Pepatián Bronx Hip-Hop Academy

Pepatián's Bronx Hip-Hop Academy began in 2004-05 from a desire to support the development of Hip-Hop in its birthplace by connecting local professional teaching artists/entrepreneurs with local youth for greater arts enrichment.

Artists teach the history and artistry of Hip-Hop at an accessible, grassroots level appropriate for teens, high school and college students. www.pepatian.org

BACKGROUND:
The teaching artists have provided Hip-Hop Academy workshops at after-school programs, community centers, colleges and universities: Boricua College, Bronx Museum of the Arts, Bronx International School, Bronx High School of Visual Arts, BronxWorks (1130 Grand Concourse), BronxWorks Betances Community Center, Cornell University, among others.

Pepatián's Bronx Hip-Hop Academy features a variety of teaching artists (dance, visual arts, music/dj'ing, spoken word, among others) offering workshops to give participants skills, historical awareness, and access to hip-hop culture born in the Bronx, New York.

What makes The Hip-Hop Academy unique:
Teaching artists are practicing artists with a long history as pioneers in the hip hop community.

All of the teaching artists bring lived experience and professionalism to their work.

Most, if not all, of the teaching artists are from the Bronx, this beloved birthplace of hip-hop.

The participating artists have an average of 15 years experience working as professional artists and 10 years experience working as teaching artists.

Impact of The Hip-Hop Academy:
offers knowledge of local Hip-Hop history

participants gain creative skills of self-expression in diverse artistic works: dance, music, spoken word and visual arts, etc.

opportunities to increase participants’ self-esteem and comfort in public speaking/performance skills at the final informal showing

provides opportunity for their parents and friends to see and experience their workshop skills in the final showing.

participants gain increased pride in the hip-hop culture in which many of them are already a part of

promotes possibilities of entrepreneurship through the arts

confidence gained through their involvement helps participants create changes in their own lives and in the communities where they live

The Hip Hop Academy offers choices to fit your budget:

Workshops:
select one or more workshops from the following list provide all four disciplines that culminate in a final showing. Choose from workshops offered in audio engineering, photography, video skills, and grant-writing.

offer interactive discussions with teaching artists to exchange information and offer guidance on how they created their careers to become professional artists.

Final Showing:
an opportunity for teaching artists to present the work created with the students, and for participants to share their skills with parents/guardians, friends and family members in an informal atmosphere (showing usually 30-45min total).

final showing can be documented by professional photographer and videographer.

Field Trips:
We also offer the option to bring participants on a field trip to a Bronx-based audio engineer studio for a workshop focused on entrepreneurship along with a basic, hands-on tutorial on recording and developing a song. Other local business sites are also possible.

To collaborate with us and bring these artists to your communities, contact: pepatian@gmail.com
Pepatián Hip-Hop Academy
Teaching Artists & Workshops

POETRY
- CARIDAD DE LA LUZ / LA BRUJA
  Workshop: Poetic Self Portraits

SPOKEN WORD
- NEJMA SHEA
  Workshop: How to move your words into media

VISUAL ARTS
- TOOFLY
  Workshop: My Name is

PHOTOGRAPHY
- MARISOL DIAZ
  Workshop: Hip-Hop Impressions

MUSIC
- DJ CHELA
  Workshop: Intro to DJ’ing
- DJ FRED ONES
  Workshop: Audio Engineering & Song Development

DANCE
- VIOLETA GALAGARZA
  Workshop: Hip-Hop Freestyle
- ROKAFELLA
  Workshop: Hip-Hop Dance Classic 101

FILMMAKING
- NAEEMA JAMILAH
  Workshop: Screenwriting - The Art of Storytelling

BUSINESS & WRITING SKILLS
- Entrepreneurship for Teens: Panel and Career Lab
- ERIN K. HYLTON
  Workshop: Art & Online Presence: Build Your Brand
- JANE GABRIELLS
  Workshop: Grant Lab

