

FROM SEPTEMBER 22ND — OCTOBER 15TH, ELEVATE WILL CELEBRATE HIP HOP IN ATLANTA WITH FREE CULTURAL EXPERIENCES EVERY WEEKEND.

CHECK OUT A FEW OF OUR UPCOMING EVENTS BELOW:

WEEK 1 | FRIDAY, SEPTEMBER 22ND 5PM-8PM:

ATLIENS VISIT PLANET MARS, IN PARNTERSHIP
WITH FRANCE-ATLANTA
GALLERY OPENING AND PANEL
@ CHASTAIN ARTS CENTER, 135 CHASTAIN PARK AVE. NW

SATURDAY, SEPTEMBER 23RD 9PM-1AM:

HIP HOP KARAOKE WITH DJ JELLY @ WHO WANNA PHO, 1126 EUCLID AVE. NE



Heard TM It All Before. AGAMEOF HIP HOP SAMPLES

WEEK 2 | FRIDAY, SEPTEMBER 29TH 8PM-10PM:

TIPSY TAGGIN WITH ANTAR FIERCE

@ BEST END BREWING, 1036 WHITE ST. SW

SATURDAY, SEPTEMBER 30TH 8PM-10PM:

ELEVATE GAME NIGHT WITH GAME CREATOR KRISTEN DANIEL. @ M-BAR ULTRA LOUNGE, 186 AUBURN AVE. NE

WEEK 3 | FRIDAY, OCTOBER 6TH 9PM-1AM:

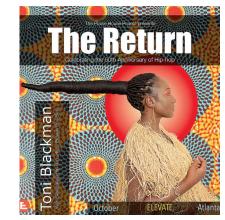
STAY PRODUCTIVE PRODUCER SHOWCASE WITH HOST FORT KNOX @ 529, 529 FLAT SHOALS AVE. SE

WEEK 4 | SATURDAY, OCTOBER 14TH 4PM-6PM

THE BEAT - A RING SHOUT AND COMMUNITY FREESYTLE CYPHER WITH TONI BLACKMAN, PRESENTED BY THE PRAISE HOUSE PROJECT
@ EMORY UNIVERSITY PERFORMING ARTS STUDIO, 804 N. DECATUR RD

SUNDAY, OCTOBER 15TH 8PM-12AM:

ATLANTA CLASSIC, FEATURING AN AMAZING LINE-UP OF ATLANTA DJS@ MJQ CONCOURSE, 736 PONCE DE LEON AVE. NE





ANNOUNCING ELEVATE 2023: ROOTS, RENAISSANCE, AND RENEGADES CELEBRATING OUR HIP HOP HISTORY AND FUTURE WITH CURATOR, MELISSA ALEXANDER



The Mayor's Office of Cultural Affairs is pleased to announce the vision of this year's ELEVATE, which will be in celebration of 50 years of Hip Hop; focusing on Atlanta's Hip Hop legacy and our role in the future of the artform. As a part of this vision, ELEVATE will host free arts programming across the city every weekend from September 22nd to October 15th.

Selected curator for this year's ELEVATE festivities is Melissa Alexander. Melissa is an Atlanta artist based in the West End who cites the foundation of her work as vulnerability and growth.

When discussing the plans for ELEVATE, this year's curator, Melissa Alexander, said, "The youth of New York City birthed a movement, a

culture that has stood the tests of time, growing ever more powerful with each year. What started as a creative outlet has blossomed into a culture that has touched all parts of the world because it resonates with those who think outside the lines, those who walk to the beat of their own drum, those who understand that community is all we have. ELEVATE Hip Hop: Roots, Renaissance, and Renegades honors the foundation of our culture while celebrating how that culture has manifested and matured in Atlanta, Georgia. It's seen in our dance, our music, our art, and our fashion. Regardless of where it shows up, Hip-Hop champions those who find a way to accomplish their dreams."



Cultural Affairs



FREE PARKING (validated) for this Rialto Series show at the 100 Peachtree Parking Garage at 123 Fairlie St, NW, Atlanta, GA 30303

RoughDraftAtlanta.com SEPTEMBER 2023 | 27

EVENT SPOTLIGHT: THE WORLD FAMOUS MIC CLUB

In 2002, less than a decade after relocating to Atlanta, D.R.E.S. The Beatnik launched The World Famous Mic Club at Apache Cafe. The renowned host - who has held court on the most coveted stages in the city - will be the first to admit that the concept behind Mic Club was far from innovative: rap battles have been a part of Hip-Hop culture for practically its entire 50 year history. But this particular event stood out for two reasons: the way in which the battles were conducted and the motivation behind them.

The World Famous Mic Club has been never about competition for competition's sake. Upon reviving the event in 2013 after a five year hiatus, D.R.E.S. told Creative Loafing that his primary motivation was to help foster a better underground Hip-Hop scene in Atlanta by creating a platform to help artists, producers and DJs hone their skills. To achieve that goal over the years, he's enlisted the support of some of the biggest and most respected names in Hip-Hop, including Q-Tip (from A Tribe Called Quest), Little Brother and Grammy Award winning producer Diamond D, whose discography includes songs by Fat Joe, The Fugees, and Outkast. To keep the focus on true skill building, The World Famous Mic Club also abandoned the idea of a cash prize for its winning contestants; and that WAS a revolutionary move at the time of its launch. Experts and fans judged the



competition, and the winning M.C. walked away with the most coveted cultural currency in Hip-Hop: respect.

Over the course of its 21 year history, The World Famous Mic Club's 21 has contributed to the history of some of Atlanta's most beloved Hip-Hop venues and talent, thus becoming an indelible part of the culture's history in the city.

THERE'S NO HIP-HOP IN THE A WITHOUT THE DJ



My introduction to DJ Toomp was similar: I knew of him from his original career as an actual DJ for JT Money and the Poison Clan in Florida. By the time he and I met in person, through my relationship with Bonecrusher, he was already this multi-platinum, world renowned producer. He played us "What You Know" by T.I. before it was released and what has stood out about Toomp's production from that day on is how cinematic his music always sounds. Years later, he was one of the featured DJs at my All Vinyl Everything event, and he was still as sharp as he was in the 90s in terms of his technical skills. A lot of people don't even realize that about him because they only know DJ Toomp, the producer.

BY DJ SEAN FALYON

The day I moved to Atlanta - June 4th, 2004 - Baby D and Lil C took me to the Big Oomp Record Store in the West End, and DJ Jelly was in the back making a mixtape. I had already heard about him and the mixtape scene in Atlanta, but this was my official introduction. And for the next few weeks, Jelly and the Oomp Camp were showing me around the city and introducing me to so many people I needed to know as an up-and-coming artist, which I was at the time. I had no idea I was getting inducted into Atlanta royalty.

The things Jelly was doing professionally at the time helped expand my perception of what success in music could look like. He was one of the first people I really saw creating his own remixes, mixing videos and actively monetizing his skills as a DJ beyond being the guy setting the tone at a party. That helped me realize that I could do other things with my passion; and that was what allowed me to expand my career to curating events, DJing and even producing myself.

Both DJ Jelly and DJ Toomp played a major role in my life. But even if I didn't know them personally, it would be almost impossible for me to do what I do in Atlanta without their influence. People may not realize it but DJs played just as huge of a role in laying the foundation for Hip-Hop culture here as they did in New York. Guys like Toomp, Jelly and Kizzy Roc dominated the culture so crazily that I don't even think they realize that they are true pillars in this city. But if we're honest: these guys were instrumental in shaping the Atlanta sound. The city might not mean what it does to Hip-Hop today if it weren't for these pioneers.

