

POST-REVEAL PRESS RELEASE AND VISUAL MEDIA KIT.

# AHKEEM SHAW UNVEILS 2,352-SQUARE-FOOT “CHASING RARITY” MURAL IN WYNWOOD

Public art, youth mentorship and immersive  
storytelling converge in a new cultural project  
planned to expand during Miami Art Week 2026

AHKEEM  
SHAW

collectors  
CLUB

the art of x

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OG4EVER  
Inspire to Aspire

BUSINESS  
IMPROVEMENT  
DISTRICT  
WYNWOOD







Photographed by: Louie Views for micheck™

**Completed in 13 days while the artist navigated extreme summer heat, rain delays and the birth of his son, the 2,352-square-foot mural introduces the first chapter of a cultural project planned to expand through youth education and immersive storytelling during Miami Art Week 2026.**

**MIAMI, FL - July 20, 2026** - Visual artist Ahkeem Shaw has unveiled Chasing Rarity, a 2,352-square-foot public mural located at Collectors Club, 2812 NW 2nd Ave. in Miami's Wynwood Arts District.

Measuring 42 feet high and 56 feet wide, the mural depicts an alien boy traveling through the galaxy aboard a trading-card-inspired plane in search of something rare. The journey ultimately reveals the project's central message: what makes each person rare and valuable already exists within them.

The mural was officially introduced during a July 11 community gathering presented by Peppers Media Group, The Art Of X, Collectors Club, OG4ever and participating cultural and community partners. The event brought together artists, collectors, entrepreneurs, young creatives and community leaders for an evening centered on public art, storytelling and connection.

***"I want people to look at this wall and not just think about tangible things, but also think about themselves," Shaw said. "That excitement, that thrill and that joy you get from chasing something rare, you should wake up with that every day knowing that you are one-of-one. God is your designer, and He designed you for a purpose."***





Photographed by: D. Peppers for micheck™

## CREATED IN 13 DAYS DURING A LIFE-CHANGING MOMENT

Shaw completed the mural in 13 days, working more than 170 hours while navigating recurring rain, extreme summer heat and the physical demands of painting several stories above the ground. The production required more than 15 gallons of paint.

During the project, Shaw and his wife also welcomed their son. The experience gave the mural an added personal significance, connecting its themes of identity, purpose and self-discovery with a defining new chapter in the artist's own life.

The result is a work that carries both a public message and a deeply personal history, one that reflects perseverance, purpose, new beginnings and the courage to create through uncertainty.

***"Ahkeem created this work through an extraordinary combination of physical pressure, personal transformation and artistic focus,"*** said Daimion Peppers, founder and CEO of Peppers Media Group and executive director of The Art Of X. ***"The result is not only a striking new mural for Wynwood, but a public story about purpose, perseverance and recognizing the value within yourself."***

For the partners who helped bring the mural to life, the transformation of the previously blank wall exceeded their expectations.

***"We had a blank canvas, and now, when I look at it, it is incredible,"*** said Alex Aleksandrovski, owner of Collectors Club. ***"I think it is one of the best pieces in all of Wynwood. Ahkeem is a mastermind of an artist."***

Aaron Davidson, owner of OG4ever, recognized Shaw's potential early and helped create the connection that led to the mural. ***"The minute I saw Ahkeem's talent, I said, 'We have to do something,'"*** Aaron said. ***"He realized this vision at a level well beyond what I could have dreamed. When you get an artist like Ahkeem to create a mural like this, it becomes an iconic space people want to visit."***







Photographed by: D. Peppers for micheck™

## Connecting Public Art to Youth Education.

Chasing Rarity also served as a hands-on learning opportunity through The Art Of X, an arts-education program produced by tech.ed.x.

Through partnerships with Tinkerbell Kids and Silent Victims of Crime, participating young people learned directly from Shaw, observed the development of a large-scale public artwork and contributed to selected parts of the creative process.

The experience introduced students to the discipline, planning, patience, collaboration and critical thinking required to move an idea from an initial concept to a mural spanning more than 2,300 square feet.

The educational component reflects the central message of Chasing Rarity: young people do not have to search outside themselves for the qualities that make them creative, valuable or extraordinary.

*“Tinkerbell Kids creates opportunities for our children to understand their potential,”* said Sandra Joseph, Board Member at Tinkerbell Kids/Silent Victims of Crime. *“The Art Of X allows young people not only to engage in creative expression, but also to recognize their own potential by learning alongside artists such as Ahkeem.”*





Concept character artwork for the Chasing Rarity immersive augmented reality experience, illustrating the project's developing visual world and central protagonist.

## The Wall Is Only the Beginning.

The July 11 mural reveal introduced the first chapter of a broader cultural and educational project.

