

The Gamma House *Book*

Nº01 · HOLIDAY 2026
DALLAS, TEXAS
MLK BLVD EDITION

DOORS OPEN
MLK DAY 2027

FANTASY GIFTS
A whole house, furnished, before the doors open

SOUTH DALLAS
The corridor gets its house back

PRODUCT DEVELOPMENT
Fourteen batches of lemonade

MEDIA
Mr. Earl and the Corridor Stories

GIFTS THAT BUILD A HOUSE
WISHLIST.GAMMAHOUSEHQ.COM

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PUBLISHED B

Marcus Graham Project, a 501(c)(3)
Gamma House, 2509 Martin Luther King Jr. Blvd,
Dallas TX 75215

EDITORS

Lincoln Stephens and Larry Yarrell, co-founders

GIVE

wishlist.gammahousehq.com

A NOTE ON THIS ISSUE

The rooms are real and coming together now. The people in these pages are the ones we are building it for, imagined ahead of opening day.

Creativity needs *a home*

For nineteen years we moved young people of color into brand careers without a home of our own. Now we have one.

Family, for nineteen years the Marcus Graham Project has moved young people of color into careers in advertising, marketing and media, in city after city, out of borrowed offices, hotel ballrooms and other people's conference rooms. More than 1,200 alumni later, we finally have a home.

Gamma House sits at 2509 Martin Luther King Jr. Boulevard in South Dallas, on a corridor of opportunity. The doors open on MLK Day, January 18, 2027, the start of our twentieth year.

The walls are coming down where they need to and going up where they should. The first floor is built to change hands: neutral walls so a partner can take it over for a launch, a pop-up or a dinner. The second floor is ours. Bold color, and it does not change.

What the house needs now is everything that turns rooms into a place where brands leave beta. That is what this book is. Every room has a story, every piece has a price and a place. The stories are the ones we are building this house to tell.

Pick a piece. Pick a room. Pick a person you know who should be in this book. ■



Lincoln & Larry

THE EDITORS, ON THEIR WAY TO THE HOUSE

Lincoln & Larry

CO-FOUNDERS, MARCUS GRAHAM PROJECT

01

Buy it from the list

Scan the code, pick a piece, and it ships straight to the house.

02

Bring your company

Product, matching gifts or employee giving. We will send the one-page ask.

03

Fund a piece

Custom and installed pieces go through our partners. Give toward one and we place the order.

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We bought this house *with them in mind.*

WHEN WE FIRST BOUGHT THE HOUSE · THE NEIGHBORHOOD KIDS WE HAD IN MIND, ON THE FRONT SLOPE OF 2509 MLK

WHERE IT STARTED: A promise on the porch

Stewardship *changes hands*

We bought this house with them in mind: our community, our families, our future.

When we first bought 2509 Martin Luther King Jr. Boulevard, we had the kids on the facing page in mind. Our community. Our families. Our future.

We bought it from Mr. Robert Pitre, a business owner and community developer in South Dallas for nearly 50 years. Stewardship changed hands that day. We gave him our word: we would be responsible for this house and build something good for the community.

> "Talent was never the problem. Access has been."
>
> LINCOLN STEPHENS AND LARRY YARRELL

THREE YEARS OF ASKING

For three years we have asked what is missing: on the block, in their schools, in their summer camps. The answer keeps coming back the same, and every room in this book is built around it.

His wish became our wish list. You are holding it. ■





1. Lincoln Stephens and Larry Yarrell with Mr. Robert Pitre, the day the deal was signed.

2. Mr. Pitre walks the house before the sale. The gold doors and the chandelier were here long before we were.

THE BIGGEST GIFT ISN'T IN THE BOOK

$150,000 finishes the first floor, and every builder's name goes on the house.

1A-H Talk about a housewarming! The Gamma House Book's 2026 Fantasy Gift is the house itself, furnished top to bottom: every chandelier, microphone, mixer, prep table and counter stool in these pages, delivered to 2509 Martin Luther King Jr. Boulevard in time for the doors to open on MLK Day. Rolling right along with it comes your name, painted on the porch ceiling, where every young person who walks in looks up and sees who made room for them. The house and its contents, a real taste-of-South-Dallas gift (wrapped as best we can!), $40,567 F.O.B. Dallas, Tex.

