

21st Century Hip Hop

Brings the Heat and is Very Necessary...



Booking/Management

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General Information

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Media Relations

Robin Dixon

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Official Website

www.21stCenturyHipHop.com

Electronic Press Kit (EPK)

reverbnation.com/21stcenturyhiphop

Social Networking Sites

[facebook.com/21stCenturyHipHop](https://www.facebook.com/21stCenturyHipHop)

twitter.com/21stCenturyhh



(Biography)

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This five-member crew has roots that are vast and diverse. The groups Producer, Absurd has Serbian roots, DJ Ceez, Lomai, and, Braids are all African American and E-FX is From Mexico. Together they produce a sound that is bold and original, “N.E.R.D. meets Nirvana”, Lomai (*Tommy Sigmon*) says with a grin as he describes the groups style of Hip Hop. “21st Century Hip Hop was created to point the way to a new era in Hip Hop, one without boundaries or definitions...as a group we respect and uphold the traditions of previous eras of Hip Hop music, but not at the expense of the present, and our own personal expression”.

Producer Absurd

Producer Absurd is responsible for the sound of 21st Century Hip Hop. He has produce for numerous rap soloists and groups in Chicago including Joint Logistics, The MicSlingers, Distorted Dialect, and international rappers such as Genocide. His rock roots have helped him come at rap music from a new angle, adding a level of musicology not usually seen within the genre.

DJ Ceez

A 6’7” brother hailing from Ft. Lauderdale by way of Omaha, NE, DJ Ceez is the resident DJ for 21st Century Hip Hop. Born Clarence Jones, and having hooped at Creighton University and University Of Illinois at Chicago, he has been spinning for over 20 years, everything from hip-hop to deep house, from jungle to alternative. 6 months after getting his first pair of 1200’s he was in the midwest DMC DJ championship battling the likes of Bad Boy Bill and Mike “Hitman” Wilson. You can currently catch him on WHPK 88.5 in Chicago, every other Friday at midnight spinnin’ underground hip-hop on DJ Taigo’s show “The Essence”.

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Ef-x

I am Rene a.k.a. “Ef-x”. I’m 22 years old and was born in Chicago, IL. My dad is from Veracruz, Mexico. My mom was born in Chicago but her parents are from Puerto Rico. I grew up listening to the heavyweights in salsa and then Hip Hop and Rock as I got older. I sing, rap, and write for 21st Century Hip Hop. We are bringing a new sound with subject matter all around the board for the fans.

Lomai

Lomai began his hip hop journey with a group called P.R.O. before becoming a part of the legendary group WitchBoard (which also included Aztec Dinero). After recording two solo records (Stranglewood: Episode One – The Legacy and Stranglewood: Episode Four – Secret Decoder Ring), he helped form 21st Century Hip Hop, hoping to smash the boundaries in hip hop music and help bring the genre to greater heights.

Braids

From somewhere out in the Black Lagoon in Chicago’s Humboldt Park, Braids aka Da D.E. took to hip-hop like a natural. Through sheer will of expression for himself and others, Braids pushes to deliver 21st Century Hip Hop for generations old and new. Having been raised by multiple cultures, Braids was exposed to many examples of the Art of Music...only to arrive at this reality – “Hip Hop means a testimonial of how it is, everywhere on Earth!”

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21ST CENTURY AND BEYOND

Chicago Collective Keeps It's Eye On The Future

21st Century Hip Hop doesn't want to save hip hop – they just want to carve out a space for themselves that they can call their own within the rap industry.

“Everything is basically about branding these days; you don't have to be bound to one style of hip hop,” says Absurd, the producer for the collective, which features two lead M.C.'s (Lomai and Braids), a singer (E-FX), and a champion D.J. (D.J. Ceez), plus various satellite rappers and musicians.

Although the core of the collective is usually featured on most songs, the group is always open to outside collaborators such as Max-A-Million (the great Chicago reggae/hip hop artist) being featured on the song “Go With Me.”

“We always feature artists from other groups on our songs. Even within our group, or our collective, people aren't bound or forced to be a part of this. So there's no pressure, which makes it fun,” says Absurd.

The group has a six song EP called “Schematic To The Panic,” which is audacious in it's variety. Over the course of the EP, the group covers everything from conspiracy theory, sex, racism, politics, lyrical dexterity, and faith, often within the same song. There is even a song, called “Marching to Oblivion”, that's about the end of the world.

“We wanted to be able to talk about important subjects,” says Absurd “but we wanted to do it in a way where you didn't notice it until the third or fourth listen. People want substance, but they don't want to be beaten over the head with it.”

