

[ksta.ps/fila-playlist](http://ksta.ps/fila-playlist)

The background image shows a dimly lit room, possibly a workshop or a store. On the left, a person is partially visible, wearing a dark jacket. The floor has a sign that says "KEEP OFF!". In the background, there are shelves and a sign that says "Magna". The overall lighting is low, with some purple and blue tones.

**HEY YOU**  
**& YOUR MOMMA**  
**& YOUR COUSIN, TOO**



**WATCHING  
CEILING FANS  
GO 'ROUND,  
TRYNA CATCH  
THAT FEELING**



[ksta.ps/genslersoul](https://ksta.ps/genslersoul)



THE SOUTH  
GOT SOMETHING  
TO SAY

A vintage photograph of a Waffle House restaurant. The building is a single-story structure with a yellow sign that reads 'WAFFLE HOUSE'. There are several windows and doors, some with signs like 'OPEN' and 'CALL 212'. A utility pole with wires is visible on the right side of the image. The overall tone is slightly desaturated and aged.

**WHY EVEN  
TALK ABOUT  
ATLANTA?**



“Cities are epicenters of **culture** and **ideas**,  
and engines of **economic** and **social capital**.

As the global population continues  
to shift to urban areas,  
that growth comes with great challenges —  
but cities also command the  
**critical scale** to address them.”

from Gensler Design Forecast:  
*Shaping the Future of Cities* (2019)



**Stories are the  
organizing principle  
of humanity.**

Michael Ouweleen,  
[adult swim]

A photograph of a city skyline at sunset, with the text "A PLACE IS JUST A STORY" overlaid in a large, white, serif font. The text is centered and spans across the middle of the image. The background shows a dense urban landscape with various buildings and greenery, all bathed in the warm, orange light of the setting sun.

