



BEA

C O L L E C T I V E

Media Kit



Introduction

We are the mothers of culture.

No corner of the world has gone untouched by the influence of the Black trans femme community. Language, fashion, music, film, dance, theater — each aspect of our global culture can trace its origins to this motherhood.

Our mission and Vision

BTFA's mission is to create spaces for the production and preservation of Black trans art and culture by building community with Black trans femme artists and providing them with the resources and support necessary to thrive.

We envision a world where Black trans femmes can create without limitations.

Pictured: Iconic Founding Mother Sinia Alaia, Ballroom Icon, Recording Artist and Performer

About Us

BTFA is a community-based arts organization that builds community and mobilizes resources to support Black trans femme artists. We organize programming that centers and highlights Black trans femme artists, executive produce projects led by Black trans femme artists, and provide direct support to Black trans artists.

Jordyn Jay founded BTFA in 2019. In 2020, the grassroots organization raised \$1 million in one week with support from major figures including Indya Moore, Janet Mock, Charli XCX, Neil Patrick Harris, Troye Sivan, and Hunter Schaffer.

In the years since, BTFA artists have appeared on each season of HBO Max's "Legendary," held exhibitions at the UCLA Hammer Museum and the Public Art Fund, performed on Broadway national tours, and photographed and interviewed by major news outlets.

"We are organizing and building as a community, so that violence and trauma are no longer our only paths to recognition, while de-centering and destabilizing institutions and systems that have not offered us any other way. We are mobilizing our resources to offer paths of hope, resistance and imagination."

- **Jordyn Jay, Founder and Executive Director**



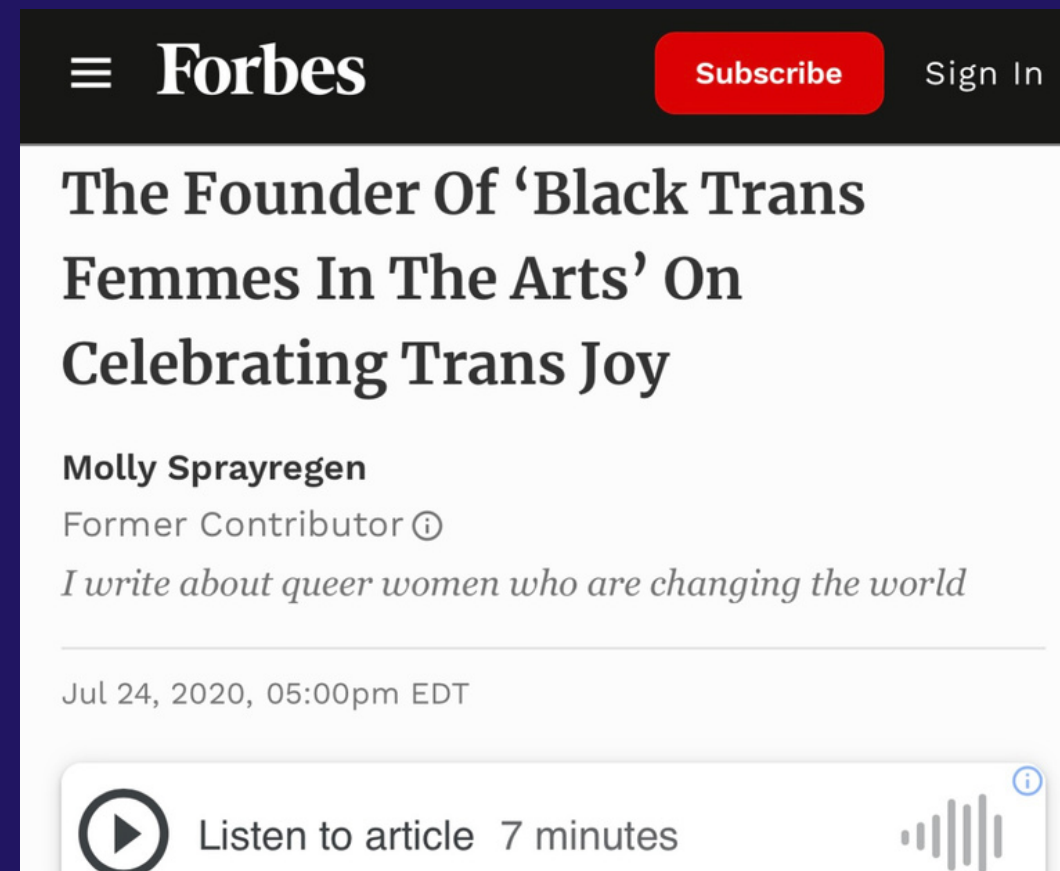
The Global Phenomenon

BTFA has come to be a global representative for the Black trans community. Our work and impact have been noticed worldwide by top celebrities, media outlets, and corporations, aiding in our exponential growth over the past 3 three years.