LGBTQ YOUTH
- SIMPLY ROB
  Workshop: Spoken word performance with discussion
Caridad De La Luz is a Bronx-born performer who is considered one of America's leading spoken word artists. As a renaissance woman, she has performed internationally including the famed Nuyorican Poets Café where she began her career. The New York Times called her "a Juggernaut" after the 2009 run of her musical Boogie Rican Blvd., where she played seven different characters and wrote the musical score alongside renowned Afro-Rican Jazz artist William Cepeda. She has appeared in numerous movies including Bamboozled, Down to the Bone, El Vacilon and Gun Hill Road, which features the title track ‘Nuyorico’ and four other of La Bruja’s songs. She has crossed over internationally with her debut album "Brujalicous" and her latest release, “For Witch It Stands,” are both available on iTunes. Well known for her captivating performance on Russell Simmons’ HBO Def Poetry Jam, she is now the host of Poetry Idol and was featured on HBO Latino’s installment of HABLA Women. She works with youth throughout the country teaching the benefits of self-expression and is a board member of Voices UnBroken. Caridad began teaching with Pepatián’s’ Hip Hop Academy in 2004-05.

**Workshop: Poetic Self Portraits**

A poetic performance workshop on how to write your way from the page to the stage and create a spoken word portrait. Filled with writing techniques, how to overcome stage fright, speech delivery and performance tips, this workshop offers insights and tools to support creative self-expression.

Nejma Shea is a multi-media Hip Hop artist, producer, sound designer, activist, and teaching artist. She is one of many talented artists that work with Urban Art Beat, a platform for creative expression utilizing art to enhance the mind, spirit, and artistic energy of our youth. She also represents a new black arts movement, a community birthed from the original black arts movement of the 60’s, with a purpose to prefigure a new society guided by the principles of; mother earth centeredness, revolutionary matriarchy, maroon nationality/identity leadership, indigeneity and art equivalent to politics. She is one of the leads in a media externship project consisting of 14 workshops, with a small group of youth in Crown Heights who represent Yo S.O.S. (Youth Organizing to Save Our Streets) - a leadership development program for high school students who want to take a stand against violence.

**Workshop: How to move your words into media**

This workshop helps students plan their strategies of moving their creative ideas into the world through songwriting, media-making, and performing. Students will learn how to write a song or spoken word poem, get ideas on how to best record their material, and creative approaches to making a video that supports their artistic vision. If equipment is available, students learn how to compose original beats.
Maria “Toofly” Castillo is an NYC artist, designer, and entrepreneur. As a teen, she was one of the few graffiti women who stepped up to paint in a male dominated scene. To help empower other women, she co-founded a 100+ international female arts collective entitled YOUNITY in 2007. Toofly now runs a successful independent design company called STAY TRU where she consults, designs, and develops urban art youth workshops. Toofly’s consistent and active role in communities allows her to stay true to her roots, and inspires her to continue drawing raw feelings from the world around her. Her work can be found in various galleries, arts, design, graffiti, and fashion publications as well as books like Graffiti Women, and Graffiti the Next Level.

**Workshop: My Name is**

Students create their own graffiti name piece. The name will incorporate graffiti letter basics and design elements that can be used to represent Hip Hop Culture, and be further combined with cultures of the participants. We will cover a quick history of graffiti in the 80’s, 90’s and today. Xerox images will be available that show examples of letters, as well as designs and books for inspiration on Graffiti Art. Students will learn how graffiti art can be used as a visual form of communication to represent their individual styles, and to spread messages to their community. Each piece will have a personal message that they will share in public about how Hip Hop Culture has inspired them.

**Workshop: Hip-Hop Impressions**

**Featuring: professional portraits of participants**

Teens will learn about studio photography (lighting, camera work, backdrop, F-Stops and shutter speeds, ISO’s and camera function) through a lecture-demonstration. Through portraits, each student will embark on an inner journey to find what hip-hop means to them personally. Individual portraits will culminate into a group work that can be later installed at the site.

*Note: Group works can be later exhibited permanently at the workshop venue. Artists can also lead the students in creating a wall mural, if a wall is available.*
From a prolific DJ career traveling the world and working with luminaries, to dedicated spiritual and healing studies and artistic studies, DJ Chela weaves together lineages of expression to inspire her audiences and engage their spirits, reaching audiences across Latin America, Africa, Asia, Canada and the US. In turntablism, she earned the 2009 Winter Music Conference Spin Off battle runner-up and placed second in the 2007 She's My DJ Battle. Chela has DJed for Saigon, Pharoahe Monch, KRS ONE, Immortal Technique, Mystic, Talib Kweli, Rah Digga and Ladybug Mecca, and has been featured in The Source, Allhiphop.com, Scratch Magazine, Foundation Magazine and on MTV.com. Chela was nominated for three Justo's Mixtape Awards and has broadcasted shows for five years on WOBC, WXDU and named a Top 10 College DJ from Urban Network Magazine.