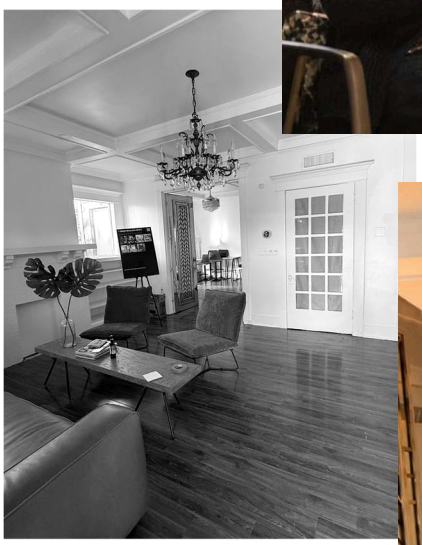
1B-H For the builder who prefers one room at a time, any chapter of this book may be given whole. The Test Kitchen and Product Development, $11,397. The Creator Studio and edit bay, $10,815. The Shop and Library, $6,720. Delivered in three shipments or one, as the builders require.

Upon request we will send you a gratis copy of the complete wish list, room by room, with what is already claimed.











THE 2026 FANTASY GIFTS

FURNISH THE WHOLE HOUSE

$40,567

EVERY PIECE IN THIS BOOK, DELIVERED BEFORE THE DOORS OPEN ON JANUARY 18, 2027. PART OF OUR $250,000 CAMPAIGN TO FINISH GAMMA HOUSE.

SCAN TO GIVE

1 OUTSIDE: MLK Blvd



Miss Loretta, 71, at the little library out front. She has walked this stretch of the boulevard every morning for forty years.

1 OUTSIDE: MLK Blvd

Miss Loretta takes *the long way home*

The house at 2509 Martin Luther King Jr. Boulevard sat quiet for years. This winter the porch lights come back on, and the neighbors notice first.

ADDRESS	OPENS	BUILT FOR
2509 MLK Jr. Blvd	January 18, 2027	The whole block

Miss Loretta has walked this stretch of MLK every morning for forty years. She remembers when the house was somebody's home, with a swing on the porch and a pound cake cooling in the window. She remembers when it went quiet, too.

This morning the porch lights are on. Out front there is a little library with a hand-painted roof and a note: take a book, leave a book. She takes a cookbook and leaves a mystery she has already solved. A young man on the steps tells her the house opens in January and asks if she has stories about the block.

She has a few. The Forest Theater marquee. The barbershop where the men argued about everything. The parade that came down the boulevard every January. He writes them down, and by spring some of them are on the walls.

> "A house becomes a home when the neighbors start leaving things on the porch."
>
> FROM THE PORCH, MLK BLVD

WALLS THAT REMEMBER

That is the plan for every nook in Gamma House: old photographs of MLK Boulevard and the neighborhood, the press that told the Marcus Graham Project story over nineteen years, framed and hung where people actually stop. In the stairwell. Beside the fireplace. On the bathroom walls, where everyone eventually reads.

The house sits on a corridor of Divine Nine chapter houses, the stretch some people still call Fraternity Row. It is a neighborhood with a long memory and a short supply of places built for what comes next. Gamma House is meant to be both. ■

THE GIFT

1C The Little Free Library. Out front, open to the block. Take a book, leave a book, stay a while. $330.





1. The house today, October 2026. **2.** Opening day: the porch wood painted white.



Pop-up Saturday in the front room. Jaylen, 16, hands the first hoodie of his first drop to his grandmother, who refuses the discount.

Jaylen's first drop
A Saturday in April

The front room is a bookshop, a showroom and a stage. On pop-up days the tables roll to the middle and a sixteen-year-old finds out what his work is worth.

ROOM
Front room, first floor

BUILT FOR
Young brand builders

SEE ALSO
The Maker room, p.18

Jaylen sketched the hoodie in a notebook during sixth period. Upstairs in the Maker room, a mentor helped him turn the sketch into a tech pack, a price and a name. Then came the hard part: deciding how many to make and what to charge for them.

On a Saturday in April the walnut display tables roll to the middle of the shop. His hoodies sit next to candles from a neighbor and a stack of books about Black designers. His grandmother arrives at ten, buys the first one and refuses the discount.

