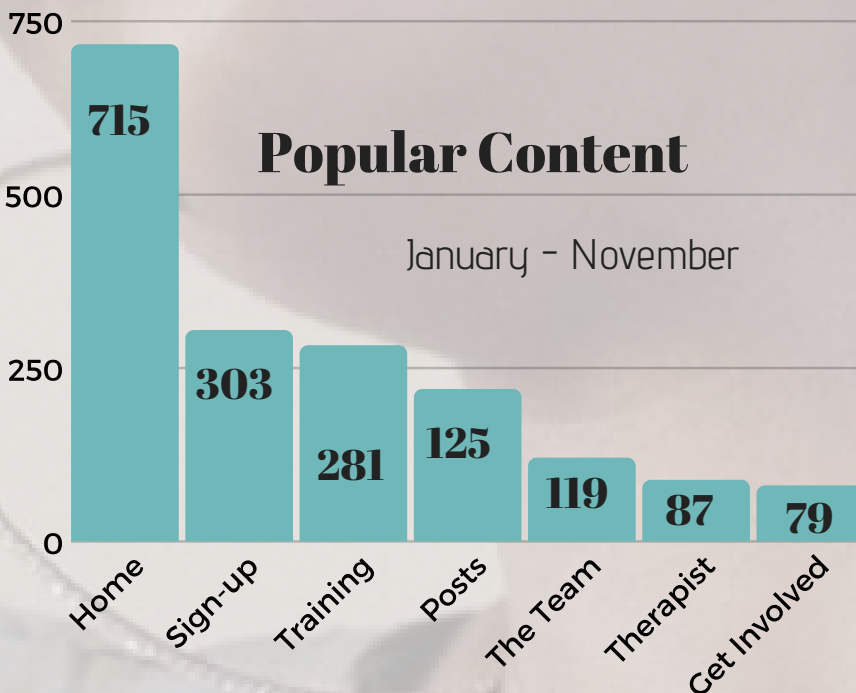
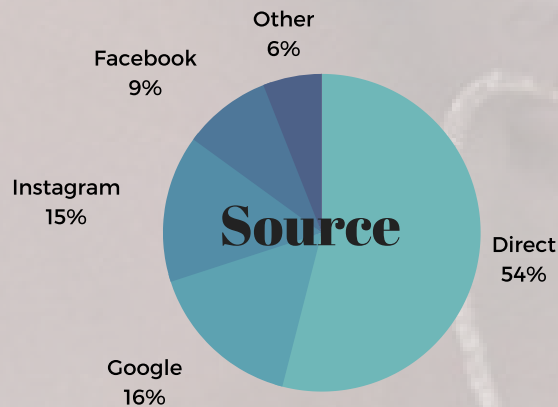
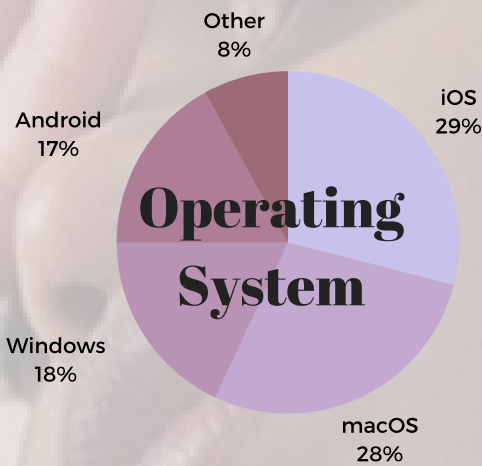
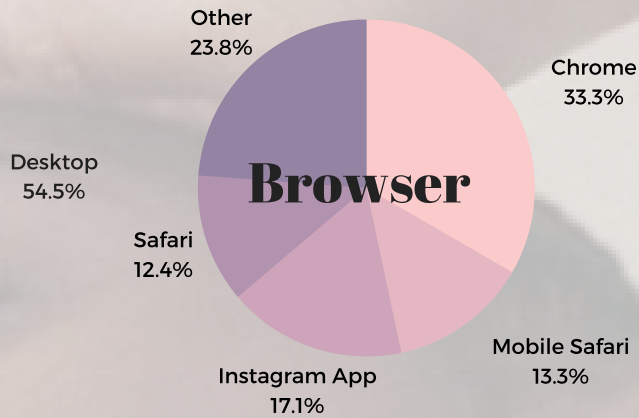
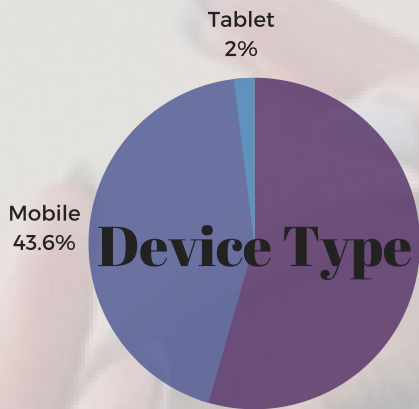
WEBSITE STATISTICS

