



*A Village Folk Artist*

SHEL<sup>10</sup>

# A Village Folk Artist

**Celebrating artistry, heritage, and Black cultural legacy through the vision of A Village Folk Artist.**

**A Village Folk Artist** Exhibition is a landmark celebration of creativity, heritage, and legacy, featuring the work of Shelbi “SheL10” Toone, Columbus’ premier folk artist. Celebrating 40 years of life as an artist, SheL10 has woven her journey into works that tell the stories of ancestry, resilience, and community. This exhibition not only highlights her personal legacy but also affirms the significance of Central Ohio’s Black arts and cultural preservation. More than honoring the past, this exhibition is about inspiring the future.

At its heart, the exhibition is about intergenerational connection and affirmation. SheL10’s work sparks dialogue, affirming Blackness as both heritage and future. Rooted in truth, her art becomes both a bridge and a beacon, carrying forward the past while shaping the strength of tomorrow. Each piece serves as a cultural teaching tool, lifting sacred traditions to the forefront and ensuring that Black heritage is honored, preserved, and lived in real time.



**Shelbi “SheL10” Toone** is a cultural trailblazer whose work has shaped Columbus’ artistic landscape for over two decades. As an artist, curator, and community leader, she preserves history, sparks dialogue, and uplifts the voices of unserved communities. Her folk art, rooted in love, peace, and resilience, establishes her as one of the most vital cultural storytellers of her generation. Recognized as a leading force in Central Ohio’s arts movement, SheL10 creates spaces where art fosters unity, empowerment, and transformation. As she turns 40, she marks not only a personal milestone but also a celebration of heritage, life, and the connections that define her work. Her latest collection offers a rare opportunity to experience the depth of her artistry and vision. Her life exemplifies a village folk artist of today, turning everyday experiences, ancestry, and local culture into vibrant, living art. She bridges generations, preserves cultural heritage, and inspires her community, demonstrating that folk art is not just objects—it is a practice of identity, history, and connection.





**The 40 Black Art Buying Experience:** A Village Folk Artist is a powerful celebration of Black excellence through art, storytelling, and community connection. This unique showcase highlights the work of a modern-day village Folk Artist whose vision reflects heritage, cultural identity, and contemporary expression.

Through striking original artwork, thoughtfully designed apparel, and one-of-a-kind creations, this experience amplifies the voices that have shaped our community while inspiring the next generation. By preserving culture, fostering engagement, and honoring the Black experience, it provides a platform for artistic excellence among Columbus' cultural leaders, professionals, and collectors. More than a gathering, it is a call to witness, support, and celebrate the transformative power of Black art.

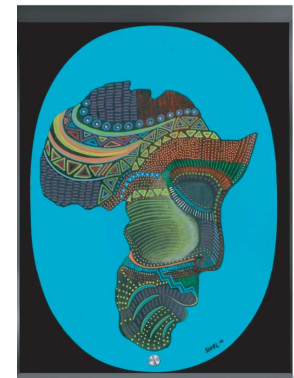


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# Keepsake Treasures

SheL10's art extends beyond the canvas, transforming into heritage-inspired fashion that collectors and families can proudly wear. More than merchandise, these creations are wearable art, infused with the vibrant colors, bold patterns, and storytelling that define her folk tradition. Each piece blends homage to ancestral roots with modern, fashion-forward design. From statement garments to limited editions, SheL10's wearable art celebrates Black creativity and honors tradition while making it part of everyday life, allowing communities and supporters to carry the spirit of Black excellence wherever they go.



Trademarked  
Appeal

The Face of My Father  
series is a trademarked  
collection, designed to be  
a signature piece.

# Black Excellence

Join us for an unforgettable evening where art, culture, and Black excellence converge. The VIP Showcase will feature A Village Folk Artist Collection with high quality one of kind art in themed rooms inspired by the stories, and traditions, each space thoughtfully designed to immerse guests in the heart of heritage, creativity, and collective memory.

At the center of the experience is the Shel10 Special Collection—a rare and powerful presentation of works that capture ancestry, resilience, and community through the visionary lens of Columbus' premier folk artist. Every piece reflects the beauty of Black life, connecting local history to broader narratives of African American excellence across the nation.

This intimate showcase invites collectors, patrons, and cultural supporters to explore, connect, and invest in a living legacy. By coming together to celebrate heritage through art, guests honor the contributions of past generations, affirm Black voices in the present, and help ensure that Central Ohio's rich cultural story continues to inspire for years to come.

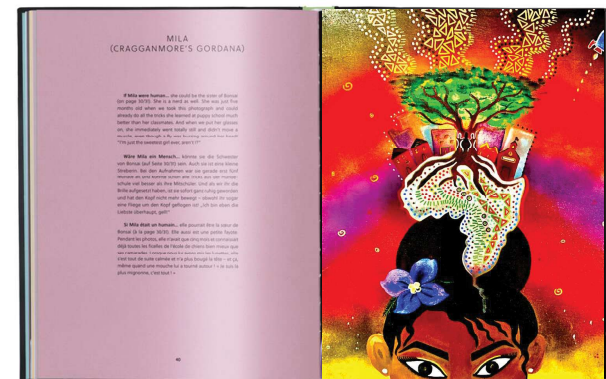




# Collector's Book

This stunning coffee table book celebrates the life and vision of Shelbi "SheL10" Toone, the cultural artist whose work embodies the soul of Columbus. Known as the Columbus Girl, SheL10 has spent decades creating folk art that weaves together themes of ancestry, love, resilience, and Black excellence.