By three o'clock he is sold out. He frames the receipt and hangs it on the library wall, between a magazine clipping from 2009 and a photograph of MLK Boulevard from before he was born.

> "He frames the receipt and hangs it on the library wall."
>
> SHOP AND LIBRARY

THE ROOM THAT CHANGES HANDS

The shop and library is the first thing anyone sees. A white built-in runs under the stairs, half books and half proof of the nineteen years behind the house. A black and gold linear chandelier replaces the old crystal, and the walls stay quiet on purpose: the first floor is built for brand takeovers, so a partner can bring its own colors for a launch and leave the room ready for the next one.

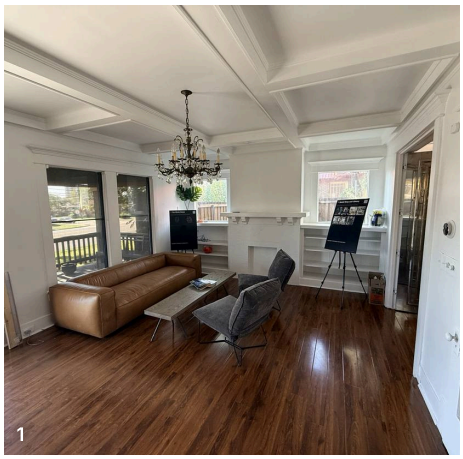
Small pops of color live on the shelves instead of the walls. The music lives in the ceiling. And on any given Saturday, the inventory belongs to whoever in the building made something worth selling.

BY THE NUMBERS

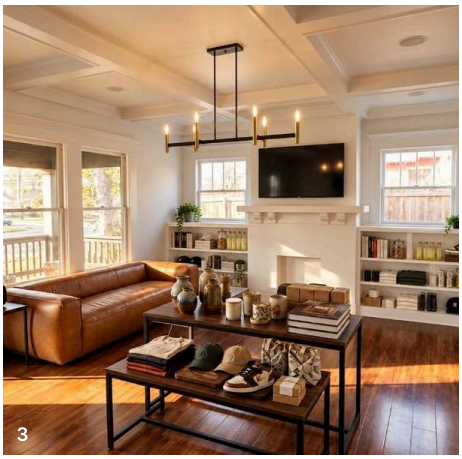
201,000

Black-owned employer businesses in the U.S., with $249 billion in receipts. The shop is where the next ones practice.

U.S. CENSUS BUREAU, 2024 ANNUAL BUSINESS SURVEY







1. The front room today, October 2026. **2.** The library under the stairs today. It goes white. **3.** The front room, finished.

THE SHOP AND LIBRARY

2A



2B



2C



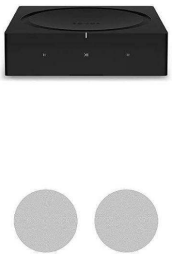
2D



2E



2F



2G



2A The Library Wall. A white built-in under the stairs: half books, half proof of the 19 years behind this house. **$2,000. Funded through our partners.**

2B Black and Gold Linear Chandelier. Eight candle lights in a clean line. It replaces the crystal and lets the room take any brand's colors. **$208.**

2C Walnut and Steel Display Tables. Two tiers, built to roll aside when Saturday becomes a pop-up. **$229.**

2D The Rolling Screen. A 55-inch Mini LED that turns portrait for signage and rolls between rooms. **$398.**

2E Sonos Era 300. The listening-room speaker. Spatial sound for the front of the house. **$499.**

2F Sonos In-Ceiling Speakers. Music through the shop and library, hidden in the ceiling. **$1,528 each, 2 needed.**

2G The Little Free Library. Out front, open to the block. Take a book, leave a book, stay a while. **$330.**

TO GIVE: SCAN THE CODE ON PAGE 3 OR VISIT WISHLIST.GAMMAHOUSEHQ.COM. PIECES FROM THE LIST SHIP STRAIGHT TO THE HOUSE.





1. The shop and library, as it will look. **2.** Pop-up Saturday.









THE 2026 FANTASY GIFTS

THE TEST KITCHEN, ENTIRE

$11,397

THE APPLIANCE SUITE, THE BULB CLOUD, THE LONG OAK WORKTABLE AND EVERYTHING ON ITS SHELVES. WHERE A FAMILY RECIPE BECOMES A PRODUCT WITH A LABEL, A WEIGHT AND A PRICE.