**Workshop: Intro to DJ’ing**

Students learn the basics of DJing – from the history and cultural roots of the art form to creative techniques - cueing, mixing, scratching, performance and entrepreneurialism. Students will gain an understanding of the cultural context of DJing and a taste of the skills that DJs must possess to rock a crowd!

**DJ Fred Ones** began his journey in hip-hop as a DJ of both Old School and New School hiphop. Fred was also an original member of such influential graf crews as The Hash Crew, OT, and TME. A founding member of underground cult fame Sonic Sum, Fred Ones engineered and mixed both the critically acclaimed "The Sanity Index" LP and "The Plaster Man" EP, as well as producing some of Sonics Sum's most groundbreaking songs. Fred has also produced and engineered tracks for Talib Kweli and Akbar as well as serving as Executive Producer on Mike Ladd's latest project, The Majesticons album "Suburb Party". He has performed with Sonic Sum and Mike Ladd in some of the worlds most famous venues in New York, LA, London, Paris, Berlin, and Tokyo as well as at some of Europe's most prestigious festivals. Fred's music has been featured in the major motion picture "Prime" starring Uma Thurmon and Meryl Streep. Fred Ones is one of the most respected DJ's and producers in underground hip-hop today. He has also dedicated himself to passing on the knowledge of engineering and producing. DJ Fred Ones has worked with Pepatian's Hip-Hop Academy since 2006 offering workshops in music production and entrepreneurship.

**Workshop: Audio Engineering & Song Development**

**Field Trip: Visit T.M.E. Pro Studio (Bronx NY)**

Interactive seminar plus basic tutorial on recording and developing a song. Founder and audio engineer DJ Fred Ones will offer an introduction on how to record and refine a song, and give some engineering tips. Participants will be able to record and edit material right away in a controlled studio environment.
Violeta Galagarza (Founder and Artistic Director, KR3Ts) is a Spanish Harlem, born and raised, Latin Grammy Award-Winning choreographer, dancer, performer, inspirational role model, and artistic developer. She trained at LaGuardia Performing Arts High School and Alvin Ailey American Dance Theater, and in 1989, Violeta founded KR3T/Keep Rising to the Top, a non-profit 501(C)(3) dance company in East Harlem. KR3T’s specializes in teaching various dance genres, including hip-hop, mambo, African, Salsa, house, hustle, ballet, bachata, and much more. KR3Ts Dance Company works with young adults of lower to middle income families in Latino communities to develop skills and abilities that will enhance their lives. Violet has taught workshops internationally and received awards, like The Bessies, Lifetime Achievement Award by Afrika Bambaataa. Under her guidance, many dancers who first began their careers with KR3Ts as children, teens and adults, later professionally danced in videos and perform on world tours with stars such as: R&B singers Chris Brown, Beyonce, Latin Artist Aventura, Prince Royce, Missy Elliot, and others.

Workshop: Hip-Hop Freestyle
Introduces beginners and intermediate level students to Hip-Hop dance influenced from the "invented freestyle" of Chris Brown, with a fluid blend of lockin’ & poppin’. Students are also encouraged to include their own contemporary styles within a final choreographed routine.

Ana “Rokafella” Garcia (co-Artistic Director and Producer, Full Circle Souljahs) Hip-Hop dancer/choreographer Ana “Rokafella” Garcia began street performing with crews: The Transformers, The Breeze Team, and the New York City Float Committee, and in 1994 she was a part of GhettoOriginal - a Hip-Hop dance company. As a b-girl, she's been featured in Fabolous’ “Holla back Youngin’” and KRS One’s “Step into a World” rap and the Fox films “Brown Sugar.” She and her husband Kwikstep founded Full Circle Productions- a Hip-Hop collective. They presented “Soular Power’d,” their Hip-Hop theater directorial debut, on Broadway’s New Victory Theater and received rave reviewa. Rokafella has taught workshops at NYU, MIT, UMASS and Howard University as well as at neighborhood high schools and community centers. Rokafella wrote the introduction to Martha Cooper’s We B*Girls photo book and has been hired by the US Sate Department as a Cultural Envoy Artist. She has judged breakin’ contests in Europe and South America and is the producer of a documentary film about b girls titled: All the Ladies Say. She believes Hip-hop was born to help urban youth get through the ups and downs of life with something to hold on to.