Featuring vivid images of her most iconic pieces alongside personal reflections and cultural context, the book offers readers an intimate journey through the artistry and storytelling that define her legacy. More than a collection of artwork, it is a tribute to a hometown trailblazer whose creativity continues to preserve history, inspire community, and shape the cultural fabric of Central Ohio.



Coffee  
Table  
Book



# 40 Showcase

## VIP Private Studio Tour

An Exclusive One Night Only Must-See Experience:  
The VIP Showcase & A Village Folk Artist

This is more than an event—it's a once-in-a-lifetime cultural experience. The VIP Showcase and A Village Folk Artist Exhibition invite you into the world of Shelbi "SheL10" Toone, Columbus' premier folk artist, for an unforgettable evening of art, heritage, and celebration.

As a celebration of Black excellence at its highest level, this showcase is a tribute to ancestry, resilience, and creativity, rooted in Central Ohio—the heart of it all. For those who value culture, history, and community, this is the must-see event of the year.

## VIP Private Studio Tour

Guests will enjoy early access to SheL10's most powerful collection to date, with early access gallery tours, storytelling, and the unveiling of exclusive treasured keepsakes—collectors' items and wearable art you will want to claim as part of your own legacy.

# Buy Black Art

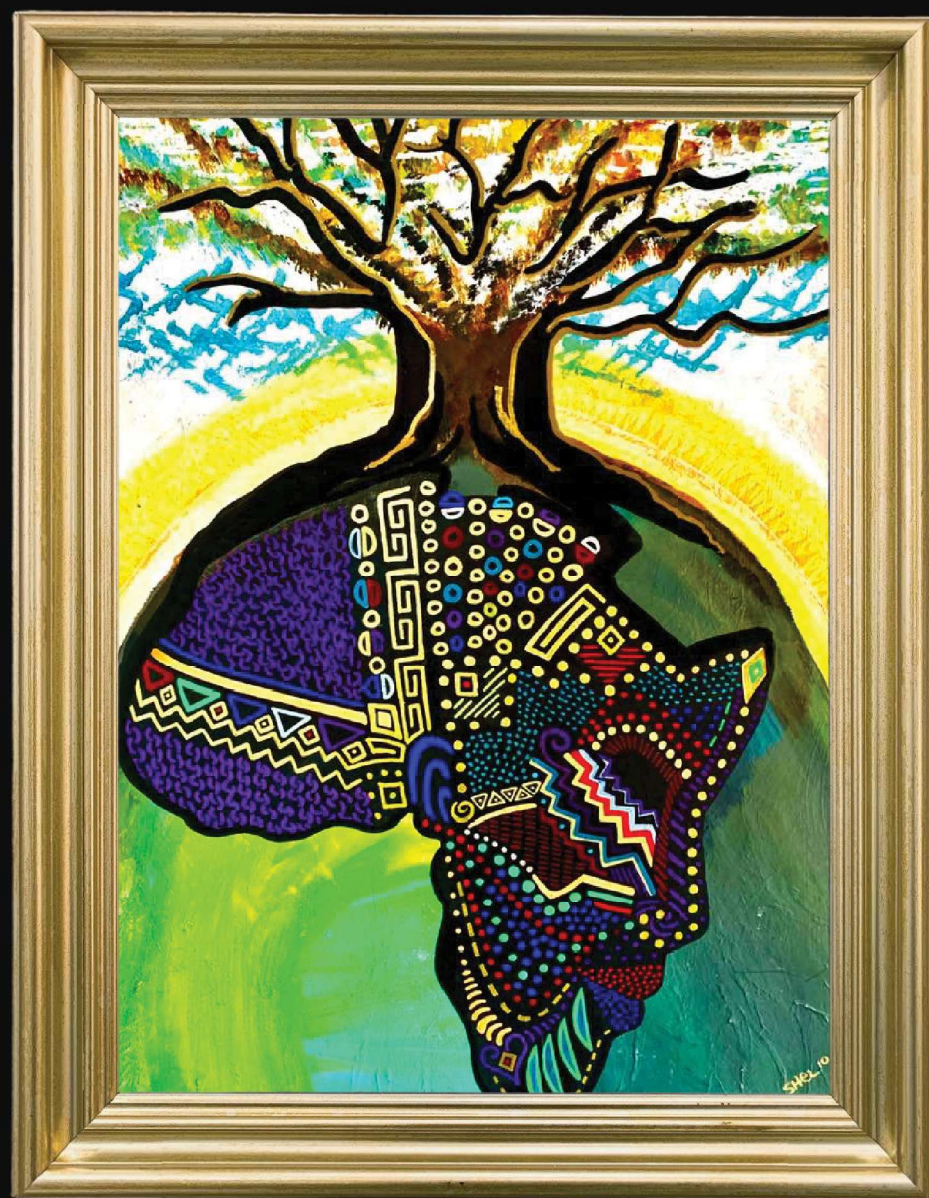
Buy Black, buy art, buy history. Investing in Shel10's work means more than owning powerful, original art—it's claiming a piece of culture that honors Black excellence and secures today's stories for tomorrow. Every purchase supports a living legacy, uplifts community, and ensures Black art and artists continue to thrive. When you buy Black art, you're not just collecting—you're preserving history in real time.