SCAN TO GIVE



Amara, 11, holds up batch fourteen. Her mentor, who argued against the name, applauds anyway.

Fourteen batches *of lemonade*

Walk in the front door and look straight back: past the gold doors, under a cloud of bare bulbs, there is a long oak table where a recipe becomes a product.

ROOM
Product Development and Test Kitchen

BUILT FOR
Makers and food brands

CAMP
Lemonade Day

Amara came for Lemonade Day with a family recipe and a plan to sell it on her corner. At the long worktable she learned that her recipe was really fourteen recipes, and that the difference between them could be measured.

She tested every one. She weighed sugar on a real scale, printed a real label and argued with three adults about whether Sunday Squeeze sounded too much like church. It did. She kept it anyway.

Her stand sold out by noon. Next summer she wants to try cookies, and she already knows which shelf they will sit on.

> "Her recipe was really fourteen recipes."
>
> PRODUCT DEVELOPMENT

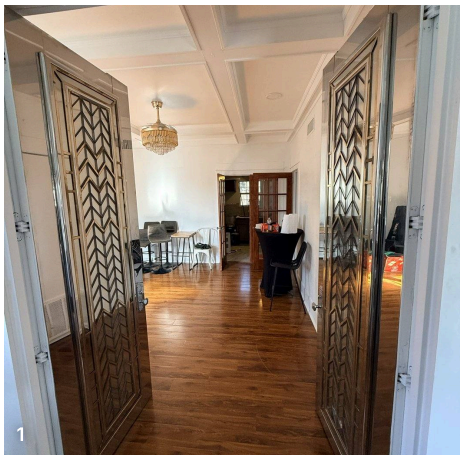
ONE SIGHTLINE, FRONT TO BACK

The room is built around a single view. From the front door you see through the gold doors, which everyone who visits already loves, to a statement chandelier of bare bulbs on coral, teal and mustard cords. Beyond it, the plan is to take down the wall into the kitchen so the whole back of the house becomes one long workroom.

The kitchen is narrow, so the island runs parallel to the counters instead of across them. Blue Shaker cabinets sit below, white above, with brass dome pendants overhead. The refrigerator stays where its hookup is, in the back room, which becomes the pantry. It is a test kitchen, not a commercial one: the place where products are developed, priced and photographed. ■

THE PLAN

Take down the wall between Product Development and the kitchen, if the engineer agrees. We are showing it both ways until then.







1. The gold doors today. **2.** Through the doors, under the bulb cloud. **3.** The test kitchen, looking back.

THE TEST KITCHEN


3A


3B


3C

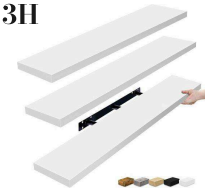

3D


3E



3F


3G


3H



3I

3A The Bulb Cloud. Twenty-plus bare bulbs on coral, teal and mustard cords. The first thing you see through the gold doors. **$1,200. Funded through our partners.**

3B The Appliance Suite. Range, fridge, dishwasher and microwave. The kitchen is built around whoever provides it. **$8,000. Funded through our partners.**

3C The Long Worktable. Ninety-six inches of oak where products get built, packed and shot. **$335.**

3D Brushed Brass Dome Pendants. A pair over the island, where the kitchen meets Product Development. **$152 each, 2 needed.**

3E KitchenAid Artisan Mixer. Where the first batch of every cookie brand gets made. **$429.**

3F The Label Kit. Printer, scale and bins. Every product leaves with a real label and a real weight. **$357.**

3G Leather Counter Stools. Four seats at the island for tasting, pricing and arguing about names. **$200.**

3H Floating Shelves. Open shelving for samples, jars and the prototypes that didn't work yet. **$87 each, 2 needed.**

3I The Kitchen Screen. Recipes up, pricing up, the camera feed for every product shoot. **$398.**

