

THE  
JUDITH ALEXANDER  
FOUNDATION

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**The Judith Alexander Foundation (JAF) Announces its Inaugural Nellie Mae Rowe Award**

(Atlanta, GA, February 17, 2024) – The inaugural **Nellie Mae Rowe Award**, a new grant initiative spearheaded by the Judith Alexander Foundation (JAF) was unveiled and presented at the African Diaspora Art Museum of Atlanta's (ADAMA) *Flowers and Seeds* fundraising gala, Friday, February 16, 2024 at Pittsburgh Yards in SW Atlanta.

The original intent for the creation of this award was to find and embrace innovative ways to fulfill the mission of JAF. As a result, two outstanding Georgia artists were selected as recipients of the first Nellie Mae Rowe Award of \$50,000.00 and a new way of looking at and creating legacy was established.

Named in tribute to two phenomenal women, the celebrated Georgia artist Nellie Mae Rowe (1900-1982) and her friend and gallerist, Judith Alexander (1932-2004), the award is inspired by Rowe's remarkable career which was championed by Alexander, whose life was a testament to generosity and advocacy for artists, especially Nellie Mae Rowe.

By collaborating with ADAMA and utilizing their creative new *Flowers and Seeds Program*, a shared dedication to honoring the rich artistic heritage of Georgia and promoting cultural diversity within the contemporary art scene was galvanized.

The "Flowers" piece of the program acknowledges established artists who have been under-recognized for their remarkable achievements. Dr. Arturo Lindsay was selected as the inaugural recipient of the Nellie Mae Rowe "Flower" award. The "Seeds" category spotlights early-to mid-career artists whose innovative work promises to reshape contemporary understandings of Black art and culture in the 21st century. Artist Kelly Taylor Mitchell was the Seed recipient.

As part of the process, artists from across the state of Georgia were nominated by respected members of a diverse arts community using a rigorous criteria and assessment process. Finalists were selected by a committee, using a scoring rubric designed to reflect developed objectives with on-site studio visits made for final discussions, assessments and selection of the award recipient.

“We have no doubt that Judith and Nellie are smiling on this moment, thrilled to see these artists, as well as all who were nominated for the award, be recognized for their accomplishments, their dedication, and their passion, said Judith Alexander Augustine, JAF Director and cousin of Judith Alexander. “ The essence that Judith and Nellie embodied in their lives is carried on by them.”

### **About The Judith Alexander Foundation:**

The Judith Alexander Foundation (JAF) is committed to upholding Judith Alexander's legacy by supporting Georgia visual artists and raising awareness of Nellie Mae Rowe's extraordinary life and artistry. Learn more about JAF, Judith Alexander, and Nellie Mae Rowe at [www.judithalexander.org](http://www.judithalexander.org) or contact [ja@judithalexander.org](mailto:ja@judithalexander.org).

Information about the award-winning documentary film *This World Is Not My Own, the Limitless Story of Nellie Mae Rowe* (2023), is at [www.thisworldisnotmyown.com](http://www.thisworldisnotmyown.com).

### **About ADAMA**

Founded in 2018 by artist and scholar Dr. Fahamu Pecou, The African Diaspora Art Museum of Atlanta (ADAMA) is a pioneering and innovative institution dedicated to showcasing contemporary art and culture of the African Diaspora. For more information about ADAMA and the Flowers x Seeds Gala, visit [adamatl.org/flowerxseeds](http://adamatl.org/flowerxseeds) or email [info@adamatl.org](mailto:info@adamatl.org).

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