Workshop: Classic Hip-Hop Dance 101
Introduces beginners and intermediate level students to the original styles of Hip-Hop dance including Popping, Breaking, Locking and Uprocking. Students are also encouraged to include their own contemporary styles within a final choreographed routine. Assignments offer an understanding of the roots of the Hip-Hop dance and how it has evolved into theater and international competition realms.

Note: Warm up and cool down exercises “bookend” the dance instruction segments in order to highlight the importance of maintaining optimal muscle condition and regular physical upkeep.
**Naeema Jamilah** is an independent video artist, writer and filmmaker from New York City. She received a B.F.A. in Film and Video Production at CUNY City College and has worked on various independent film and media projects, collaborating with other artists and filmmakers as an editor, videographer, producer, director and writer. Naeema has also made a career for the past six years working in the home entertainment and non-profit arts industries. She currently resides in the Mid-West.

**Workshop:**

**Screenwriting - The Art of Storytelling**

Students will learn the basics of scriptwriting, including proper screenplay formatting, plot and character development, based on lyrics from hip hop songs. By listening to lyrics from various hip hop artists who often paint a picture of their realities, students will work in small groups to write short scenes drawing inspiration from their own experiences to express their creativity and connection to Hip Hop music.

**Specific to LGBT and Queer/Questioning youth**

Activist, Youth Mentor, Role Model, Story Teller, Actor, Poem Scriber and Weaver of Dreams. Roberto “Simply Rob” Vassilarakis is a born and raised NY’er of Greek and El Salvadoran descent. Disowned at the age of 17 for being gay, he was forced to leave his mama’s boy life behind. Taking to the streets and learning how to fend for himself paved the road for his spoken word journey with concrete inspiration. His life experience has led him to dedicate himself to working with the “at risk” inner city youth of NYC focusing on issues of sex/sexual identity and HIV/AIDS prevention and education. He has been blessed to work with many LGBT adolescents, their straight counterparts and those who might be questioning. Founding member of El Grito De Poetas all Latino poetry collective, Simply Rob is also the subject of an award winning self-titled documentary short which has toured the film festival circuit around the globe. The film uses his poetry as a narrative to raise awareness of HIV and open a dialogue about the social issues which affect the community. He has also appeared in several plays including lead roles in Charles Rice Gonzalez’s “Los Nutcrackers: A Christmas Carajo” at the Bronx Academy of Arts and Dance (BAAD).

**Workshop:** **Performance and discussion with poet Simply Rob**

Connecting LGBT and Queer/Questioning youth with spoken word artist Simply Rob, students have an opportunity to hear the power of his poems in an informal and intimate setting, and participate in a discussion with him about the work.
Workshop: Entrepreneurship for Teens
(speakers include 3-4 teaching artists)

Panel
teaching artists talk about their experiences as entrepreneurs and what empowering, inspiring ideas they wish they had known as a teen. In this panel students can hear their insights and gain from their perspectives. With plenty of opportunities for questions and discussion, the speakers will engage in lively discussions across the tech, music and arts fields.

Career Lab
teaching artists offer guidance and support in small break-out groups with participants.

Erin K. Hylton is a Jamaican American cultural organizer, social justice advocate, mentor, and artist who proudly hails from the Bronx, New York and currently works as Schools Programs Coordinator at The Studio Museum in Harlem. In her personal time she works on her blog: www.artedgenyc.com and collaborates with other cultural organizers in New York City and abroad creating events, articles, and presenting at conferences.

Workshop: Art and Online Presence:
Build Your Brand

In this workshop learn skills to build your creative brand and support your business dreams! An online presence is a great professional tool and important to build your brand in a competitive market. Thorough reviewing and analyzing marketing tools (logos, web sites, blogs, brochures) at various cultural organizations, participants will gain greater understandings of brand impact. Workshop will also include hands on experience for participants to begin strategizing and developing a brand that supports their work. Visits to local cultural institutions are a possible option to better understand the live experience of arts and cultural branding.
Jane Gabriels, Ph.D. is a performer, poet, producer/curator with an active curatorial practice in the South Bronx, New York. She is Director of Pepatian, a 30+ year old, South Bronx-based non-profit arts organization www.pepatian.org. At Pepatian, she develops, produces and supports contemporary inter-disciplinary art by Latino and Bronx-based artists via multiple projects. She has also worked as Project Director for multiple year projects originating at local institutions, including the Bronx Museum of the Arts and Hostos Center for the Arts & Culture (Hostos Community College/CUNY). She has been on numerous boards and raised money for individual artists and their projects from a range of government, corporate, foundation and individual donors. She initiated Pepatian’s Bronx Hip-Hop Academy with local artists in 2004-05.