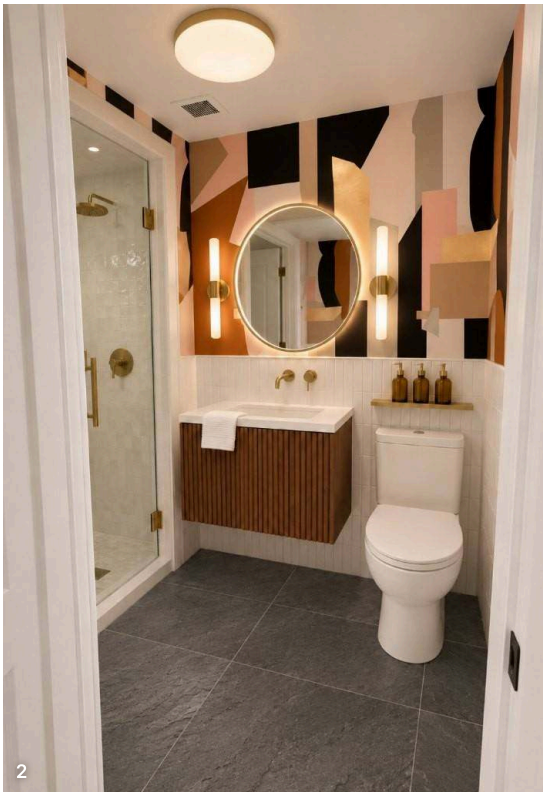
TO GIVE: SCAN THE CODE ON PAGE 3 OR VISIT WISHLIST.GAMMAHOUSEHQ.COM. PIECES FROM THE LIST SHIP STRAIGHT TO THE HOUSE.


1


2

1. Product Development with the wall open to the kitchen. **2.** Batch fourteen.


1


2

Dominique's soap

The showroom nobody planned

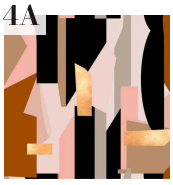
1. Dominique, 29, cutting a fresh loaf of soap in her apartment studio.

2. The downstairs bath: MINDTHEGAP wallpaper, fluted walnut and a slate floor.

Dominique makes soap in her apartment kitchen. One bar sits on the brass ledge in the downstairs bath at Gamma House, with a small card that says who made it.

Guests ask. Then they post. Then they find her. By the end of the month she has sold forty bars to people who first met her product while washing their hands.

The smallest room in the house moved the most product. Nobody planned that. Everybody should have. The room is dressed to be photographed: abstract wallpaper in pink, black, brown and gold, a backlit gold mirror, brass sconces and a floor of slate grey tile. ■

4A 

4B 

4C 

4D 

4E 

4F 

4A The Art of Abstract Wallpaper. MINDTHEGAP in pink, black, brown and gold. Two sets of three rolls. **$320 each, 2 needed.**

4B Fluted Walnut Vanity. Wall-mounted, sink built in. The kind of detail guests photograph. **$330.**

4C Backlit Gold Mirror. A halo of light in the middle of the wallpaper. **$107.**

4D Brass Cylinder Sconces. One on each side of the mirror. Warm light, good selfies. **$104.**

4E Wall-Mount Gold Faucet. Comes straight out of the wall. Clean lines, nothing on the counter. **$68.**

4F Frameless Gold Shower Door. Clear glass, brushed gold hardware. The full bath stays a full bath. **$340.**



1. Coach Reggie, 52, at a quarter to six. Two hundred guests are on the way.

5 FIRST FLOOR: Event Prep

Two hundred *guests at six*

The room nobody sees is the reason every other room looks good.

Coach Reggie runs the Saturday market on the corridor. At four o'clock the stainless tables are covered in trays, the linens are pressed on the rack and the drinks are going cold in the glass-door fridge.

By five, two teenage volunteers in black aprons are filling the dispensers and arguing about playlists. Reggie carries the first tray of cups down the hallway himself. He always does.

At six, two hundred people walk in and nobody thinks about any of it. That is the point. ■

OFF THE HALLWAY

The event prep room sits behind the kitchen, close enough to carry a tray and far enough that guests never see the work.

