

BEAU MCCALL MINI CASE STUDY



New outreach and marketing strategy generated a higher-profile, increased opportunities, and amplified the artist's legacy.

AT A GLANCE

Challenges

- Artistic Legacy
- Acquisitions & Sales
- Exhibitions & Public Programs
- Press & Online Presence

OBJECTIVES

Beau McCall, a creative artist who creates wearable and visual art using clothing buttons and the creator of Triple T-shirts, sought to secure his artistic legacy of 40+ years. To achieve this he wanted to generate acquisitions and sales for his works; land more exhibitions and public programs opportunities; and cultivate a stronger press and social media presence.

SOLUTIONS

To achieve these goals Souleo booked 20+ virtual studio visits (during the height of the Covid-19 pandemic) with leading art world professionals. The studio visits served to introduce these individuals and institutions to McCall's work and explore collaborative opportunities. In addition, Souleo led the rebranding of all marketing collateral for McCall and Triple T-shirts, produced engaging social media content, organized McCall's papers, developed and pitched exhibition and public program proposals, and managed a team of independent contractors for publicity, graphic design, and photography services.



Souleo has been instrumental to increasing my success with his brilliant ideas and ability to plan and execute.

Beau McCall
Creative Artist

BENEFITS

Artistic Legacy

Achieved an artists' book deal with SHINE Portrait Studio@ Express Newark, Rutgers University-Newark and guest edited the publication, "REWIND: Memories on Repeat." We are currently fielding offers from various institutions to acquire McCall's papers to ensure his legacy is accessible to future generations.

Acquisitions & Sales

Placed McCall's work (including Triple T-shirts) into multiple permanent collections including: Museum of Arts and Design, Philadelphia Museum of Art, Victoria & Albert Museum, The Museum at FIT, and The Schomburg Center for Research in Black Culture. McCall was also commissioned by the Museum of Arts and Design to create the 2022 MAD Ball Awards. Plus, Triple T-shirts retail sales have increased by over 50%.

Exhibitions & Public Programs

Secured the forthcoming debut retrospective of McCall's entire career, "Beau McCall: Buttons On!" The exhibition will debut in March 2024 at the Fuller Craft Museum and will travel and be accompanied by McCall's first-ever catalog. McCall has seen an increase in public programs with workshops and talks at institutions including the Museum of Arts and Design and Peabody Essex Museum.

Press & Online Presence

McCall and Triple T-shirts have been featured in numerous outlets including the Associated Press, NY Times, NY Post, EBONY, and ESSENCE. His social media engagement has increased by 30%.