





*Brooklyn  
Storefronts*



# Brooklyn Storefronts

ILLUSTRATIONS OF THE ICONIC NYC  
BOROUGH'S BEST-LOVED SPOTS

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**JOEL HOLLAND**

WORDS BY  
**DAVID DODGE**

FOREWORD BY  
**KIMBERLY DREW**

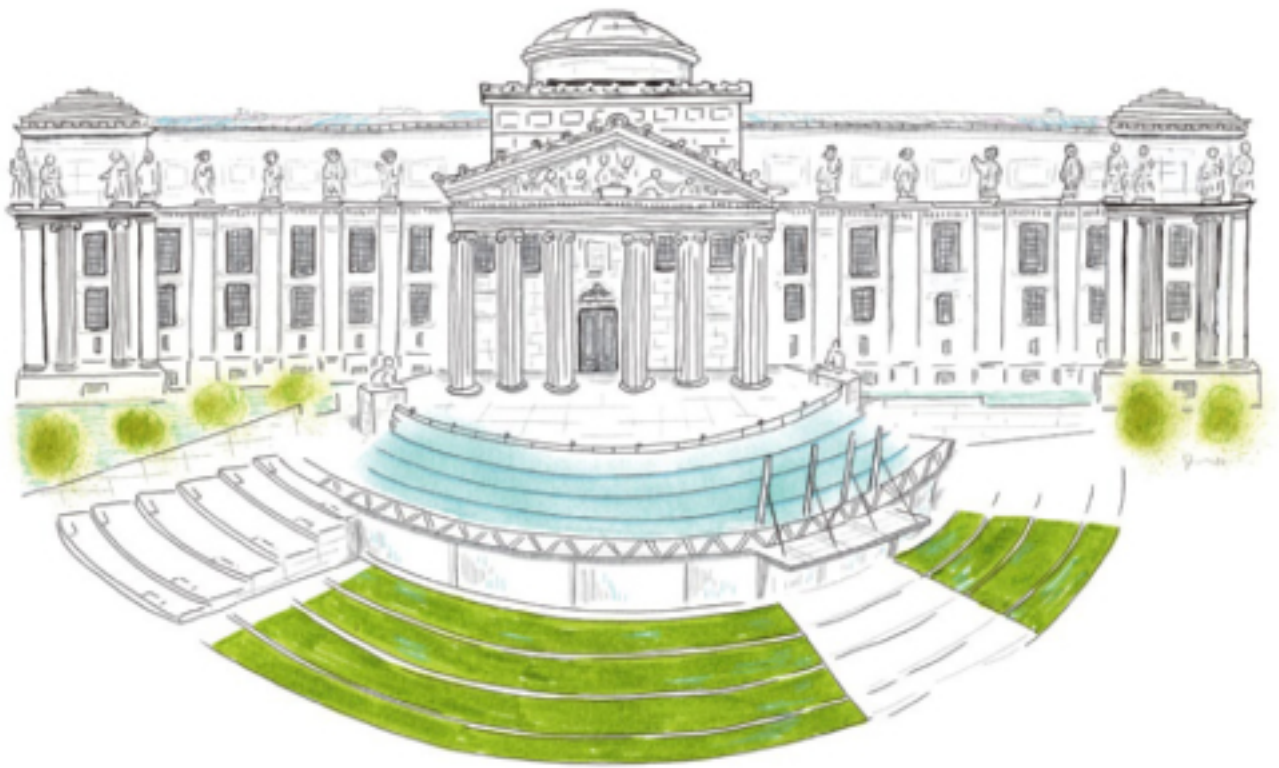
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# FOREWORD

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If New York is the greatest city on earth, then what of Brooklyn? Long before I signed my first lease here, the borough lived in my imagination. As a kid, I first saw it through Spike Lee's lens. I screamed "Where Brooklyn At?" with the Notorious B.I.G. and put my lighter up with Lil' Kim. After I moved here, I found my footing as a baby gay at bars like Ginger's and Metropolitan, and later found my kin within queer nightlife collectives, including Papi Juice and bklyn boihood.

After over ten years of living in Brooklyn, I've come to know a place that is bolder than my wildest dreams. I've been able to bear witness to Brooklyn in the halls of its museums and at the cash registers of many of the businesses illustrated by Joel Holland in this gorgeous volume. As a curator, my job invites me to see the world, but nothing feeds me more than seeing these familiar storefronts upon my return. There's a tenderness in Joel's gestures that not only honor this collection of locations but, aptly, show respect for the people that work tirelessly to keep them alive.

Brooklyn is nothing without its people. It is the land of the Lenape and, today, it is home to speakers of over two hundred languages. It is Black, it is brown, it is elders, and it is multiple generations of Brooklyn natives. It is so much more than a place to be bought and sold.

I admittedly held trepidation about writing this foreword, because the borough is actively being changed by transplants like me. Over the past decade, I've watched so many storefronts come and go. I've seen my neighborhood, Bedford-Stuyvesant, be invaded. I've felt the brunt of rising rents. I've watched the horizons change. Witnessing this all firsthand is why I know it is urgent that we seek out these storefronts and support them. Brooklyn is not some backdrop. It is a community.

As transplants, it's our duty to invest in the real Brooklyn and not just the Brooklyn of our imaginations.

Brooklyn, I love you, and I know Joel does too. In this book, I hope we are spreading love the way that you know best.

*Kimberly Drew is a curator and cultural critic born and raised in Orange, New Jersey. Over the past decade, she has lived in Bedford-Stuyvesant, Bushwick, and, for a brief stint, Crown Heights. She coedited the book Black Futures with fellow Brooklyn resident J Wortham and works as a curator at Pace Gallery. You can follow what she's up to via social media @museummammy.*