5A



5B



5C



5D



5E



5A Stainless Prep Tables. Where every event gets staged before anyone walks in. **$284 each, 2 needed.**

5B Wire Shelving. Labeled bins, trays and serving pieces, all in reach. **$117 each, 2 needed.**

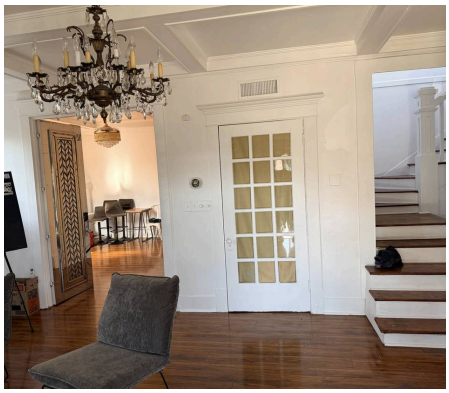
5C The Linen Rack. Table linens and branded covers, pressed and ready. **$95.**

5D Glass-Door Beverage Fridge. Cold drinks for every market day, pop-up and gathering. **$849.**

5E Drink Dispensers. Two gallons each. Lemonade not included, but likely. **$76.**

Notes from *the corridor*

Six things to know about the house before you walk in.



i

Story walls

Old photographs of MLK Boulevard and the neighborhood, and nineteen years of press, from Forbes to Ad Age, framed in the nooks, the stairwell and the bathroom walls.



ii

Neutral downstairs

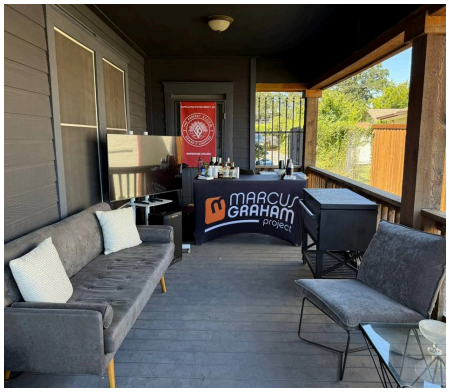
The first floor stays quiet so a partner can take it over for a launch, a pop-up or a dinner, then hand it back.



iii

Bold upstairs

The second floor is ours: doodle walls, comic action in the edit bay, a blue office. No takeovers.



iv

The porch is open

The back porch is already hosting. Sound outside is on the list, so the music follows people out the door.



v

Opening day

The doors open on MLK Day, January 18, 2027, the start of the Marcus Graham Project's twentieth year.



vi

1,200 alumni

Nineteen years of programs across more than a dozen markets. Gamma House is the first one with a front door.

BY THE NUMBERS

96%

of Marcus Graham Project graduates are employed within six months. Alumni work at Apple, Google, Wieden+Kennedy and 72andSunny.

MARCUS GRAHAM PROJECT, 19 YEARS OF PROGRAMS



Monique, 34, with the fellows who rebuilt her mother's bakery brand, the night before the pitch.

A bakery *gets a brand*

The biggest room in the house is where cohorts work, pitch and ship, and where a small business on the corridor gets the agency it could never afford.

ROOM
Maker room, second floor

BUILT FOR
Cohorts and client teams

WALL
Vacation Retreat, Wallism

Monique's mother has baked pound cakes on the corridor for thirty years, from a counter with a hand-lettered sign. Monique wanted to grow the business without losing what made it theirs.

A team of fellows took the bakery on as a client. They interviewed regulars, found the name customers already used, and built a logo, a box and a week of posts around it. They pitched it on the two big screens on a Thursday night, with Monique's mother in the front row, unconvinced.

Two months later a local grocer called about a wholesale order. The sign is still hand-lettered. Now the box matches.

> "The sign is still hand-lettered. Now the box matches."
>
> MAKER AND COLLABORATION

HOW THE ROOM WORKS

Computer-lab islands sit in the middle so teams can build side by side, with rolling drawers and standing side desks that move wherever the work goes. A screen hangs on each side of the door, so every pitch is seen from every seat.

One wall carries a pop-art collage from Wallism. The rest stay clear for sticky notes, mood boards and the occasional argument about kerning. This floor is bold on purpose, and it stays that way. ■

THE PROGRAM

Small businesses on the corridor come in as real clients. Fellows build the brand; the business keeps it.





1. The Maker room, second floor. **2.** Vacation Retreat, the feature wall.



Mr. Earl, 78, mid-story. Kendrick, 17, runs the board and has stopped pretending not to laugh.

7 SECOND FLOOR: The Creator Studio

Corridor Stories

Every other Tuesday

Podcast and video in one room, with the edit bay next door. It is where a brand finds its voice, and where a neighborhood keeps its own.

ROOM
Creator Studio and edit bay

BUILT FOR
Hosts, producers, editors

WALLS
Perfect Doodle, Comic Action

Mr. Earl remembers when the Forest Theater marquee lit up the block. Kendrick had never heard of it. Now they make a show together.

