

Hip Hop Documentary Features Various Hip Hop Rap Notables

Written by Robert ID3435

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Mixtape Inc. is the definitive film on the controversial mixtape industry. Directed by Walter Bell of Cando Entertainment, the DVD is an in-depth, unprecedented behind-the-scenes look into the gritty world of illegal Hop-Hop Mixtapes. It's the first hip hop documentary to go behind the scenes and document the music, the money, the history, the hustle, the players and the prosecutions. The voices heard and images seen in this film will take you into the world of illegal Mixtapes and its game of Russian roulette with the powerful music industry. The viewing audience will sit down with, and get up-close to, such hip hop and rap talents as Kanye West, G-Unit (Lloyd Banks, Young Buck, Tony Yayo), Chuck D, Lil' Jon, Fabulous, Danger Mouse (Gnarls Barkley), David Banner, Xzibit, Kool DJ Red Alert, Ed Lover & Doctor Dre', DJ Clue, DJ Kay Slay, DJ Enuff and DJ Vlad as well as RIAA President Carey Sherman and various Hip-Hop label executives.

"Now two filmmakers want to bring mixtape DJs and MCs to the big screen via "Mixtape, Inc. The Movie." Bell and partner Jerry Thompson have been filming such MCs as Kanye West, Joe Budden, Lil Jon and David Banner. DJs like Kay Slay, Vlad, Ron G., Big Mike, Kool Kid and Red Alert have also sat down to discuss mixtapes with the team." MTV News

The plot centers around the battle brewing with the Mixtape DJs, Performers, Retailers and Buyers on one side and the multi-billion dollar record labels and copyright infringement authorities (RIAA) on the other. What began as a promotional tool for generating awareness and self-hype has evolved into a multi-billion dollar business under scrutiny by the federal government. It's a love/hate relationship and some have paid the price which include jail, fines and more. Yet, mixtapes have become an essential and hot commodity in the Hip-Hop culture, revolutionized the music industry and changing the way we hear and buy Hip-Hop music.

The financial stakes are extremely high.

These entrepreneurial compilations are now the root of a new power struggle; the urban streets of America vs. Wall Street.

This documentary will take you inside the riveting unflinching dramas of this volcanic battle.

"Cando Entertainment prepares to drop "Mixtape Inc. The Movie" after over 17 months and 77 interviews, Cando Entertainment's Walter Bell and Jerry Thompson have amassed countless hours of exclusive footage for the DVD. In addition to a preview of the feature film, the DVD includes interviews with Kanye West, GLC, Consequence, DJ Kay Slay, DJ Vlad, Ron G and countless others. Also, G-Unit's Sha Money XL and Tony Yayo recount 50 Cent's rise to stardom and Xzibit hangs in the studio with DJ Vlad for an exclusive freestyle." SOHH.com

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Director Walter Bell says, "We're doing a documentary about the entire mixtape universe — the culture, the product, the people that's centered around it, nationally and internationally. Basically we're trying to lock down something that's historically significant. Something like [the 1982 hip-hop/graffiti movie] "Wild Style" that kids can look back at 10, 20 years from now. War games have existed for a long time; mixtapes became hip-hop's war games."

This documentary will show the history of Mixtapes, their rise to phenomenon status on CDs, and their current status as major marketing and financial endeavors. The show will also highlight the growing frequency of the Recording Industry Association of America anti-piracy raids and copyrights infringement enforcement actions by telling the stories of Alan Berry, a Mixtape merchant in Indianapolis, Indiana and Mr. Merc, the first online Mixtape distributor (Mixtapes.com). Both men were raided and prosecuted by the RIAA. Resulting in the loss of their businesses, families and homes. Their parallel stories illustrating how bootlegging, law enforcement and fear of prosecution are inundating the industry.

"Walter Bell's film rightly approaches the phenomena as an important new era in hip-hop, where 50 Cent's debut proper followed over a dozen unofficial releases hitting the street on an almost-weekly basis. "Mixtape Inc. The Movie" makes an entrance worthy of a WWE wrestler. The credit sequence cut-and-pastes mixtape covers on a street wall like heroes and villains of the Wild West; masking effects and computer graphics draw out the connections between players in the scene. It makes the pulse race like a set by The Drama King, aka DJ Kay Slay, the first player with whom we visit. There's nothing wrong with business and art hopping into bed together; hip-hop is a catalytic reaction between the two, with one fueling the other. But as Chuck D says, you hope for "a balance between commerce and artistic merit and skill." Stylus Magazine

The controversy surrounding the lyrics and illegal appropriation of copyrighted music has grabbed headlines in key publications: The New York Times, MTV, Village Voice, USA Today, Vibe, XXL, Rolling Stone and countless others. Mix tapes, Hip-Hop and sales go hand-in-hand and numerous multi-platinum rap stars are rooted in the world of mix tapes. 50 Cent released no less than 20 underground mix tapes (before his major label debut) and generated over \$20 million in revenue.

"With the recent Recording Industry Association of America (RIAA) raid on DJ Drama's Gangsta Grillz operation the mixtape has been thrown into the news headlines and Mixtape Inc goes some way to explain exactly how the mixtape business straddles the complicated legal

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maneuverings of the police and the record labels. The film frames its argument with the story of Indianapolis record shop owner Alan Berry, who was facing 13 felony counts including royalty theft, copyright infringement and fraud for the sale of bootleg mixtapes. Berry explains how he was seduced into the world of rap by Public Enemy and how he came to stock illegal mixes on his shelves....Chuck D, Xzibit, Kanye West, Green Lantern, DJ Clue, Joe Budden and brilliantly named Vlad the Butcher all offer their opinions. But it's the lesser names that leave the biggest impression." In The Mix

Cando Entertainment has produced new media projects for Def Jam recording artists including LL Cool J., Ludacris, N.O.R.E., Nelly, Ashanti, Bon Jovi, Linkin Park as well as numerous others.