# Premier Dinner

Before the premier art showcase opens its doors, an exclusive VIP Dinner will honor the supporters and sponsors who make the celebration possible. Set in an elegant, intimate setting, the evening will feature a curated dining experience paired with early access to SheL10's Special Collection—a first look at the works that define her legacy as Columbus' premier folk artist.

Guests will be welcomed with a private preview of themed gallery spaces, guided by the artist herself, offering personal insights into the stories behind her creations. This rare opportunity will also mark the official launch of SheL10's collectors coffee table book, *Columbus Girl: The Art of Shelbi Toone*. Each guest will receive a signed copy, making them among the very first to hold this timeless keepsake.

The VIP Dinner is more than a meal; it is an evening of gratitude, connection, and cultural celebration. With fine dining, intimate conversations, and a behind-the-scenes experience of the showcase, supporters and sponsors will step into the heart of Black art, heritage, and excellence—securing their place as patrons of legacy.





Supporting and experiencing Shel10's original art is more than engaging with creativity—it's spreading love, preserving culture, and uplifting community. Each piece carries the spirit of heritage and resilience, offering a chance to celebrate Black excellence while sharing its beauty with others. By supporting Shel10, you help ensure that this legacy of art, love, and storytelling continues to inspire for generations to come.

## About The Artist

Principal Artist & Director, SheL10, llc.

Project Lead, Ohio History Connection  
Poindexter Village African American Museum (opening 2028)

### LEADERSHIP

Vice Chair, Columbus Art Commission  
Board Chair, All People Arts (Founding Director)  
President, Neighborhood Design Center  
Board of Directors, Ohio Alliance For Arts Education

### HONORS

2025 Alpha Phi Alpha Vertner Woodson Tandy Jewel Award  
2025 Columbus Business First 40 under 40  
2024 Gahanna Jefferson Hall Of Fame  
2020 Create Columbus Visionary Award  
2018 Creative Control Fest Community Award Honoree  
2015 Tapestry Dance Awakening Community Artist Honoree

### ACCOMPLISHMENTS

2024 McKinsey Accelerate Academy  
2023 African American Leadership Academy Cohort 20  
2018 United Way Project Diversity Cycle 27  
2017 Inaugural Near East Side Neighborhood Leadership Academy  
2016 Lincoln Theatre Expand Your Horizons Artist Incubation

### SPECIAL PROJECTS

Community Art Program, Aminah Is My Art Teacher  
Founding Muralist, Walt Neil Mural League

### AFFILIATIONS

Delta Sigma Theta Sorority, Inc., spr.06  
Central Ohio African American Chamber of Commerce  
Association Of African American Museums

*Shelbi “SheL10” Toone has been an artist her entire life. From the moment she could hold a crayon, she was creating and transforming everyday objects into works of art. Her love for history and culture began early, as she absorbed the stories of her community that would later shape her creative voice. As a child, she painted ceramics, created canvas works, and even sold her art—earning recognition and winning competitions at a young age. A true multi-talent, Shelbi also sang in choir, acted on stage, danced with joy, and excelled as an all-star athlete. She went on to run track at the collegiate level before fully embracing her calling as a fine artist, choosing to major in Graphic Design.*

*By her teenage years, Shelbi was already more than an artist—she was a designer, a strategist, and a community builder. With a sharp eye for design and a natural gift for communication, she became a driving force behind Black cultural programming and organizations, helping leaders amplify their voices and connect with their audiences long before she earned her degree. From the very beginning, Shelbi’s creativity was never just about making art—it was about building movements through design, storytelling, and vision. Her work has always been rooted in service, using artistry as a tool to uplift, preserve, and empower her community.*

*After receiving her Master’s degree, Shelbi launched her own creative services company, SheL10. This venture has allowed her to work across a wide range of projects, from branding and design to large-scale cultural initiatives. Over the years, she has trailblazed cultural spaces that increased access to art in Columbus, curating exhibitions and organizing programs that bring people together around history, heritage, and healing.*

*Today, through SheL10, Shelbi’s artistry is more than aesthetic—it is cultural work, community work, and preservation. Her projects honor the legacy of those who came before while opening doors for future generations. Each initiative she leads reflects her deep commitment to love, peace, and transformation through creativity, solidifying her role as a cultural artist and trailblazer in her community and beyond.*

Designer | Strategist | Cultural Organizer | Curator | Muralist | Historian | Exhibiting Mixed Media Artist | Master Teaching Artist

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**SHEL10**