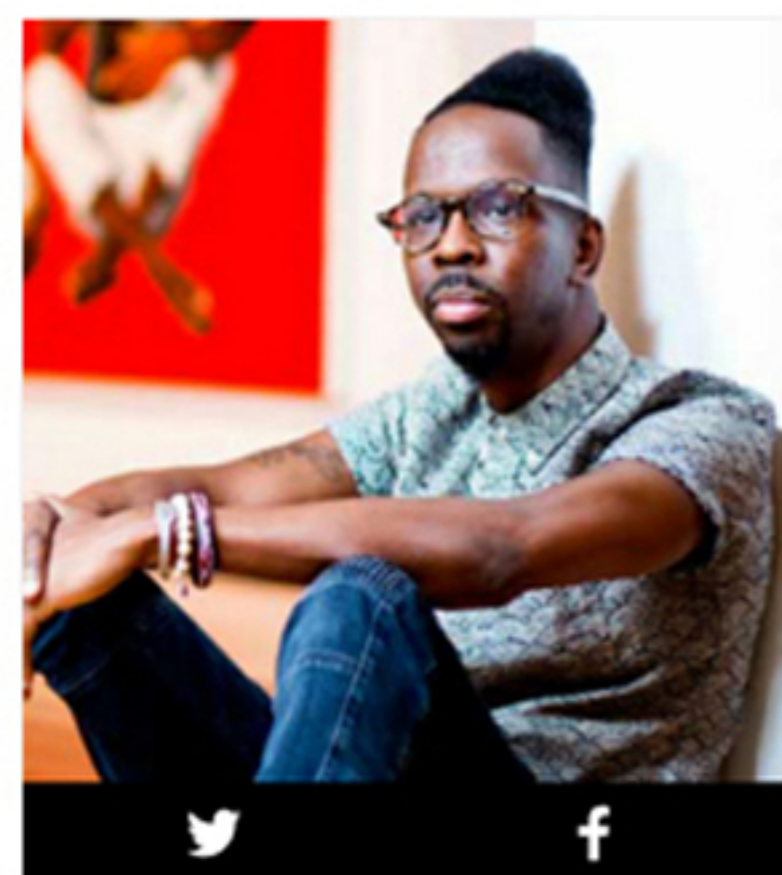




The Root 100 is our annual list of the most influential African Americans, ages 25 to 45. It's our way of honoring the innovators, the leaders, the public figures and game changers whose work from the past year is breaking down barriers and paving the way for the next generation. This year's list of honorees is a reminder of the beauty and brilliance of blackness, at a time when the political and cultural landscape has grown even more hostile to the idea of black achievement.

How did we arrive at the list? By using a unique algorithm, we calculate honorees' **REACH** — the people they touch through media and Twitter followers — and their **SUBSTANCE** — the impact of their work, graded on a scale of 0 to 10 — to determine their **INFLUENCE**, which determines their ranking. Ultimately, we scored hundreds of people to determine **The Root 100**. Congratulations to this year's honorees!



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Fahamu Pecou

Artist • @fptheshit

Pecou is an artist who centers his work on blackness, in particular, black masculinity.

Fahamu Pecou doesn't hope people admire his art, he wants to make them think. The Brooklyn, N.Y., native's work primarily centers on blackness, and in particular, black masculinity. Pecou describes his work as a mixture of the "iconography of Yoruba spirituality, the somatic attitude of hip-hop bravado, and philosophy of the negritude movement," and it has been resonating with audiences. After beginning his career as a graphic designer, Pecou, who recently completed his Ph.D. at Emory University, has grown into a multimedia artist whose work has been featured on TV shows like *Black-ish* and *Empire*, and in the Smithsonian National Museum of African American History and Culture.

Visit: [website](#), [Facebook page](#).

SECTOR Arts

AGE 43

Atlanta

103

3.18

7.6

3,356