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One song, “Douchebag,” manages to dis everyone from Joe Jackson to Rajon Rondo, and exposes the group’s disdain for debutantes, the police, rich white politicians, traffic cameras, fame, and the industry itself. As Lomai, Braids and Aztec Dinero go back and forth over a thunderous rocked out beat, the song recalls Run-DMC, but with a modern twist. The chorus is brilliant in its simplicity, as the word douchebag echoes in and out at various volumes; the song would be perfect as the opening to the T.V. show “Tool Academy”.

“That’s why we made it,” Absurd says, laughing.” Everywhere you turn, there is a D-List celebrity or politician, or rappers acting like a jackass. We wanted to say something about it.”

The songs are catchy and infectious, but without sacrificing the lyricism necessary to gain respect from other M.C.’s within hip-hop. Absurd says that this is done on purpose.

“We want to make songs people like and want to listen to, but we also want our lyrics to be respectable as well it’s about finding the right balance.”

The group has one ultimate goal; to live up to its moniker. Absurd thinks they can do it.

“We want to bring something new to hip hop because we respect it so much. But at the same time, we can’t be so bound to tradition that we can’t seek out new ideas. Otherwise we wouldn’t be living up to what we’re trying to be.”

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FOR IMMEDIATE RELEASE

Thursday, November 04, 2010

MEDIA RELEASE

Contact:
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21st Century Hip Hop's Sophomore Album
"Schematic to the Panic" Brings the Heat and is Very Necessary.

Chicago (November 4, 2010) - The powerful underground sound of "Schematic to the Panic" definitely brings the heat. From the first song of this soon to be released album, its in-your-face lyrics will intrigue you. With songs like "Marching to Oblivion", a track about the end of the world will easily infuse its listeners with a true expression of what Hip Hop is about - rapping about life and social experiences.

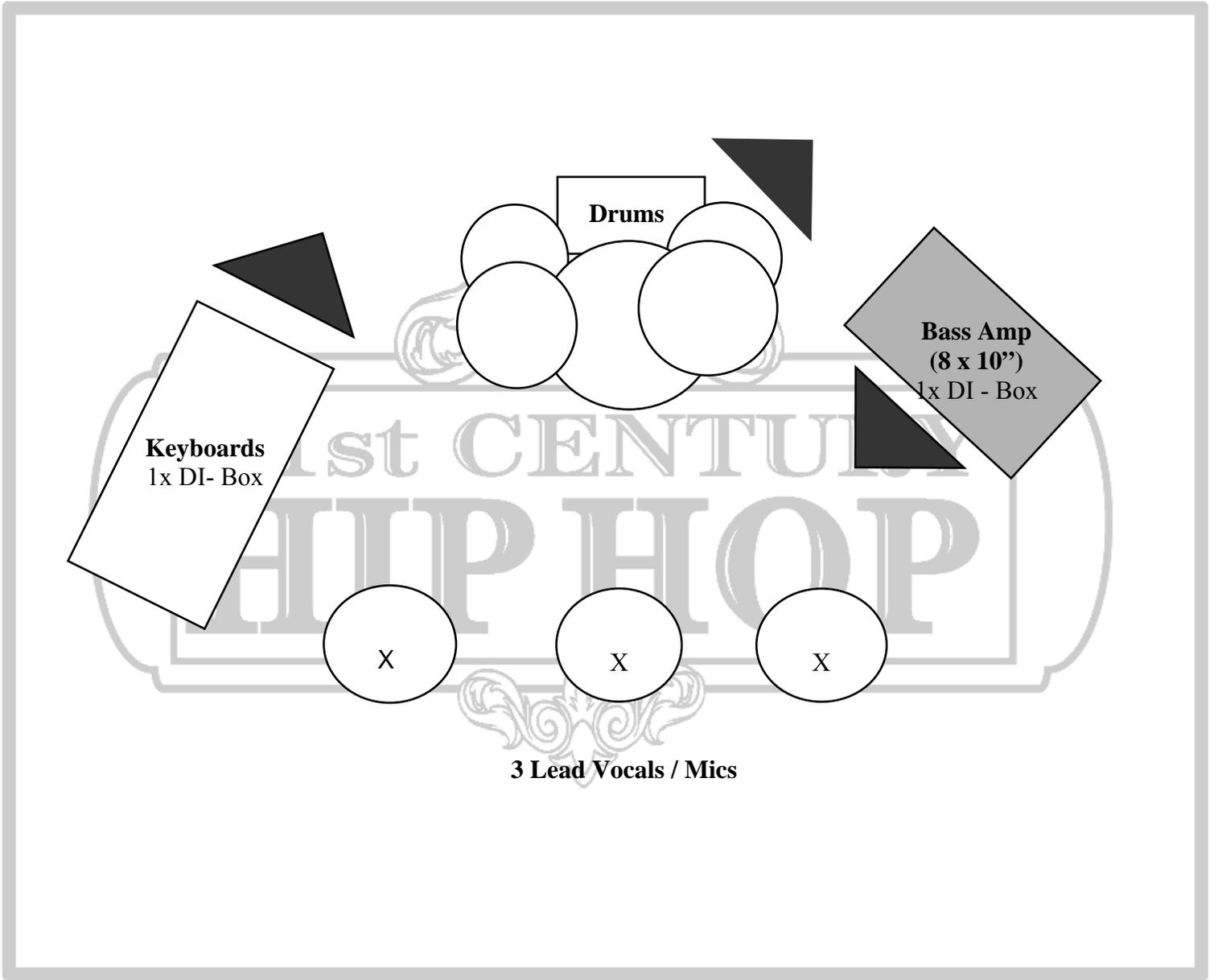
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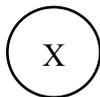
21st Century Hip Hop will be performing songs from their sophomore album, “Schematic to the Panic”, at the Abbey Pub on June 29, 2010, located on the north side of Chicago, tickets are available for purchase at <https://tickets.aftonshows.com/21stCenturyHipHop>. 21st Century Hip Hop is going to rock the stage as they spit calculating messages about social issues, politics, and the overwhelming lack of substance in Hip Hop. As they use their skills and energy to creatively pounce on the Hip Hop industry and talk about the war in Iraq, you will feel the practicality in their music and be glad that you were there.