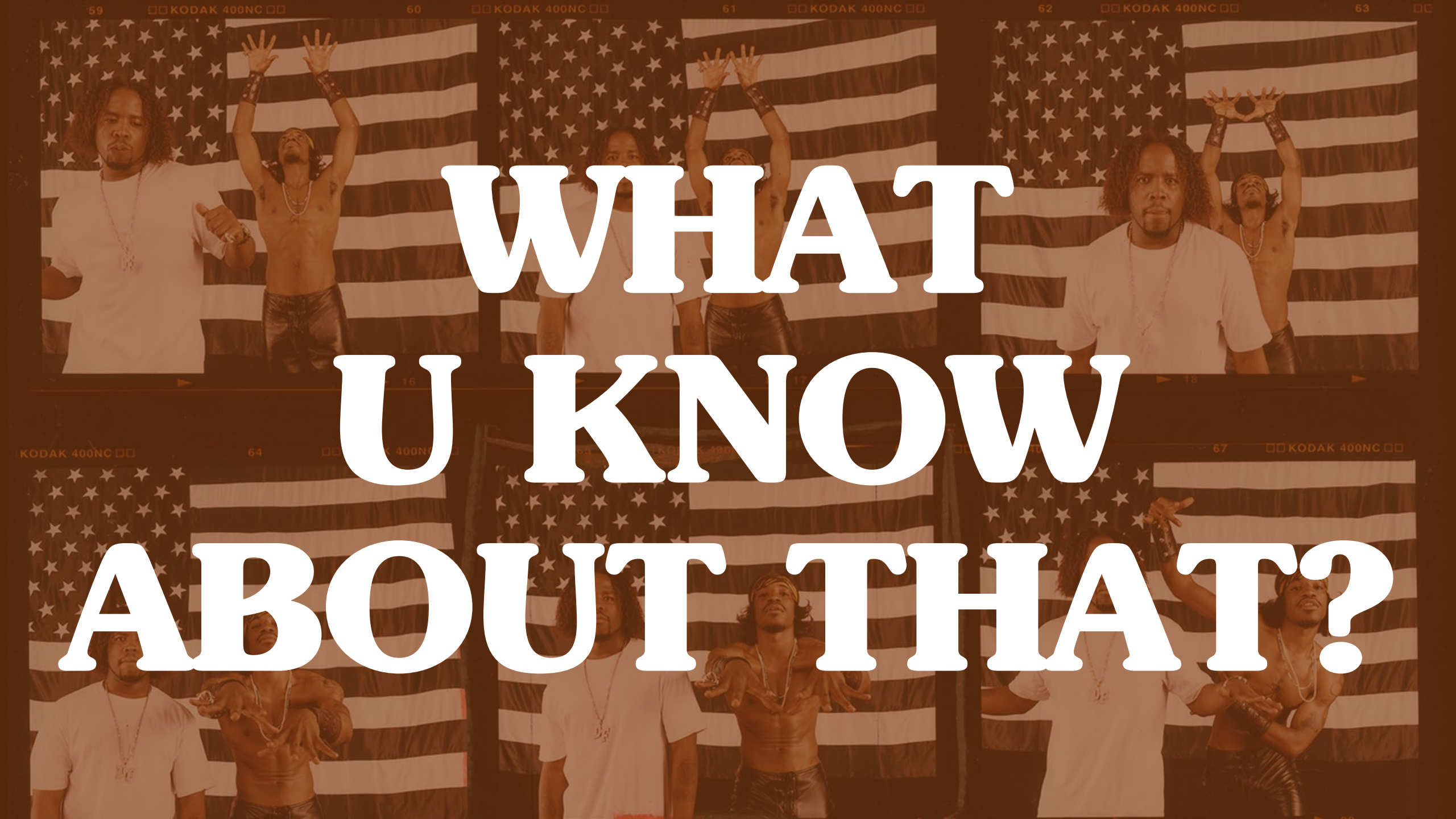
**A PLACE  
IS JUST  
A STORY**

A city skyline is visible in the background, with various skyscrapers and buildings. The scene is captured during sunset or sunrise, with a warm, orange-brown glow. In the foreground, there are dense green trees. The text "A BRAND IS JUST A STORY" is overlaid in a large, white, serif font, centered horizontally and spanning most of the width of the image.

**A BRAND  
IS JUST  
A STORY**

**EVERY STORY IS 3 IN 1:**

**WHAT WE THINK  
WHAT THEY SAY  
MESSY MIDDLE**



WHAT  
U KNOW  
ABOUT THAT?





