

KNOWLEDGE IS POWER.
ART IS RESISTANCE.
CHANGE FOR THE PEOPLE,
CAN ONLY BE MADE...

By the People

6 X 1HR Anthology Series

underknown.studios





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[underknown.com/studios/
by-the-people](https://underknown.com/studios/by-the-people)


IT'S TIME

The background of the entire image is a complex, multi-layered mural. On the right side, a large, detailed eye is rendered in shades of blue, green, and yellow. The rest of the image is filled with bold, colorful geometric shapes and textures, including a prominent yellow triangle and various blocks of red, blue, and purple. The overall style is reminiscent of street art or a modern mural.

Less than one fifth of states have mandatory civics education.

Only a quarter of Americans can name all three branches of government.

Only one state requires community service to graduate high school.



But intrepid **American artists**
have taken civic consciousness
to the

Streets.

It's time to take
it to our

TELEVISIONS

too.

OVERVIEW

A woman in a black hoodie is looking through the nozzle of a spray can. The spray can is held in her hand and is spraying paint. In the background, a street artist is painting a mural on a wall. The mural features a large, colorful figure, possibly a person or a creature, and a blue and white abstract shape. The scene is set outdoors, with a blue sky and some greenery visible in the distance.

What students aren't learning in the classroom, artists are teaching us in the streets with stunning public art.

By The People brings us inside this unique resistance movement.

Each episode of this groundbreaking series follows a street artist from a different American city who is exploring a cause close to their heart and their community. They'll be inspired by their explorations to create wondrous public art that dazzles our eyes, empowers our minds, and even clenches our fists.



Like **Chef's Table** for political art, this series re-boots and rewrites the concept of the civics textbook by using the streets, parks, courts and walls of America's cities and towns.

Part intricate biography, part passionate mission, part sensational artistic journey,

By the People

is the civics lesson you didn't know you needed.

THE STORYTELLING

POV

This series follows a single artist throughout each episode.

The bulk of the series is made up of on-the-ground follow segments as they hunt for more information about the **social/political concept** that they're trying to express artistically and then **fully realize their creation for everyone to interpret and enjoy.**



Biography

Throughout each episode, we'll give you the artist's backstory to truly understand

how they came to be one of the nation's preeminent street artists

and why they've dedicated their professional lives to addressing the injustices that surround us all.



On-The-Ground Explorations

In each episode, our artist speaks to three individuals or groups who have been directly affected by, or are directly affecting, the artist's chosen topic. Through these investigations, we'll also learn the intricacies of these complex subjects and **see firsthand the challenges to solving them.**