To purchase the “Schematic to the Panic” album, any of its singles, free music downloads, music reviews, booking, information about the first stop on the “Schematic to the Panic” tour, and other inquiries, please visit 21st Century Hip Hop’s official website, www.21stCenturyHipHop.com. To review their EPK please visit <http://www.reverbnation.com/21stcenturyhiphop>. For all interview and media inquiries contact Robin Dixon at Press@21stCenturyHipHop.com.

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= Amp



= Mic Stand and Mic



= Monitor

STAGE SET-UP INCLUDES:

(Set-Up Based on Live Set, will)

- 1 Drum Set
- 1 Bass Guitar
- 1 Keyboard (1 Player)
- 3 Lead Vocal

DRUMS

- Bass Drum (Sennheiser 421)
- Tom (SM 57)
- Floor Tom (SM 57)
- Snare Drum (SM 57)
- Hi Hat (1 Small Diaphragm Condenser Mic)
- 1 Ride, 3 Crash Cymbals
- (2 Small Diaphragm Condenser Mics)

Special Notes:

- Please provide floor carpet for drums
- If platforms are available, the drummer (8x8) should be elevated
- 20x20 stage area required for maximum performance value
- Minimum 4 monitor mixes
- For outdoor events, the band needs to be on a stage, or risers, with a tent or other form of cover to protect electronic equipment and instruments from ground moisture and other weather elements

The information contained on this Stage Plot represents ideal conditions. Less equipment may be acceptable, as long as the details are discussed at the time of booking.

Discography

Short Bus Initiative - 2008

TRACK LIST

- § *Special Education Music*
- § *21st Century Anthem*
- § *F@#& the Hood*
- § *In My Life*
- § *I Gotta Get Out*
- § *Devil Horns*
- § *Shades*
- § *Chicago Behold*
- § *Food of the Gods*
- § *Come Get Me*
- § *Light It Up*
- § *Windy*
- § *Master of Ceremonies*
- § *No Game*
- § *The Culture*
- § *Back in My Life (h.e.r.)*

Schematic to the Panic - 2010

TRACK LIST

- § *Internationally Known*
- § *GO WITH ME*
- § *Bangers Out*
- § *Douchebag*
- § *Marching to Oblivion*
- § *Masters of the Universe*

Rate Sheet

Live Performance

- 1) 20 minute performance 3 piece band with 3 lead vocalist. \$500
- 2) 30 minute performance 3 piece band with 3 lead vocalist. \$750
- 3) 45 minute performance 3 piece band with 3 lead vocalist. \$1000

Performance w/ DJ

- 1) 20 minute performance w/ DJ. \$500
- 2) 30 minute performance w/ DJ. \$700
- 3) 45 minute performance w/DJ. \$900

Performance w/ tracks

- 1) 20 minute performance w/ tracks. \$300
- 2) 30 minute performance w/ tracks. \$500
- 3) 45 minute performance w/ tracks. \$700

*We are also open to customizing a show around your budgetary needs, so please let us know what your budget is and we will be happy to work within that scope.