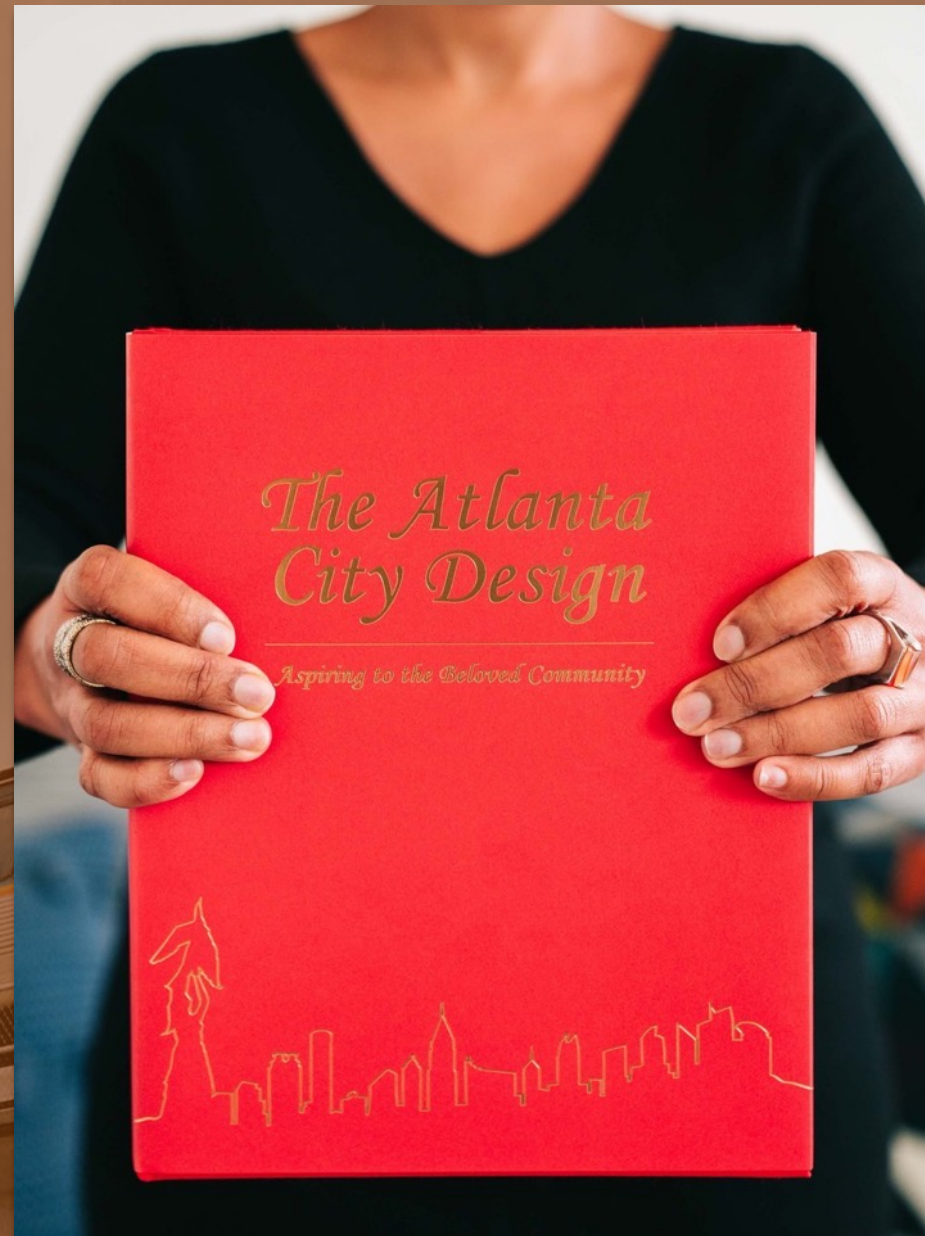
A photograph of a street intersection at dusk. The sky is a deep blue with some clouds. In the foreground, there are several utility poles with a dense network of power lines. A traffic light hangs from a pole on the left, showing a red light. Another traffic light is visible on the right. A street sign for 'DELOWE DR' is mounted on a pole in the center. In the background, there is a building with a sign that says 'FOOD MART'. A white car is on the left, and a red car is on the right. A large white truck is in the middle ground.