Celebrity Endorsements

BTFA has garnered support on social media from [Beyoncé](#), [Janet Mock](#), [Indya Moore](#), [Hunter Schaffer](#), [Troye Sivan](#), [Neil Patrick Harris](#), [Haim](#), and more



Media Coverage

BTFA and our artists have been covered by [Forbes](#), [Them](#), [Paper Magazine](#), [Office Magazine](#), [Teen Vogue](#), [Vogue](#), [Vogue Mexico](#), [Elle](#), [GQ](#), [Harper's Bazaar](#) and [The New York Times](#)



Corporate Partnerships

BTFA has partnered with and received donations from brands and companies like [Fashion Nova](#), [Hood by Air](#), [Deciem](#), [Maison Kitsune](#), [Lime Crime](#), [A24](#), [HBOMax](#), and more, and foundations like [Black Lives Matter](#).

What We Do

For our Community

First and foremost, BTFA is an incubator for the Black trans femme community. We develop workshops, lectures, meet-ups, classes, and other private events as part of a global network that inspires and supports the next generation of artists.

BTFA Studios

- Photography and video studio, visual artist studio, glam area and co-working space, all complimentary for BTFA artists.

Artist Residency

- Supporting artists in the development of their work while connecting them to press, global networking opportunities, bookings, and education for our local and international communities.

BTFA Productions

- Providing end-to-end support for projects pitched and led by BTFA community members, including development, execution, release, marketing, and promotion.

Community Aid

- Collaborating with non-profit organizations and philanthropies supporting Black trans femmes in need, e.g. distributing \$5,000 to Black trans and queer creatives during the height of the COVID pandemic in partnership with Reuniting of African Descendants (ROAD).

For the Public

BTFA community members perform and show the world their art, while educating the public on the breadth of talent, range of artists, and depth of this community's contributions to our global culture.

Agency

- Connecting performers with performance work, casting projects with studios like A24.

The List

- Developing and upkeeping The List, a global database of Black trans femme artists.

Events

- Hosting solo musical theater performances, parties, balls, and exhibitions that are open to the general public.

Social Media

- Using our social media platforms, which have amassed more than 50,000 followers, to educate and inspire Black trans femmes worldwide, as well as show this vibrant community and history to the world.