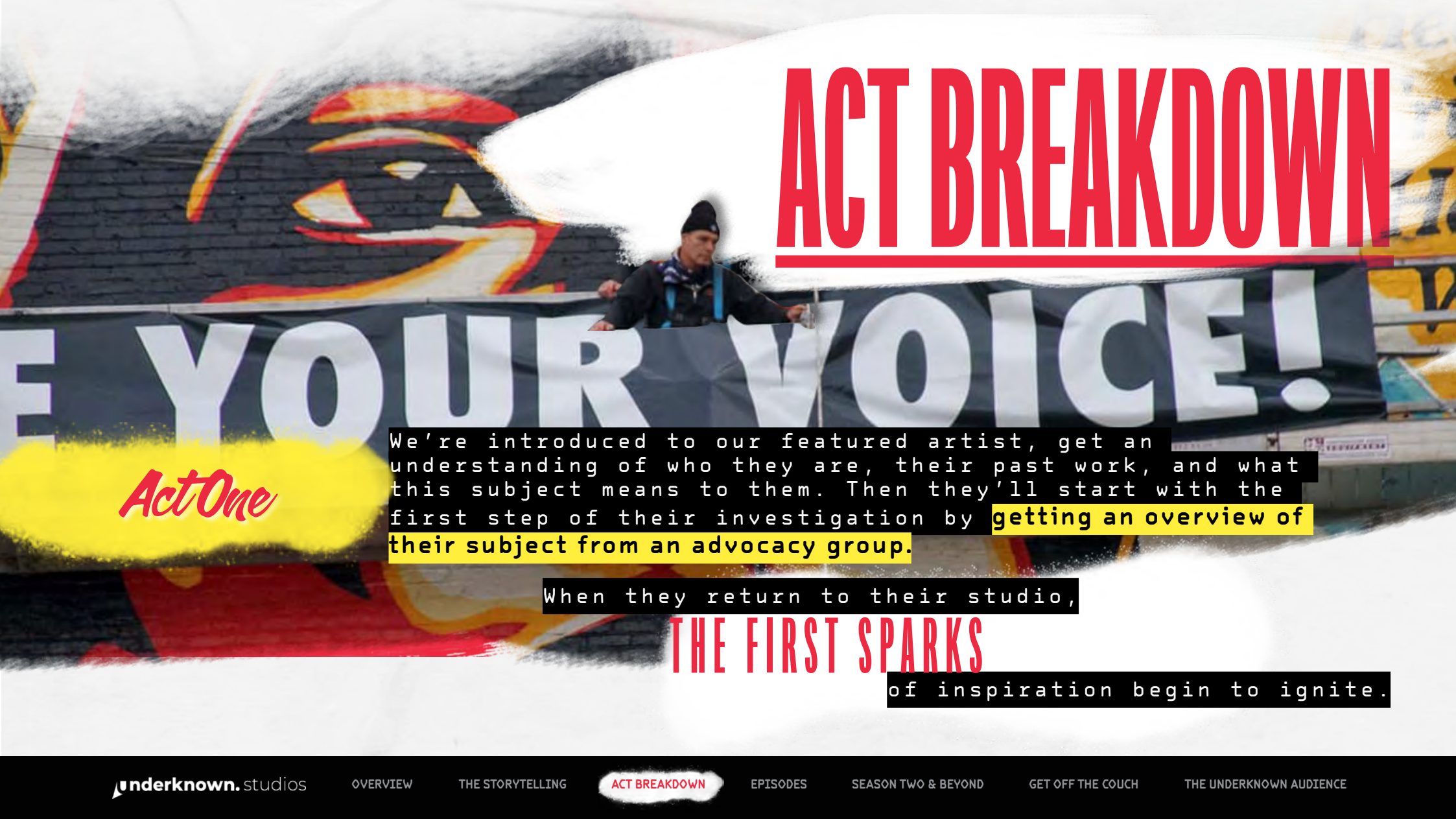
Artistic Journey

The spine of the series is taking **an inside look into the creative inspirations,** processes, and techniques of our artists. We'll get to see for ourselves the enormous talent, dedication, and skill that goes into executing these masterpieces of public art

AND MAYBE

even be inspired to pick up a brush ourselves.

ACT BREAKDOWN

A person wearing a dark jacket and a beanie is holding a large black banner with the words 'YOUR VOICE!' written in large, white, bold letters. The banner is held up against a wall covered in colorful graffiti, including a large yellow and red face. The scene is outdoors, possibly at a protest or public art installation.

E YOUR VOICE!

Act One

We're introduced to our featured artist, get an understanding of who they are, their past work, and what this subject means to them. Then they'll start with the first step of their investigation by **getting an overview of their subject from an advocacy group.**

When they return to their studio,

THE FIRST SPARKS

of inspiration begin to ignite.



Act Two

We return to find our artist frantically sketching out their earliest ideas, talking through their thoughts as they go.

These insights lead us into their biography: the first time that they picked up a brush, their early explorations of their talents, and their first encounters with civil rights actions.

THEN

they're on their way to have a hard hitting conversation with someone who is directly impacted by the episode's issue.

Act Three

Not only does our artist need to figure out what they will paint, but where they will paint it. Using the advocacy group from Act One, **our artist scopes out potential locations for their mural.** Oftentimes in public art, the size and setting of the wall helps to determine the work itself.

Once they choose their space, they return to draft their concept or continue in their unique process and again, we explore their biography through a

SPECIFIC, MEANINGFUL
project that they are most famous for.

Act Four

Throughout Acts Four and Five, we will constantly return to montages of our artists' beautiful murals as they begin to paint.

In the meantime, they'll take part in a social action that directly benefits their cause, so that they can see how those activists who aren't artistically inclined make themselves heard.



Act Five

The mural is well underway and, again, we return to our artist's biography to catch up to the present moment, intercut with beautifully shot painting segments.

As our artist is completing their work, those who assisted them in the subject's exploration visit to discuss its themes and progress.



Act Six

The artist reveals the completed mural to the community, those that helped educate in its replacement, and the audience at home.

Over the ensuing party, we hear the final thoughts of our artist on their journey and what more can be done to help this essential issue.

Episode One:

CADEX HERRERA

Minneapolis, Minnesota





The Immigrant Experience

Cadex Herrera is a multi-disciplinary artist who is most famous for his Black Lives Matter mural at the site of George Floyd's murder. Cadex brings awareness to humanitarian, social, and environmental justices by championing his culture, history, people of color, immigrants, and marginalized people. He aims to create art that empowers the viewers and elevates the themes he explores.

In Cadex's episode, he will attempt to capture the experience of the American immigrant community in Minneapolis.

In a city that is 63% white, the difficulties of alienation can be great. Cadex, a Bolivian immigrant himself, will explore both his own journey in Minneapolis while meeting with the Head Waters Foundation, The Immigrant Law Center, and the Minneapolis Foundation as well as meeting real immigrants in their communities to hear about their journeys firsthand.



Episode Two:

SAM KIRK

Chicago, Illinois





LGBTQIA+ Representation

Sam Kirk is a fine artist who explores culture and identity in multiple mediums. Her work has been featured in O Magazine, and Forbes and she has collaborated with global brands and US non-profits. Sam was named one of the top 50 artists of 2020 in Chicago by New City Magazine and was the recipient of the 2021 Human First Award by the Center on Halsted.

In her episode, Sam is excited to bring awareness to the LGBTQ+ community in Chicago and their historic underrepresentation in the artistic community.