This line chart is the total of website visitors for this year dating back from January until November 2019. Our visitors are mainly from the GTA.



WEBSITE STATISTICS CONT'D

The following graphs highlight the devices used by our visitors, alongside the source and browser.



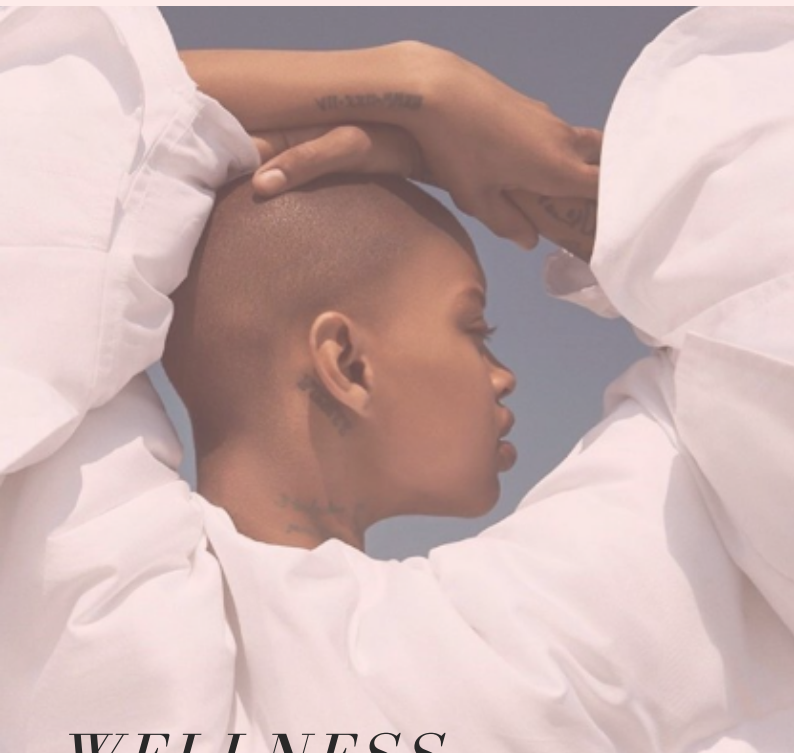
OUR PILLARS



ADORNMENT

Adornment includes everything from hair, make-up, jewelry and nails to your fave essential oils. Everything we add to our body in order to physically beautify ourselves is part of the adornment process. Black women and femme folks have adorned their bodies for centuries. We have done this in times of celebration and mourning.

Beauty has been part of our spiritual and wellness practices since before colonization and remains fundamental to our sense of self and community. This is the basis of our platform and programming, using the ancient practice of adornment arts as a tool to connect us to our ancestors and inner self. Through adornment we have hard conversations and begin to transform our stories. We heal using the ancient art form of adornment, passed down through generations and left for us to thrive.



WELLNESS

Wellness for us is a holistic approach including mental, physical, spiritual and emotional. Wellness is created by lifestyle design that considers the whole person and all their experiences. This means also considering systemic stressors and life style stressors that make wellness a challenge on any given day.