Produced by The Art Of X, the next phase of Chasing Rarity is being developed as an evolving AR and digitally enhanced storytelling experience using animation, augmented reality, digital content and location-based engagement to extend the alien boy's journey beyond the Wynwood mural.

The project is planned to begin its Miami Art Week rollout on December 2 through a kickoff experience at Nolcha Shows' Under the Stars event at the National Hotel in Miami Beach. The event will serve as one of the project's official launch locations and introduce audiences to the developing visual world and future direction of Chasing Rarity.

Nolcha Shows is an event and launch-location partner.

Through future phases, Chasing Rarity is intended to explore identity, imagination, belonging and self-discovery while connecting public art with emerging technology, collectible culture, student mentorship and community participation.

The Miami Art Week experience is envisioned as a starting point, with additional partnerships, programming



Photographed by: Louie Views for micheck™

### Chasing Rarity Project by the Numbers

- 2,352 square feet
- 42 feet high
- 56 feet wide
- 13 production days
- More than 170 production hours
- More than 15 gallons of paint
- Rain and extreme-heat delays
- One child welcomed by the artist and his wife during production

### Press Interviews and Visual Assets

Ahkeem Shaw and participating project representatives are available to discuss:

- The meaning and visual story behind Chasing Rarity
- Completing the mural in 13 days
- Becoming a father during production
- Shaw's artistic development
- The Art Of X youth-education component
- The project's planned immersive expansion
- Public art and Wynwood's evolving cultural landscape



### Event Hospitality Sponsors

Hospitality for the evening was generously provided by:

- Paris Baguete
- Ocean Wine & Spirits
- Puttery
- Kitchen & Cocktailsh



## Media Assets

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High-resolution photography:

[Chasing Rarity Media Assets](#)

Editorial photography must be credited exactly as identified in the accompanying captions.

## Contacts

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### Interview Requests

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### Strategic Partnerships and Brand Collaborations

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peppers media group

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Scenes from the July 11, 2026, Chasing Rarity mural reveal at Collectors Club in Wynwood.  
Individual image credits and approved captions are available in the media-assets folder.



## EDITORS NOTES

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### **About Chasing Rarity**

Chasing Rarity is an art, education and technology project centered on a large-scale public mural by visual artist Ahkeem Shaw. The story follows an alien boy traveling through the galaxy in search of something rare, only to discover that the rarity he seeks already exists within him. The project connects public art, youth mentorship, collectible culture and developing immersive storytelling experiences around the idea that every person is inherently one-of-one.

### **About Ahkeem Shaw**

Ahkeem Shaw is a multidisciplinary visual and mural artist whose work combines imagination, nostalgia, culture and personal storytelling. Through vivid characters and cinematic environments, his work explores identity, faith, self-discovery and human potential. Shaw's work has been exhibited in Miami, Los Angeles and Atlanta, and he has created murals and commissioned artwork for private collectors, hospitality spaces, cultural initiatives and community programs.

### **About The Art Of X**

The Art Of X is an innovative arts-education program produced by tech.ed.x. that connects young people with professional artists, creative mentors and hands-on cultural experiences. Through workshops, public-art projects and collaborative exhibitions, the program uses creativity to strengthen confidence, critical thinking, communication and individual potential.

### **About Peppers Media Group**

Peppers Media Group, LLC is a Miami-based media and cultural innovation company producing experiences at the intersection of art, technology, education, storytelling and community. Through platforms and initiatives including micheck™, tech.ed.x. and The Art Of X, PMG develops cultural projects designed to create lasting public engagement and measurable community impact.

### **About Collectors Club**

Collectors Club is a high-end experience for collectors to buy, sell, and engage with Pokémon cards, sports cards, collectibles, and hobby culture. Located in Wynwood, Collectors Club combines collectibles, community, retail, services, events, and a luxury lounge environment designed for collectors and enthusiasts.

### **About OG4ever**

OG4ever is an art platform anchored by artists and cultural icons who are "Originals", voices whose legacy is important to preserve, communicate, and inspire. With a strong focus on the relationship between sport and art, OG4ever creates cultural experiences that reveal how athletic excellence, creativity, identity, and community can move together. Through exhibitions such as SPORT=ART, public activations, and strategic collaborations, OG4ever seeks to inspire artists, cultural icons, collectors, and families about the power of art to communicate and improve the world across generations.

### **About Wynwood Business Improvement District (BID)**

The Wynwood BID is the largest organization of its kind in Florida, representing more than 400 property owners in Miami's Wynwood Arts District. Since 2013, the BID has helped transform a former warehouse district into a global destination for art, dining, nightlife, and innovation. The BID invests in safety, sanitation, marketing, capital improvements, and community projects, welcoming over 15 million visitors annually. Learn more at [wynwoodmiami.com](http://wynwoodmiami.com).