As both a BIPOC and LGBTQ+ artist, Sam's work is an ongoing narrative about how life's experiences impact our identity.



Episode Three:
SOPHIA VICTOR

Brooklyn, New York



Police Brutality

Sophia Victor has dedicated her life's work to exposing the stories and experiences of individuals who are striving to overcome injustices. Her incredible experiences as a visual artist and muralist for justice work was cultivated by Groundswell, a non-profit arts organization who directs youths' artistic skills towards shedding light on different social justice issues through large-scale murals.

Fifteen years later, Sophia is at the top of her game in both fine arts and teaching. Her work includes big, bold series on the Central Park 5, rights of the homeless, and a collaboration with Amnesty International that focused on political incarceration. **In Sophia's episode, she'll be tackling another series on police brutality, this time using face to face meetings with the NYPD and police brutality activists across the borough.**



Episode Four:
TIMOTHY B

Oakland, California

Mass Incarceration

Timothy B's multimedia skills take the form of both vibrant murals and afro indigenous tattoos, while his singular style is inspired by afro futuristic perceptions. Using his art he hopes to inspire, elevate, and alleviate people from the fear of not being 'capable'.

In his episode, Timothy B will tackle the issues surrounding mass incarceration through the lens of the African American experience. Through on-the-ground community advocates who are trying to smooth the difficult transition for newly released prisoners and active organizations who are steering youth away from the justice system, Timothy B will conceptualize and realize an incredible mural to memorialize this struggle.



Episode Five:

ERIN MILLER WRAY

Los Angeles, California



Education Reform

Erin Miller Wray is an artist and designer who specializes in hand painted visual branding. Normally, her work is featured in outdoor ads, branded content, social media, and public art. Influenced by the rock n' roll glamor of her hometown of Memphis, Erin's work features punchy colors that wow passersby. Her transition to large-scale projects came after seeing the benefits of public artwork on individual communities.

For *By The People*, Erin is embedding herself into Los Angeles public schools to hear the struggles of administrators, teachers, parents, and students alike. In the age of constant de-funding, active shooter risks, and the dangerous two-tier education system that's rampant in LA county, Erin wants to brighten up the public schools by colorizing their courts in her unique and stunning motifs.

Episode Six:

FABIAN WILLIAMS

Atlanta, Georgia



Voting Rights

Fabian Williams, aka "Occasional Superstar" is a fine artist who, after 13 years in the advertising industry, decided to move into a purely expressive practice where he had the freedom to express more political and socially relevant contemporary themes.

Fabian doesn't need to look far for an issue affecting his home of Atlanta, Georgia. The state has recently been one of the central battlegrounds of false election fraud claims, recounts, and vicious gerrymandering. Voting is meant to be an inalienable right, but it sure doesn't feel like it. After exploring the issues thoroughly,

Fabian will create a new work, using his trademark everyday superhero style, to visually illustrate the orchestrated chaos that voters have had to endure.

HOSEA
Williams

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SEASON TWO & BEYOND

Future Issues

With many, many more issues to explore beyond season one's topics, there are countless potential stories and artists to profile in future seasons of

By the People

The Free Press: What happens if it disappears?

Taxes: What do they actually pay for?

Civil Rights: What are we still fighting for?

Indigenous Rights: Is reconciliation possible?

Healthcare: Why can't we have what the rest of the world does?

Climate Justice: How can we hold polluting companies accountable?



Like *Chef's Table*, *By The People*, is ready for adaptation into other markets (*By The People: UK*, *By The People: France*) to tackle their individual issues and showcase their unique artistic talents.

While this version of the series centers on the American experience, a global version is well within reach. With outstanding artistic talent across the globe, *By The People* is perfect for a big, global streamer or a spin off season that shows off what the world's public artists have to offer.

FRANCHISE POTENTIAL

GET OFF THE COUCH



By The People isn't your
Typical TV fare

Not only will the series take a look inside the creative process of America's most prominent public artists, but the audience will be able to visit the results of these odysseys in the real world.

Our viewers will be able to leave their living rooms, stand in front of these amazing works of art, and know the full context of both the work that went into it and the contemporary struggles that it captures.



Through

We're not only encouraging Americans to explore the issues that affect them most, but also give them

RESPONSIBLE ORGANIZATIONS

who are working on the frontlines of these issues.

THE UNDERKNOWN AUDIENCE

Underknown is your **built-in**
celebrity attachment.



63 M
followers



120 M
unique views/month



10
languages



When our TV shows go live, we'll be able to activate this fanbase with an **extensive built-in marketing campaign in the form of:**

Host Reads

We'll create bespoke house ads inside of all our most popular shows that will activate our followers to tune in or sign up to watch our shows.

Social Shout-outs

A custom social awareness campaign on all of our TikTok, Twitter, Instagram, Facebook handles.

Polls

Our community is active and engaged in the production of our shows. We'll create custom polls in our YouTube and Facebook community pages to notify our audience of the launch dates and viewing times.

CONTACT

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