

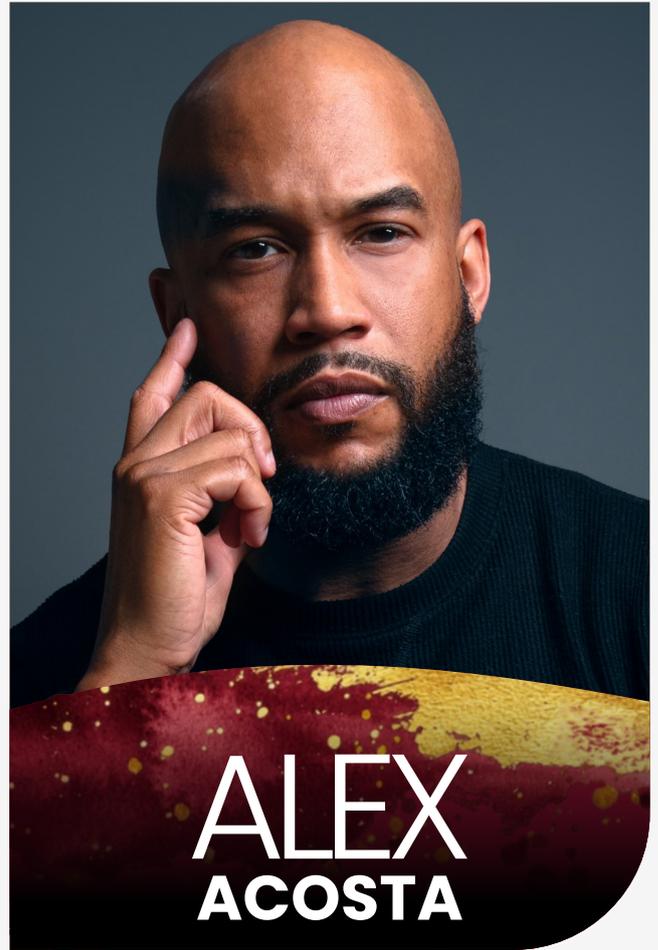
About

ALEX "COST ONE" ACOSTA

Cultural Producer | Creative Strategist | Artist

Alex "Cost One" Acosta is a cultural producer, creative strategist, and artist building immersive experiences rooted in place, tradition, and community voice. Through his production company, RAPPORT, and nonprofit, Soul Food Cypher, he creates platforms that elevate emerging artists and preserve culturally significant spaces. Born and raised in Atlanta — on August 11th, the date hip-hop is widely recognized to have begun — Acosta views culture as a birthright. His Creative Placekeeping work includes partnerships with MARTA ArtBound and the Atlanta BeltLine.

He is the founder of ATL Park Jam, an annual festival celebrating Atlanta's hip-hop legacy that reached 18.6 million media impressions by 2024. As Founding Executive Director of Soul Food Cypher, he has led 350+ public events and 300+ youth workshops, expanding internationally in 2024. A photojournalist and educator with 13+ years of teaching experience, Acosta has exhibited in Florida, New York, and Georgia and has worked with Georgia State University and the Center for Civic Innovation. As a faculty member at the Atlanta School of Photography, he focuses on narrative, documentation, and community truth, creating spaces where culture is remembered, remixed, reclaimed, and reborn.



Speaking Focus Areas

"Changing the Rap on Rap"

Alex "Cost One" Acosta is Reframing hip-hop as ancestral intelligence — resilient, adaptive, and culturally foundational.

The Power of the Cypher

The cypher is more than performance — it is democracy in motion and a blueprint for community transformation and cultural preservation.

Audiences will discover how the cypher:

- Builds empathy and deepens active listening
- Encourages civic dialogue and shared accountability
- Transforms conflict into collaboration
- Functions as a cultural infrastructure where voice equals power
- Reframes hip-hop as a tool for preservation, participation, and collective impact.

Hip-Hop as Education

Freestyle rap is one of the most underutilized educational tools in America. Hip-hop is a catalyst for narrative shifts and social impact, reshaping how culture is understood in classrooms, courtrooms, and communities.

Audiences will explore how hip-hop:

- Uses lyricism to teach vocabulary, rhetoric, and critical thinking
- Raises critical questions about rap lyrics in criminal trials
- Challenges dominant narratives in academic and legal spaces
- Builds confidence through improvisation and creative risk-taking
- Reexamines who interprets culture — and who defines its value

Creative Placemaking

This talk explores hip-hop's role in shaping cities and the tension between growth and displacement, rooted in Atlanta's evolving landscape, and asks: Who benefits? Who gets pushed out? And how can artists intervene?

Audiences will explore:

- Hip-hop's influence on urban identity
 - Demographic inversion and cultural displacement
 - The responsibility of artists in urban development
 - How to build cultural events that preserve rather than displace
- Gentrification & Cultural Strategy

Media &
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Presence

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To book ALEX "COST ONE" ACOSTA for speaking engagements, please email: ife@chi-ife.com