

WILDSTYLES

AN EXHIBITION OF OLD SKOOL HIP HOP PHOTOGRAPHS AND A HIP HOP ART COMPETITION IN CAMDEN TOWN

"Hip hop has brought more people together from different racial backgrounds and nationalities than all the politicians put together on the planet" - Afrika Bambaataa

"Hip hop culture is all about showing what you can do and expressing yourself fully." - Normski.



Private View: 19th May, from 7pm till 10pm
Wildstyles exhibition: 19th May – 16th June
Competition exhibition: 17th June – 22nd June
Exhibition opening: 11am till late

We are delighted to announce that Bar Vinyl is hosting an exciting exhibition by PYMCA Gallery 'Wildstyles' featuring classic rare photographs hailing back to the 'old skool' days. Photographers involved include Normski, Janette Beckman, Eddie Otchere, Ted Polhemus, Naki, Paul Hartnett and many others. Wildstyles is an exhibition that takes you to the spirit of Hip Hop, showing how this music became a way of life for a global generation. The exhibition was first created in 2007 by PYMCA to celebrate all things Hip Hop and the 25th anniversary of the release of the definitive Hip Hop film 'Wild Style'.

20 years ago MTV unveiled *Yo! MTV Raps* in the US, at the same time Britain was overwhelmed with the rapid popularity of imported Hip Hop of the US, and Bar Vinyl was about to be born at the heart of Camden. Having witnessed an unstoppable growth of music for the last couple of decades on a worldwide scale while many music crazes often gathered in the area, Bar Vinyl has long awaited a true presentation of Hip Hop which let those who were there at the time tell their own stories in their captured images.

Along with the exhibition, PYMCA is organising a Hip Hop art competition to capture and define the subculture through imagery, which will be awarded with the prize of one of the very latest PENTAX cameras. The 30 best entries selected by the judges will be exhibited at Bar Vinyl for one week after the Wildstyles exhibition.

PYMCA have collaborated with some of Hip Hop's grand masters to take you back to the halcyon days of Adidas shell toes and Run DMC. Back in the days, the founding fathers of an emerging scene, DJ Kool Herc, Afrika Bambaataa and Grandmaster Flash, could not have imagined the now global reach of the new form of music that they pioneered. Hip Hop culture exploded like a bomb from the projects of the Bronx in the late 70's and early 80's. The combination of Scratch DJing, Rapping, Breakdancing and Graffiti Art have formed a complete subculture, which has taken on the mainstream and won. Hip Hop is now the most popular music in the world. From the first Block parties thrown by Kool Herc in 1974 to the ultra 'Bling' of modern Hip Hop and R&B, Hip-Hop has gone through many stages of development.

Wildstyles private view will be on Monday the 19th May from 7pm till late, an evening of music from Hip Hop DJ's and live street performances from the renowned break dancing One Motion Crew. Special nights will follow during the exhibition period. Contact for more details.

Big it up for Wildstyles, it will land like a vinyl on your turntable to send pure sparks into your mind!

For press enquiries please contact Lucy Barber on +44(0)207 251 8448 or Email lucy@thinkespionage.com

For more details of exhibition please contact Mamiko Karasudani on +44 (0)207 284 4369 or Email vinylexhibition@googlemail.com



Competition brief:

The continuous 're-inventions' of the Hip Hop sound including the emerging UK Hip Hop and Grime scenes have managed to keep Hip Hop as relevant to today's youth as much as it was to the youth of the last 30 years. It is your aim to capture this re-invention through photography, illustration and graffiti art.

Competition details:

- Competitors can explore Hip Hop culture through photography, drawing, painting, art, graffiti etc
- Entries must be in the format of prints (size 30x40cm) or canvas (size up to A3)
- The images must represent NEW SKOOL HIP HOP. Images and art must have been produced after 2000 – This Century!
- You must be aged 16+
- Submission fee £5 (for up to 2 prints), each competitor can submit up to 10 prints (Total Fee £25)
- Payment method: post a cheque (made payable to PYMCA) or drop cash to the address below.
- Closing date: 10th of June.

Prize details:

- **First prize:** Multi award winning PENTAX K20D (14 mega pixel) SLR + 18-55mm lens worth £899
- **Second prize:** PENTAX K200 (10.2 mega pixel) SLR + 18-55mm lens worth £499
- **Third prize** PENTAX V20 (8 mega pixel) Digital compact camera worth £169

The 30 best entries selected by the judges will be exhibited at Bar Vinyl for one week.

PLUS the winning images will be hosted as part of the legendary PYMCA Archive online, as well as being given potential future artist representation!

The judges are some of the World's most influential figures including NORMSKI legendary Hip Hop Photographer and TV Broadcaster, EDIE OTCHERE iconic 90's Hip Hop Photographer and National Portrait Gallery Curator and PYMCA Library Management.

For more details about the competition please contact
Liat Chen on +44(0)207 251 8338 or Email liat@pymca.com