

CRISTIN TIERNEY

Portland-Based Artist Selected for NFL's 2024 Artist Replay Initiative Spotighting Diverse and Emerging Artists



Portland-based artist Julian V.L. Gaines

By The Skanner News | The Skanner News
Published: 25 September 2024

Portland-based artist Julian V.L. Gaines will be included in the National Football League Artist Replay program for 2024, reimagined to spotlight BIPOC and emerging artists throughout the season and culminating in an exclusive gallery during Art Basel. Inspired by the world of football, he has created a one-of-a-kind piece that will be on display at Miami Art Week.

CRISTIN TIERNEY

Established to amplify diverse voices, the Artist Replay program connects the NFL's rich culture with the broader arts community. Renowned photographer Cam Kirk will curate five artists, including Gaines, inspired by the world of football, as they each design and create one-of-a-kind pieces that will be on display at Miami Art Week. Beginning in September and going throughout the season, the NFL will spotlight these five artists in content that gives an in-depth look at their artistic journeys, the creative process in their chosen mediums and the inspiration behind their Artist Replay pieces. Each profile video will set the stage for a special gallery event during Art Basel in Miami, where their designs will be displayed, providing a unique glimpse into the cultural impact of football through art.

"The goal is always to create platforms for diverse artists to shine, and where their work can resonate with people around the world," said Cam Kirk, photographer, program curator, and founder of Cam Kirk Studios.

"By amplifying their art, we're not only elevating their voices but also deepening the connection between the game and its fans."

Kirk, known for his work with prominent hip-hop artists like Megan Thee Stallion, Migos, Future and 21 Savage, brings a unique perspective to the program, further connecting the worlds of sports and culture.

"NFL Artist Replay blends the worlds of art and football, and with Cam's artistic expertise and guidance, this program will bring to life talented artist interpretations of the sport," said Eddie Capobianco, vice president of influencer marketing at the NFL. "Being able to feature their pieces in all different mediums at Art Basel is a huge opportunity to authentically connect with football fans and art lovers on a whole new level."