# Culture is our #1 export.

Brandon Butler,  
Butter.ATL

A photograph of a street intersection in Atlanta, Georgia, with a large, bold, white text overlay. The text reads "ATLANTA INFLUENCES EVERYTHING". The background shows a street with traffic lights, a "HEADLAND" street sign, and a "Headland Deli" sign. There are several cars and a truck visible on the street. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The overall tone is warm and urban.

# ATLANTA INFLUENCES EVERYTHING



# TWO TRUTHS

The background of the slide is a photograph of an Atlanta-Metropolitan Rapid Transit train traveling on an elevated concrete track. The train is silver with blue and yellow accents. Large, semi-transparent numbers '1' and '2' are overlaid on the image, corresponding to the two truths listed. The sky is a hazy, orange-brown color, suggesting a sunset or sunrise. A street light and a security camera are visible in the lower-left foreground.

1  
ATL is going  
to change.


Not changing is  
not an option.

2  
More > fewer

Different > same

The best growth  
includes everyone

*from Atlanta City Design:  
Aspiring to the Beloved Community*



9%

Average growth  
across U.S. metros


11%

Georgia growth

19%

City of Atlanta  
growth

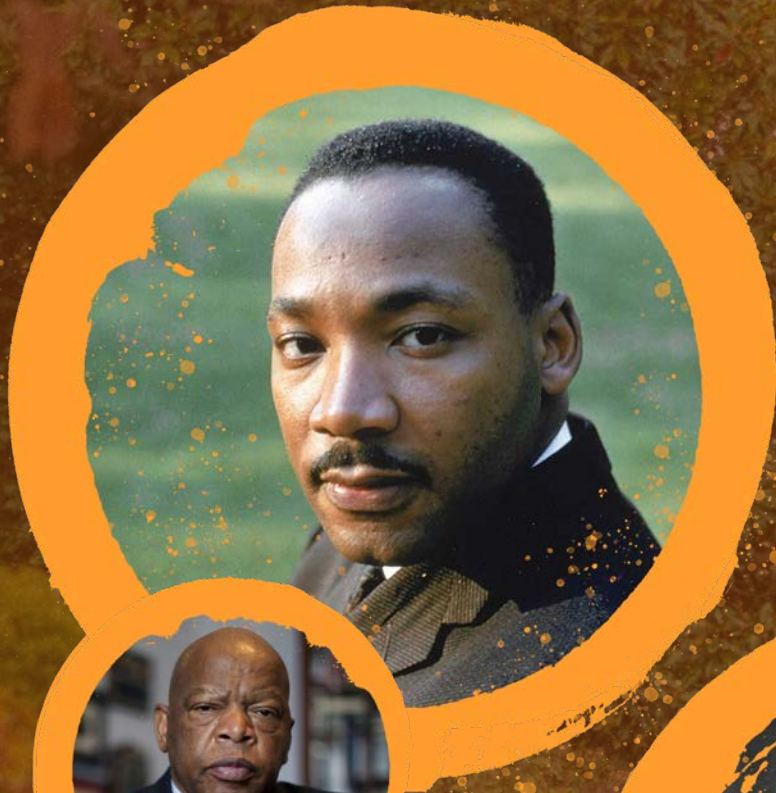
2010 – 2020 population changes,  
via U.S. Census ([source](#))



