

CRISTIN TIERNEY

The Portland Observer

Portland-Based Artist Selected for NFL Replay Program



Julian V.L. Gaines (Photo Courtesy of nfl.com)

September 25, 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. Originally from Chicago, Julian V.L. Gaines now lives and works in Portland, Oregon. He received his BFA in Drawing and Painting from Northern Michigan University in 2015.

Gaines collaborated with Nike to create the collection "Game Worn". As part of the sneaker release, he led a weeklong workshop that included art classes at Chicago's South Shore Cultural Center. Gaines has received editorials from Northern Magazine, HYPEBEAST, and

CRISTIN TIERNEY

The New York Times. In December 2020, his artwork was featured on the cover of New York Magazine. His work has been exhibited in numerous solo and group exhibitions, and is in notable private, public, and corporate collections, including NIKE, Beaverton, OR; Portland Art Museum and SoHo House, Portland, OR.

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."

As part of the program, the five selected artists will join Kirk in Miami in December to showcase their work at the NFL's Art Basel gallery event. The artist selection includes:

- Cristina Martinez, contemporary visual artist (Seattle, WA)
- Julian Gaines, painter (Portland, OR)
- Sophia Yeshi, illustrator and designer (Brooklyn, NY)
- Murjoni Merriweather, sculptor (Temple Hills, MD)
- Mike Ham, oil painter and illustrator (New York, NY)

CRISTIN TIERNEY

Since its inception, the Artist Replay program has been a platform for diverse artistic expressions and this season promises to build on the initiative, bringing even more voices and stories to the forefront.