Workshop: How to Write a Grant Proposal
Offers an overview of basic funding sources with a review of various grant applications. Learn how to write about your project for funding proposals, what elements are necessary for a grant application, and how to research funding opportunities.

Victoria Sammartino
is the Founder and Executive Director Emeritus of Voices UnBroken, a non-profit organization that makes high-quality creative writing workshops accessible to vulnerable youth, primarily youth in the juvenile and adult justice systems. A Bronx native, Victoria (Tory) holds a BA in Community Arts from Bennington College and a certificate from the Juvenile Justice and Child Welfare: Multi-System Integration Certificate Program for Private Sector Leaders run by Georgetown University’s Center for Juvenile Justice Reform. Tory is a member of the Juvenile Justice Coalition (a program of the Correctional Association of New York); the Prison Arts Coalition; the NYC Administration for Children’s Services’ Juvenile Justice Oversight Advisory Board; and the NYC Department of Youth & Community Development’s Youth Board.

Project Support Arts and Education Consultant

Contact:
To collarate with us and bring these artists to your communities, contact: pepatian@gmail.com
TESTIMONIALS

Hip Hop Academy’s presence in our programs has proven invaluable. From inspiring participants to follow their dreams and pursue their passions, to awakening a newly found talent -- every year, Hip Hop Academy assures that my participants are part of the next wave of teachers, artists, and activists. Time and time again, I’ve seen participants find their voice in spoken word, their rhythm in break-dance, their eyes in visual art and their ear in DJ’ing, and all of them finding the confidence that comes with learning and mastering a skill.

Each year, the kids remain excited for HHA’s return, eager to tell the artists what they have been doing with their talent. One year, during his acceptance speech for a first place trophy in a regional poetry competition, a once painfully shy and timid young man recounted his first spoken word workshop with LaBruja. He stated that the first time she snapped her fingers at his words - he knew he was a poet.

The participants gain so much from working with these critically acclaimed artists including validation -- these artists look like them and have lived where they live. The artists challenge the kids to look around and within themselves, and then they give them the tools to distill what they see and feel into artwork.

Their ability to teach and connect in this way has much to do with the incredible thought and detail put into assembling HHA, and the credit goes to Jane Gabriels. Jane works to really understand our population and deliver a fresh HHA each year that speaks directly to them. The hope and creativity given by the artists is always multiplied by the participants and is ever present each workshop. My participants are better for it each time around.

Shanika Blount
Program Coordinator
Adolescent Development Program
BronxWorks, Carolyn McLaughlin Community Center

“It’s important to educate younger people on the roots of Hip-Hop dance stemming from traditional African dances. Knowing where you come from ultimately gives you a better sense of self and helps you figure out where you are going."  
- Ana Garcia, aka Rokafella. Teaching artist

“The idea for Pepatian’s Hip-Hop Academy came from a series of informal conversations with local artists. Kids have grown up with this all around them, and we wanted to place it back in their hands and see what they would do with it."  
– Jane Gabriels, Director, Pepatian

“It was great to see art coming from where I come from. I am Hip-Hop, Hip-Hop is me”  
- Student, BronxWorks community center

As a Bronx native and former BronxWorks employee the final performance of the Hip-Hop Academy touched and inspired me. Seeing the fundamentals of the culture learned by the next generation of Bronx natives made me fall in love with Hip Hop all over again. It also spoke to me through the vibrant words and moves of the students, and I saw how Hip Hop can heal and help students grow.

– Erin K. Hylton,
Schools Programs Coordinator,
The Studio Museum in Harlem

Project Director: Jane Gabriels, Director, Pepatian

The Bronx Hip-Hop Academy is a Pepatian project funded, in part, by public funds from the New York State Department of Cultural Affairs in partnership with the City Council; public funds from the Bronx Council on the Arts through the New York State Council on the Arts Decentralization Program; The Shelley and Donald Rubin Foundation, and; the generosity of individuals who have donated to Pepatian.

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Thank you BronxWorks for your ongoing partnership with Pepatian’s Bronx Hip-Hop Academy!

www.pepatian.org