

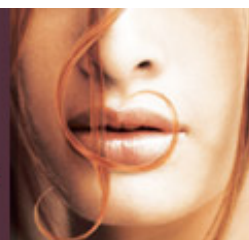


The world's music market - 39th edition

MEET THE PEOPLE THAT MAKE A DIFFERENCE

23-27 JANUARY 2005

MIDEMNET [MUSIC & TECHNOLOGY FORUM] JAN. 22
PALAIS DES FESTIVALS - CANNES - FRANCE



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Chuck D: MIDEM 2005's urban myth
13/Jan/2005



Chuck D, the brains behind Public Enemy, one of the most important rap groups ever, will be omnipresent at MIDEM 2005. Besides giving **MidemNet's closing keynote**, he will also be the **MC of January 24's urban night**, and will meanwhile be doing plenty of business, notably for his new SLAMjamz label. Interview inside...

Chuck D: "[For independent labels and artists], email and websites are more essential at this time than burning CDs and mailing them."

Why did you agree to come to MIDEM 2005?

I've been meaning to come to MIDEM for a long time. **My new SLAMjamz label** has a unique standard of CD and DVD releases for which I'm looking to secure **worldwide or territorial license partnerships**. I'll also be **seeking worldwide partnerships for two new Public Enemy albums** full of new music, urban opinion and world dialogue.

Will you be MC'ing the whole evening, performing by yourself at the end or both?

I'll be MC'ing the evening. As for performing, I don't know, it depends on the moment! [Chuck D has since confirmed he'll **also close the evening's proceedings with a spoken word performance**, ed.]

How do you rate current hip hop, rap & R&B?

I don't think the entire spectrum of musical possibilities is represented by what's on offer today... especially by the majors. I'd love my label to follow in the footsteps of labels like Stone's Throw or Definitive Jux.

Why did you make a track with Moby? What do you make of rappers like Eminem who insult Moby and electronic music in general?

I don't have a problem recording with any artist and any genre. **Moby** is a New Yorker with a world profile in electronic and dance music, and as a DJ, he **epitomised the earliest roots of hip hop itself**. **Rappers who ignore these roots lack the knowledge of the art form from which they make their living**.

How difficult is it to be a militant in the US? Were you angry about Bush's re-election? What can ordinary people do to make a difference?

It's not hard at all if you stand by your integrity and know that the rest of the world doesn't think as simply as so many brainwashed Americans do. **Four more years of Bush doesn't bring anger, rather sadness as regards the mentality of more than half of America**. But it also give us a reason to connect with the rest of the planet and be ready for anything. Everyday people need to think about connecting, at least on a global spiritual level...

What would your advice be to aspiring hip hop artists and labels? Understand the global importance of the open forum that is the world wide web. Email and websites are more essential at this time than burning CDs and mailing them. Build your own standards of success, rather than measuring it against what you see marketed. **Remember much hip hop in the US is still disorganised, which allows independents and inter-dependent artists, labels and businesses to make a living with music and art**.

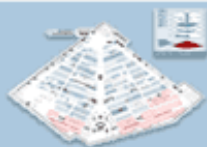
Chuck D will also hold a meet & greet session, 16.30-17.30, on the Music Video Distributors stand, January 23. Be there to chat with the man himself...

www.slamjamz.com

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