Every other Tuesday Mr. Earl sits at the microphone and tells one story about the corridor. Kendrick runs the board, then takes the file to the edit bay and cuts it down to twelve minutes. The episode plays on the screen in the shop downstairs, where people who were there correct the details.

Kendrick is learning how to produce. Mr. Earl is learning what a download is. The block is learning it has a history worth recording.

> "The block is learning it has a history worth recording."
>
> THE CREATOR STUDIO

FOUR SEATS, ONE STORY

The studio is built for four voices: four microphones on boom arms, four pairs of headphones and a mixer at the center of the table. Two cameras catch every conversation, soft key lights make everyone look like themselves, and custom blackout shades make the room dark when the lights go up.

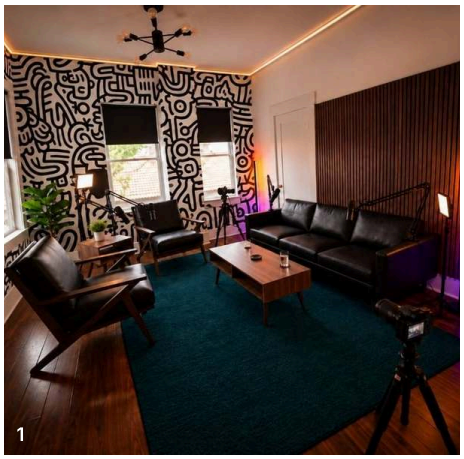
Black and white doodle wallpaper wraps two walls. Next door, the edit bay wears Comic Action in teal, orange and blue, because the people who cut the tape deserve a room with some nerve. ■

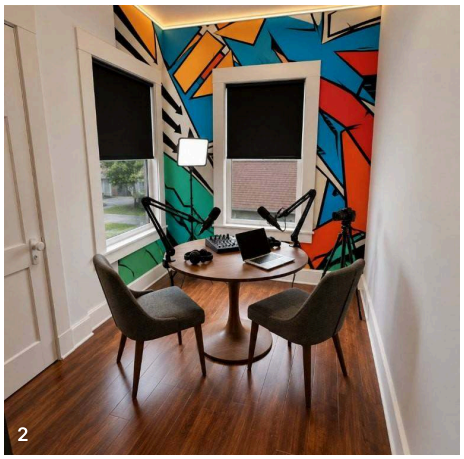
BY THE NUMBERS

55%

of Americans 12 and older listen to podcasts every month, an all-time high.

EDISON RESEARCH, THE INFINITE DIAL 2025







1. The Creator Studio in Perfect Doodle. **2.** The edit bay in Comic Action. **3.** The edit bay today, October 2026.

UPSTAIRS AND THROUGHOUT

CHAPTERS SIX, EIGHT AND NINE
MAKER ROOM, FRONT OFFICE, WHOLE HOUSE

6A 

6B 

6C 

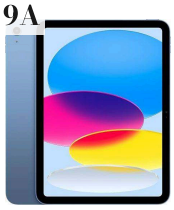
6D 

6E 

6F 

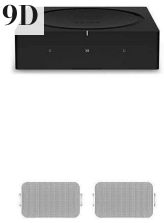
8A 

8B 

9A 

9B 

9C 

9D 

6A The Vacation Retreat Mural. Pop-art collage from Wallism on the Maker room wall. **$646.**

6B Two 65" Screens. One on each side of the door, so every pitch is seen. **$540 each, 2 needed.**

6C Work Islands. Computer-lab islands where cohorts build side by side. **$165 each, 2 needed.**

6D Counter Stools. Comfortable enough for a long night before a pitch. **$200 each, 2 needed.**

6E Rolling Drawers. Markers, cables and sample swatches that move where the work goes. **$95 each, 2 needed.**

6F Rolling Side Desks. Stand up, roll over, join the team at the next table. **$75 each, 4 needed.**

8A Office Screens. Two 43-inch screens for calls and reviews. **$198 each, 2 needed.**

8B Logitech MX Brio. The webcam for the calls that sign partners. **$170.**

9A The House iPads. Three iPads for check-in, music and the lights. **$399 each, 3 needed.**

9B Nest Doorbell and Cameras. A safe house is an open house. **$750.**

9C Yale Smart Locks. Keyless doors for staff, partners and cohorts. **$156 each, 3 needed.**

9D Sonos Outdoor. Music on the porch for every gathering. **$2,297.**

TO GIVE: SCAN THE CODE ON PAGE 3 OR VISIT WISHLIST.GAMMAHOUSEHQ.COM. PIECES FROM THE LIST SHIP STRAIGHT TO THE HOUSE.