**When we're at our best,**  
Atlanta **brings together**  
people, cultures, and businesses  
to accomplish **something meaningful.**  
Then we export those **ideas** to the world.

*from Atlanta City Design:  
Aspiring to the Beloved Community*



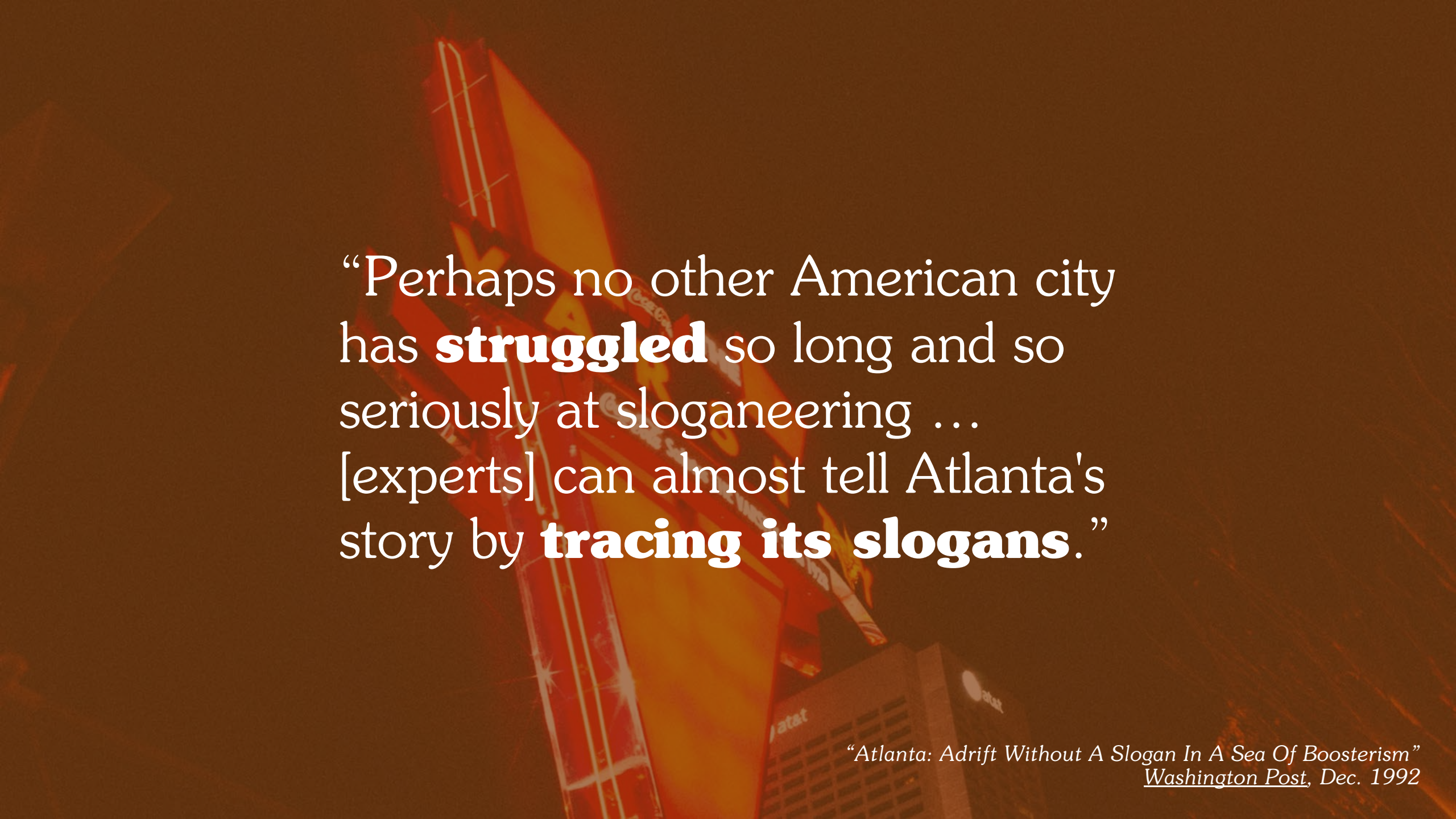




CL

# Opinion - Atlanta's not a world-class city

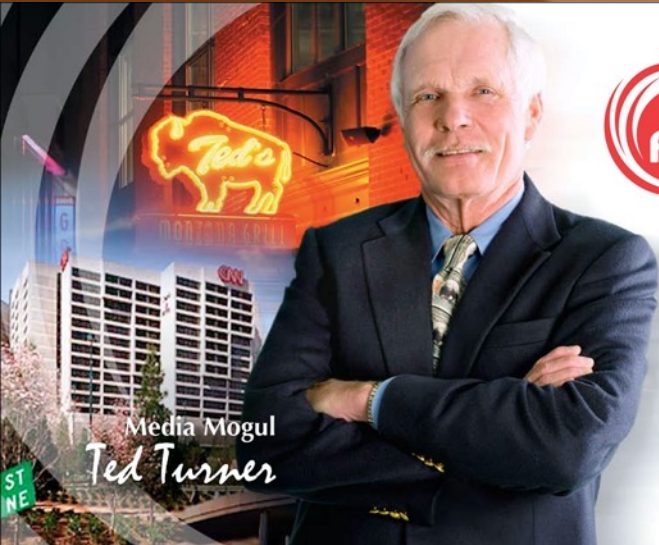
“The problem isn't that we want to be ‘world-class.’ The problem is that **we aren't taking the necessary steps to achieve it.**”

The background of the slide is a dark, low-angle photograph of the Atlanta-Fulton County Stadium sign at night. The sign is illuminated with bright orange and yellow lights, creating a strong contrast against the dark sky. The sign's structure is visible, with the word "Atlanta" appearing in a stylized font. The overall mood is dramatic and urban.

“Perhaps no other American city has **struggled** so long and so seriously at sloganeering ... [experts] can almost tell Atlanta's story by **tracing its slogans.**”

*“Atlanta: Adrift Without A Slogan In A Sea Of Boosterism”  
Washington Post, Dec. 1992*

**BOOOOST**  
**-ERISM**



Media Mogul  
*Ted Turner*

**ATLANTA™**

Where  
visionary-bison-loving-  
media-moguls build empires  
and chart new adventures  
under  
City Lights,  
Southern Nights.



Recording Artist  
*Ludacris*

**ATLANTA™**

Where  
cool-club-hopping-game-changing-  
critically-acclaimed-rapper-actors  
come home to  
City Lights,  
Southern Nights.



Spanx Founder  
*Sara Blakely*

**ATLANTA™**

Where  
high-energy-fashion-forward-  
socially-conscious-entrepreneurs  
find couture and antiques  
in the glow of  
City Lights,  
Southern Nights.



Food Network's  
*Alton Brown*

**ATLANTA™**

Where  
good-eating-ingredient-purist-  
foodies savor five-star cuisine  
and comfort food,  
al fresco, under  
City Lights,  
Southern Nights.



"As Brand Atlanta continues to roll out over the next month, you will begin to see the essence of Atlanta come to life.

I am confident the new logo presented today will be a powerful symbol moving forward, **embraced by all Atlantans.**"

— Shirley Franklin (former mayor)

5th

most gentrification  
among U.S. cities

65%

avg. rent increase  
2009-19

98%

avg. home price  
increase 2009-19

3x

pace of rent increases  
vs. nat'l median

# Atlanta

HOW GSU DELIVERS  
OPPORTUNITY FOR ALL

AN ELEPHANT  
SANCTUARY'S SLOW  
MARCH TO SOUTH  
GEORGIA

## Can We Still Afford Atlanta?

Why rents and  
home prices are  
skyrocketing,  
and what we can  
do about it

12 Atlantans  
tell us how they  
spend their  
money

The best places  
to live for your  
budget



-foot Cabbagetown cottage is on the market for \$589,900.