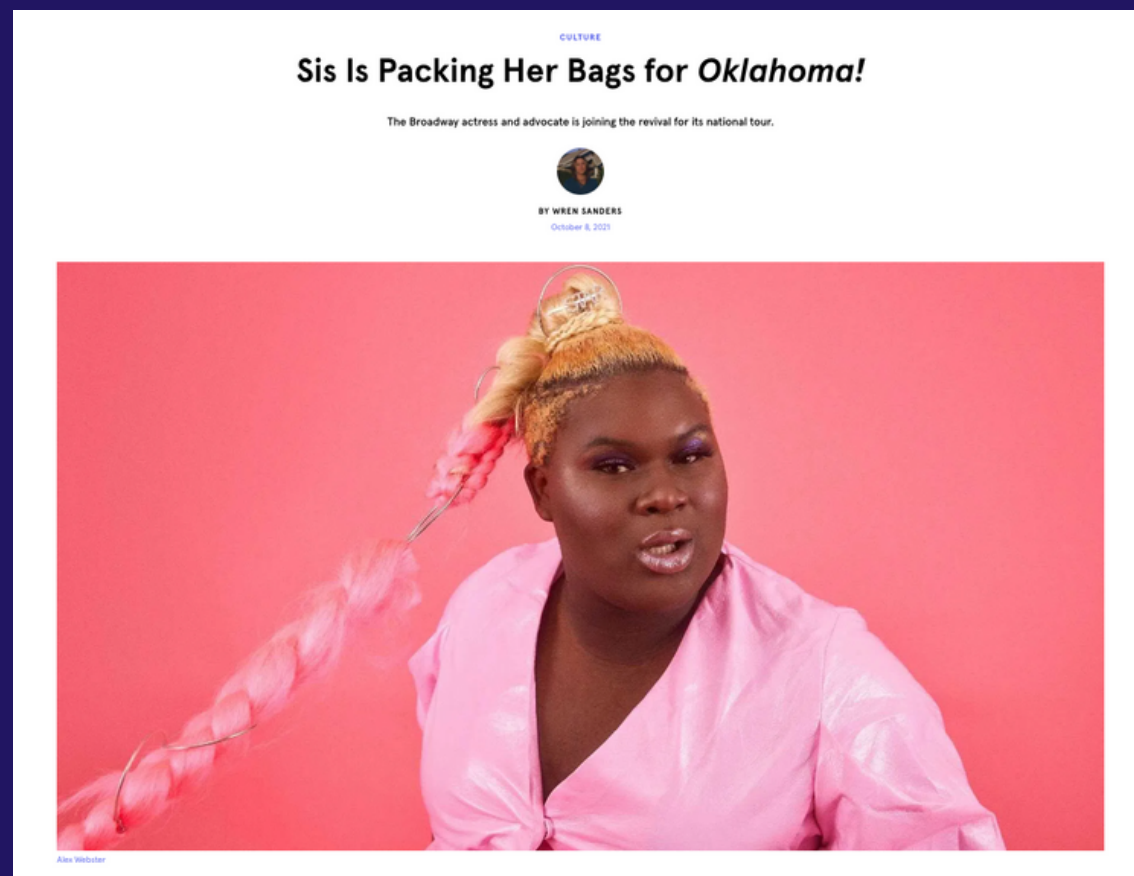


How We Win

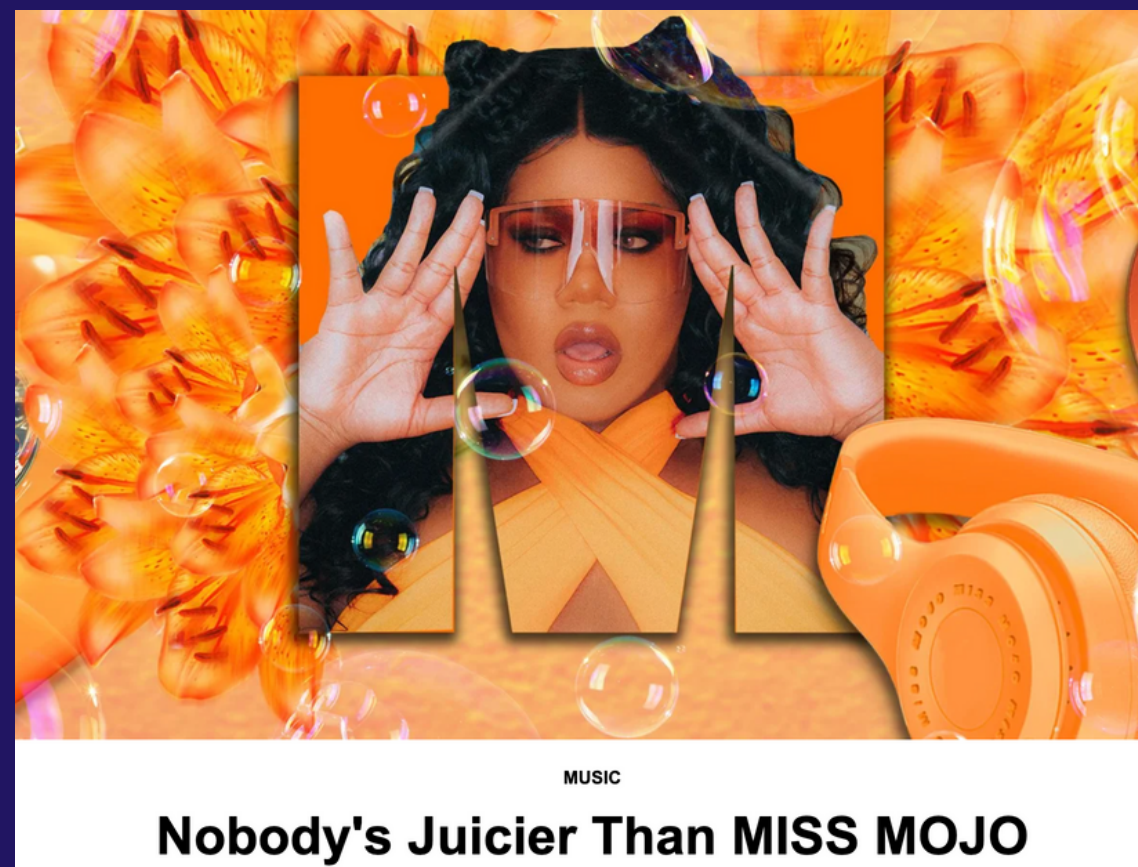
Over the past two years, BTFA has changed the landscape for Black trans femmes in the arts by:

- Opening the first Black trans owned and operated artist studio in the US
- Hosting two artists-in-residence
- Curating a database of over 100 Black trans femme artists worldwide
- Creating performance opportunities for over 35 New York-based Black trans femme artists
- Producing over 15 projects led by Black trans femmes
- Redistributing over \$500,000 in money and resources to Black trans femme artists

Here are some of our incredible BTFA artists:



Sis (Them)



Miss Mojo (Paper)



Eva Reign (People)



Our Founder, Our Story

Jordyn Jay (she/her) is a Brooklyn-based community organizer, arts advocate, producer, and the Founder and Executive Director of the Black Trans Femmes in the Arts Collective (BTFA).

A firm believer in the power of art to inspire radical sociopolitical change, Jordyn is dedicated to harnessing that power for Black trans liberation.

The Florida native developed BTFA at age 22, as part of her graduate studies at the New York University Tisch School of the Arts. While receiving her Master's degree in Art Politics, she learned from Marta Moreno Vega, the founder of the Caribbean Culture Center in Harlem.

A Note from our Founder

“I conceptualized BTFA in response to the lack of representation of Black trans femmes in art history, contemporary art spaces, and art scholarship, because I understood that lack of representation as a symptom of a greater lack of resources and opportunities.

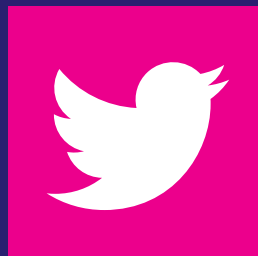
After personally funding the first-ever BTFA event — to show the world the beauty that I knew existed in my community — I could have only dreamed of the world-renowned phenomenon it has become.”

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