1


2

1. The night before the pitch. **2.** The front office, blue accent wall.

THE CREATOR STUDIO

7A 

7B 

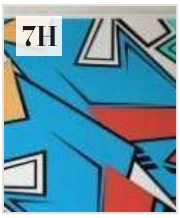
7C 

7D 

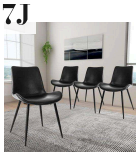
7E 

7F 

7G 

7H 

7I 

7J 

7K 

7L 

7M 

7N 

7A Shure SM7dB Microphones. The voice of the studio. Four of them, one for every seat. **$444 each, 4 needed.**

7B RØDECaster Pro II. The mixer at the heart of every show, with four boom arms. **$1,037.**

7C Sony ZV-E10 II Cameras. Two cameras for every conversation worth keeping. **$1,539 each, 2 needed.**

7D Sony MDR-7506 Headphones. The studio standard. Four pairs. **$113 each, 4 needed.**

7E Elgato Key Lights. Soft, even light that makes everyone look like themselves. **$240 each, 2 needed.**

7F The Studio Wall Screen. Sixty-five inches behind the hosts for clips, guests and slides. **$428.**

7G Perfect Doodle Wallpaper. Two walls of black-and-white line work from Wallism. **$925.**

7H Comic Action Wallpaper. Teal, orange and blue on the edit bay wall. **$330.**

7I Custom Blackout Shades. Measured and installed, so the studio is dark when the lights go up. **$1,500. Funded through our partners.**

7J Leather Studio Chairs. Four chairs that are quiet on mic and kind on long sessions. **$184.**

7K The Edit Bay Table. Room for two editors and one very honest opinion. **$145.**

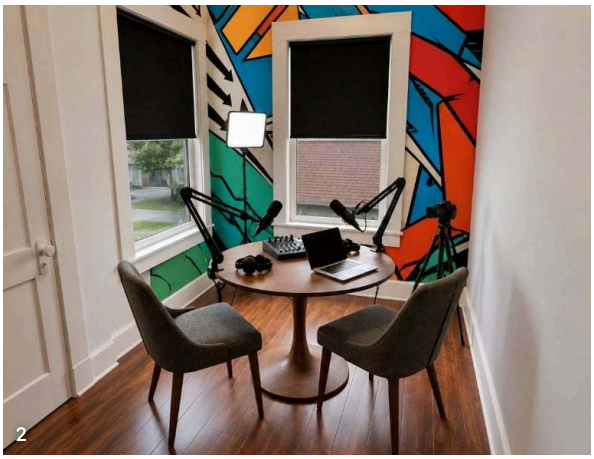
7L The Deep Teal Rug. Eight by ten, under the table. It quiets the room more than you would think. **$166.**

7M Floor Light Bars. Color behind the guests, set to whatever the show needs. **$65 each, 4 needed.**

7N LED Light Strips. A glow along the shelves for the wide shot. **$27 each, 2 needed.**

TO GIVE: SCAN THE CODE ON PAGE 3 OR VISIT WISHLIST.GAMMAHOUSEHQ.COM. PIECES FROM THE LIST SHIP STRAIGHT TO THE HOUSE.


1


2

1. Corridor Stories, recording. **2.** The edit bay.

THE BUILDER'S CIRCLE

NOT DONORS. BUILDERS.

Everyone who helps build Gamma House is a builder, whether you buy a piece, bring your company or open a door. Builders are named on the porch ceiling, where the young people who come through it can look up and see who made room for them.

Scan to build.

WISHLIST.GAMMAHOUSEHQ.COM

The full list, room by room, with what is already claimed.

Marcus Graham Project is a 501(c)(3); gifts are tax-deductible as allowed by law. Prices as of October 2026 and may change. Room images show the house today and concepts of the finished rooms. The people and stories in this book are imagined, written for the house we are building.

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