(sources: [AJC](#), [Guardian](#))

Guardian Atlanta week

# Black mecca or most unequal US city: will the real Atlanta please stand up?

For more than 40 years, Atlanta has marketed itself as being on the forefront of radical social change - but its reality is much less progressive



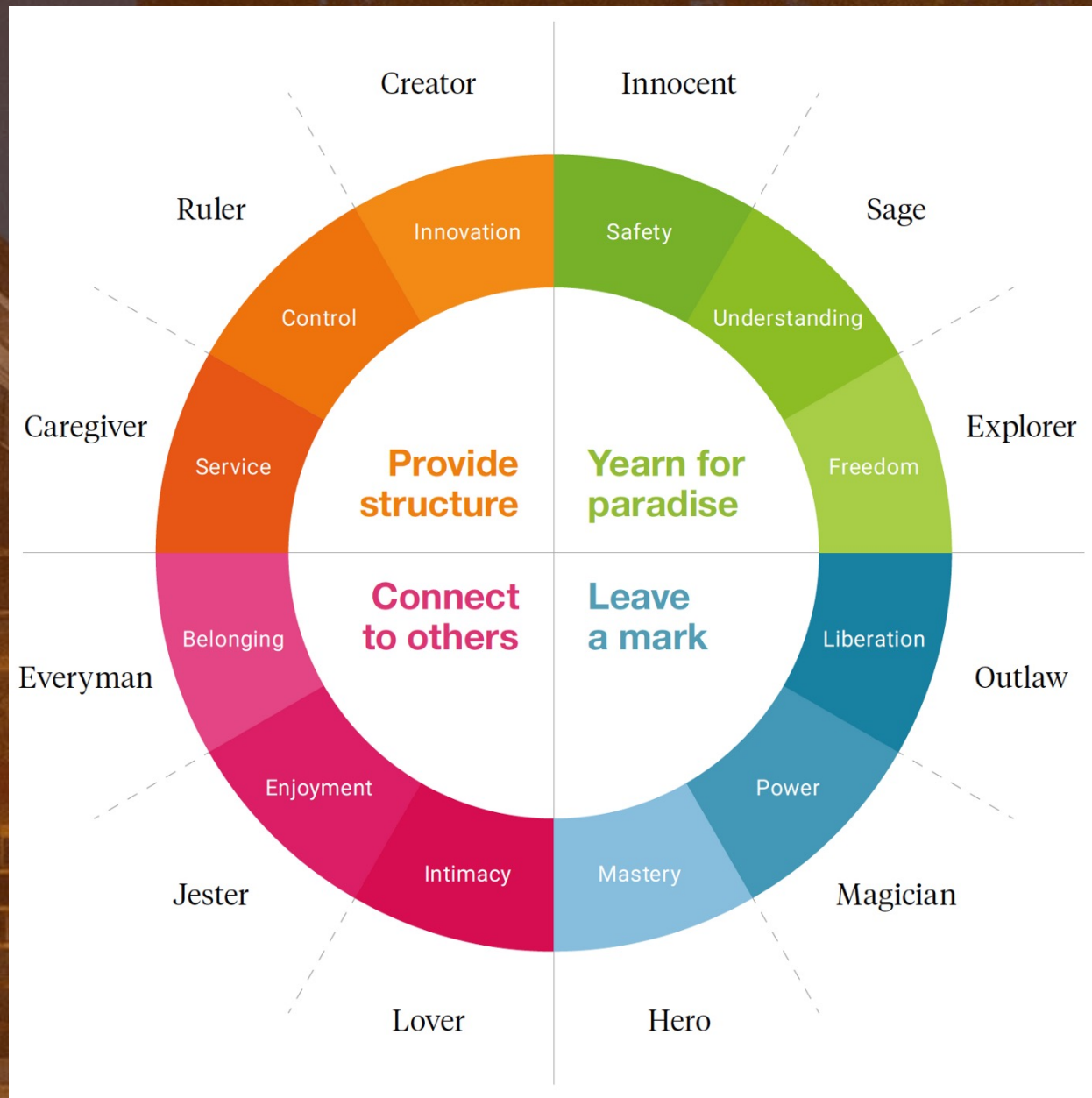
(sources: [Guardian](#), [AWBI](#))

A sepia-toned photograph of a highway interchange. A large overpass spans the road, with a road sign visible on its structure. The scene is captured from a low angle, looking up at the overpass. The text is overlaid in a large, white, serif font.

