

Converse Short FilmAds All Star Hip-Hop Tribute

Written by Clyde Smith ID2528
Monday, 17 April 2006 23:39 -

Sneaker company's do some of the more interesting hip-hop related campaigns, for example, the short film/ads currently featured at ConverseGallery.com including the Mos Def directed short sequence to a beat called Imagination.

Converse and the nonprofit Global Artists Coalition, along with Footlocker and Foot Action, have also announced that they are presenting the [Converse All Star Hip-Hop Tribute](#) at New York's Webster Hall on Friday.

This event has been presented previously in Miami, LA and DC and is described as drawing "over 2,500 visitors" (per event or all together?).

In any case, such events are more about reaching tastemakers and building cred than marketing to a mass audience though I can easily imagine getting a great ad out of the Converse Sneaker Art Battle.

Hosted by Bobbito Garcia and Hot 97 DJ Raqiyah, the Converse All Star Hip-Hop Tribute will include:

* The "Converse Sneaker Art Battle," which offers emerging artists the opportunity to show off their graffiti and illustrative art skills by "tagging" a classic white Pro Leather shoe, similar to the ones once worn by Julius Irving, with their own inspired creations. Participants' pieces will be judged and considered for a special limited-edition athletic shoe from Converse.

* Hip-hop historian Curtis Sherrod's rare hip-hop handbills. Part of the world's largest collection, the objet d'arts promoted legendary old-school parties during the late '70s and early '80s, and were previously shown at the Rock & Roll Hall of Fame & Museum.

* Photojournalist Jamel Shabazz's gritty snapshots of the emerging hip-hop scene from 1980-1989 – before it became what is today's multi-million-dollar multinational industry. The photos are from his critically-praised books *Back in the Day* and *A Time Before Crack*.

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* A special performance by Bam the Liquid Robot, whose hip-hop dance routines are enthusiastically acclaimed for their passionate virtuosity and stylistic flair. Known for his work in movies, commercials and with superstar artists, Bam has been called “the next level” by Vibe magazine.

* The vocal innovation of Kid Lucky and his freewheeling and funky oral orchestra. Perhaps the preeminent beat box artist in the world today, Doug E. Fresh has said, “Kid Lucky is doing something I wish I would have thought of.”

* The trailblazing ensemble Asa Yaa. Boasting musicians, dancers and singers, and glorifying the connection between African culture and modern African-American art, this Brooklyn-based company has toured the world to great acclaim.

Quite a lineup.

More information at:

<http://www.prohiphop.com>

www.ConverseGallery.com

*Clyde Smith runs the very successful web site ProHipHop.(www.prohiphop.com) , and it has some very unique features. More than just a blog site it is a hip-hop business blog site with every area of hip-hop culture covered.

Clyde Smith writes ProHipHop drawing on a rich background in the performing arts (The Lost Colony, High Risk Group), academic research (Ph.D. in Cultural Studies from Ohio State) and freelance writing (Hip Hop Logic, New Age Retailer). Clyde is also the owner and editor of www.netweed.com

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Please visit his sites and support real news and views on hip-hop.

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