

## Hip Hop's Survival Depends on the World

Written by Robert ID3047

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“The only way Hip-Hop will survive is if it embraces globalization,” says Ashlene Nand, CEO of Bollyhood LLC, a youth-service company specializing in fusion music. “Take a page from Jay Z or Timbaland’s book. The artists who maintain longevity are the ones that embrace all cultures as a part of music. Fusion is the future.””

As music witnesses a decline in East coast and West coast rap, some are beginning to question Hip-Hop’s future. Meanwhile, the answer is right in front of us. The world is becoming smaller and fusion music—the blending of genres such as Hip-Hop and Bhangra—is becoming increasingly popular among wider audiences looking for something new and fresh.

Multi-platinum producers such as Will.I.Am and Scott Storch are seeking global sounds for inspiration and using these sounds to make hit pop records. However, Bollyhood LLC takes it one step further. “Reggaeton is the perfect example of labels trying to commercialize something and make it something it’s not”, says Nand. “Here at Bollyhood LLC we retain the cultural essences of the product while finding creative ways to reach the youth. Multicultural marketing is the only way to market because the audience is now global and therefore multicultural. Fusion music needs to continue re-inventing itself too.”

The youth marketing company is aiming to change the way the Hip-Hop audience thinks about Hip-Hop. Continues Nand, “The beauty of urban culture is that it’s versatile. I truly believe people who are buying someone like Chamillionaire’s album will buy ours too. World music is a billion dollar industry and so is Hip-Hop. The combination of the two? That’s lethal.”

Bollyhood LLC, which also includes Bollyhood Records, was launched in 2005 with BHOOD

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Vol. 1- a collaboration of Indian and Urban artists. It includes a fusion of genres such as Dancehall alongside Bollywood-style rhythms, Asian-style Hip-Hop beats and Punjabi drums courtesy of Bhangra hitmakers RDB.

More info can be found at [www.bollyhoodrecords.com](http://www.bollyhoodrecords.com)