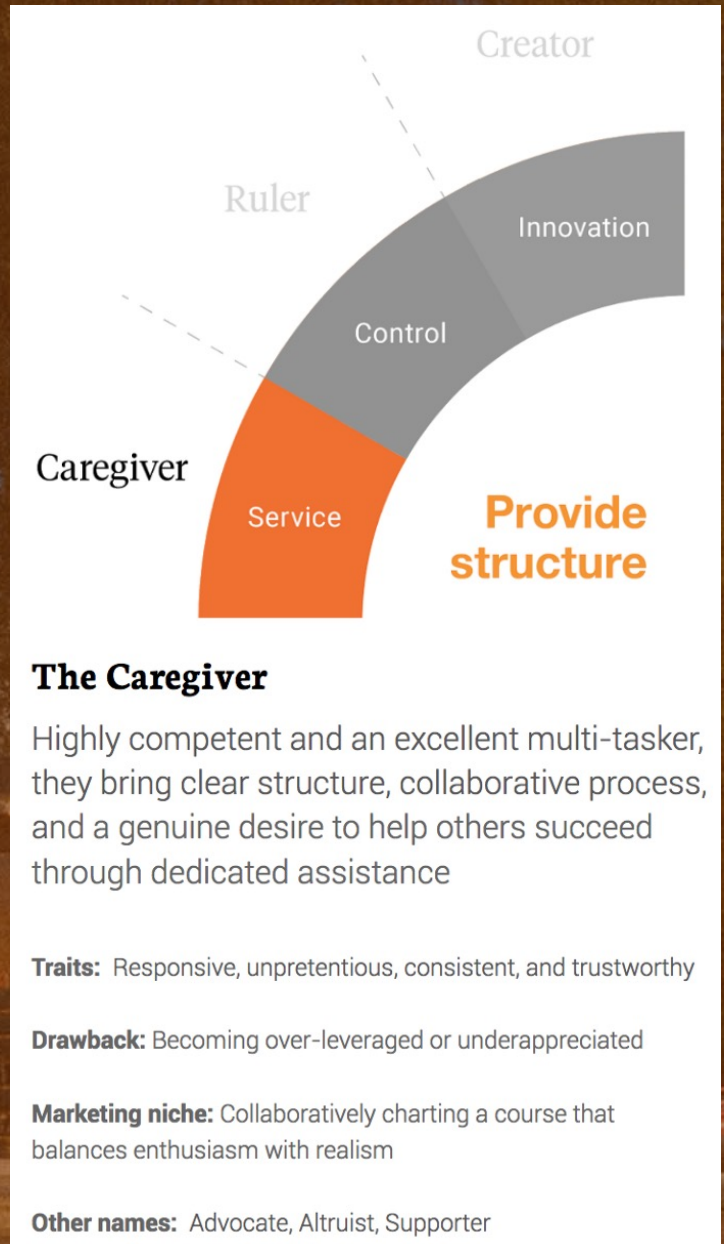
**SPACESHIPS  
DON'T COME  
EQUIPPED WITH  
REARVIEW  
MIRRORS**

A sepia-toned photograph of a highway interchange. A large overpass structure is visible in the background, with a road sign on the right side. The text is overlaid in the center of the image.

**NOTHING  
IS FOR SURE  
NOTHING  
IS FOR CERTAIN  
NOTHING  
LASTS FOREVER**



# YOU CAN'T BE EVERYTHING TO EVERYONE.



(source: [SevenDesign](#))



**“A COMMUNITY  
AT PEACE  
WITH ITSELF”**

**EQUITY**

**PROGRESS**

**AMBITION**

**ACCESS**

**NATURE**





# GOOD TROUBLE

**WE ARE ASKING  
ATLANTA ADVERTISING  
AND MARKETING  
AGENCIES TO SIGN A  
PLEDGE COMMITTING  
TO MATCHING THE  
DIVERSITY OF THEIR  
TEAM TO THAT OF OUR  
CITY BY 2030.**

**A**

**ATLANTA**  
ALLIANCE  
**AGENCIES**  
ACTIVISM



# ATLANTA INFLUENCES EVERYTHING

[ksta.ps/aafd7](https://ksta.ps/aafd7)

[ksta.ps/fila-playlist](https://ksta.ps/fila-playlist)