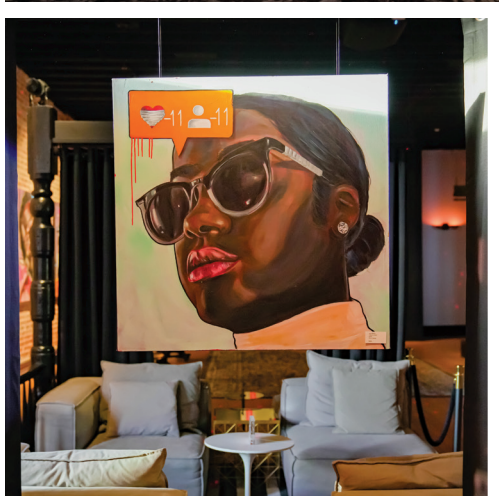


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MAN ON FIRE

Fire House Loft is home to New Orleans artist Jerk Beasley



Every artist needs a home, and Jerin “Jerk” Beasley has found his.

The self-taught son of New Orleans showcases his sought-after works at Fire House Loft, a hybrid art gallery and community gathering space.

Housed in a former fire station, Fire House Loft is the brainchild of business partners Sean Colwell and Adam Marcus, who renovated the historic loft space on Magazine Street in 2019. “Our vision was a vibrant, exciting place that would be a natural home for artists and creatives,” says Colwell, a lawyer turned real estate investor, art dealer, and now, Beasley’s exclusive agent.

Since its inception, Fire House Loft has cultivated a welcoming space for the city’s artists. Among them was Beasley, whose vibrant compositions celebrate Black themes and cultural icons. In 2021, Beasley shot to fame

when Jay-Z acquired his *Tree of Life*, a tree-themed portrait depicting the hip-hop legend crowned with Basquiat-styled locks. Jay-Z even loaned the portrait to the Rock & Roll Hall of Fame prior to his induction ceremony.

“I’ve lost count of how many New York galleries and dealers have reached out since Jay-Z acquired that piece. None of them felt like the right fit,” says Beasley. “Sean and Fire House Loft felt more personal; the vibe was right. As a creator, energy is important to me. It just feels right to showcase my work here in New Orleans.”

As Beasley’s stardom rises, so does the demand for his work. And while his most famous piece will soon reside in a new home—Jay-Z and Beyoncé’s personal residence and art museum in Malibu—most of Beasley’s work lives at Fire House Loft. There, his richly hued paintings adorn exposed brick walls while playful lighting complements the energy of his artwork.

“This has been an incredible journey for Jerin,” says Colwell. “We hope he paves the way for other emerging New Orleans artists.”

FROM TOP: Three of Jerin Beasley’s paintings: *Jean-Michel Basquiat*, *The Influencer*, and *The Influence*. Another artwork, *Likes for What?*, is posed above a gathering area. Artist Beasley with founder of Fire House Loft Sean Colwell (right)