We focus on mental wellness and the ability to implement lifestyle choices that make physical, spiritual and emotional wellness possible. Our definition of wellness is not based on mental illness diagnoses but the assumption that based on the social determinants of health, those most marginalized in society will need additional support staying inspired and crafting their wellness routines.

STORYTELLING

Storytelling has always been a tool and method for learning and unlearning in Black Communities. Our communities have used storytelling to communicate important information from one generation to the next. From oral to written form, storytelling helps us to understand who we are.

As a new generation we have chosen to incorporate digital storytelling and the ways digital media has helped us take back the narratives about our life. We archive our narratives and document our experiences to remind ourselves and generations after us "we are here". Through storytelling we process our understanding and transform our realities.



Director and Coordinator

TANYA TURTON

Hailing from Kingston, Jamaica and raised in Toronto, Tanya Turton is a Creative Entrepreneur and Wellness Educator. Tanya has committed her practice to empowering self-love and holistic wellness. Tanya describes her calling by saying "I facilitate and provide tools for people to fall deeper in love with who and how they are". Wellness and mental health became close to her heart when her older sister, who she describes as a beauty pageant socialite, died by suicide.

This event forever changed her life and her investment in community healing. In 2012, she graduated from Ryerson University with a Bachelors of Social Work degree. She later went on to complete the George Brown Entrepreneurship program in 2014. Tanya is also a licensed hair stylist. Tanya launched adornment stories as a one off workshop in 2016 and it has grown to be a movement, providing safe space for a new cohort of Black women and femmes yearly. Her vision is to build collective care spaces that remind people there is no need to simply survive, we can thrive.

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FONNA SEIDU

Fonna is a community-taught photographer with experience documenting 100+ events across North America. Graduating from Humber College in 2017 as a Project Manager, when Fonna's not behind the camera, her passion is helping artists become more organized by incorporating project management principles to their creative practice. With a background in digital media and visual arts, Fonna joined the Adornment team initially as a workshop facilitator teaching photography, videography, and editing skills to the participants

Her role quickly expanded to Creative Assistant allowing her to support with logistics. Having a strong background in project management, she easily took on a more supportive role during sessions that she was not facilitating. She has experience planning and executing over 45 unique projects and events, with budgets exceeding \$50,000. She also loves sharing information about project management, social justice, and organizational management.

Email: f.seidu@gmail.com



Project Manager



**Creative Operations and
Administration Assistant**

ADIA NESBETH

Adia was born in Toronto, though many of her formative years were spent in Brampton and Barrie, Ontario. After participating in the 2018 round of Adornment Stories, she joined the team in order to assist with future cohorts and expanding the platform. She currently studies English at Ryerson University.

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**Creative Operations and
Administration Intern**

SADE PETLELE

Sade is non-binary multidisciplinary artist and university student based in Toronto. They've lived in Oakland/California, Atlanta/Georgia and Johannesburg/South Africa, and living in these urban centres of black art inspired a lot of their creative growth. Their focus is using makeup and ink drawings to express cultural identity and history. Sade is an alum of Adornment Stories, and has returned in 2019 to support the team and future participants as an excited intern.

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Communications Consultant

JENNY MEYA

Jenny is an artist, a creative strategist and a storyteller who is learning to live in her purpose by advocating for true authentic storytelling. As a Black woman, Jenny believes that our stories come from a multitude of deep politics navigating through the affairs of sisterhood, self-care, identity, and diverse forms of beauty.

Jenny aims to find the crux of a story - the beautiful and the ugly as it is an honest inventory of where we are. Jenny is also a spoken word artist and is currently exercising her talents as a dancer, a self taught illustrator and is consistently developing new projects. She is an introvert with a whole lot of magic!

Email : adornment.communications@gmail.com



Adornment Stories

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QUESTIONS?

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ADORNMENT.STORIES@GMAIL.COM

LET'S CONNECT!

