

Hip Hop Artist J Dilla's Legacy Continues to Shine

Written by Robert ID3113

Friday, 10 November 2006 03:24 -

Hip hop artist J Dilla's legacy continues to shine with the new video to be released for 'shining' Album Track "Won't Do" exclusively on imeem (www.imeem.com)

As word continues to spread on the recent release of hip hop's J Dilla's final work "The Shining", a steady chorus of praise is making itself heard. From major magazine features and newspapers nationally to NPR, television and more, this final work by one of Hip Hop's most innovative creative forces continues to be held up as proof that J Dilla was one of the most significant Hip Hop artists in recent memory.

The release will now see further play with a new video currently in post production for the track "Won't Do". The video is directed by Mazik Saevitz (of Blood of Abraham fame) and will feature Dilla's brother John Yancey as well as cameos from hip hop and rap notables Common, Will.I.AM, Black Thought, Talib Kweli, Karriem Riggins and others. Styling for the video was done by Las Vegas based Fruition (www.fruitionlv.com). Expect a surreal CG driven visual journey that will celebrate Dilla's legacy while staying true to 'Won't Do' as a song.

The video will premier on 12/4/06 and will be exclusively available on imeem <http://jdilla.imeem.com> for 2 weeks following the premier. 2 weeks leading up to the premier exclusive stills and behind the scenes footage will be available on imeem. imeem is a next-generation online network for social media, bringing people together through shared creative passions by combining social networking with innovative digital media features and instant messaging. imeem allows people to upload user-created video, audio, photos, and blogs, attracting an independent and diverse community of artists, bands, filmmakers, photographers, DJs, video nuts and fans.

Listen to "Won't Do" on <http://jdilla.imeem.com> - Register now and embed the song in your blog, website or profile!

Also J Dilla X New Era - "The Shining" Branded Hats to hit stores on Black Friday

J Dilla 'shining' New Era hats will be released on Nov. 24th, 2006. There will be two hats released; each will correspond to the color of the shining album and instrumental album.

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Pictures are posted now on <http://jdilla.imeem.com>

The hats will be sold for \$74.00 each. 74 commemorates the year that J Dilla was born. The black hat will include a copy of The Shining instrumental CD album and the crimson hat will include a copy of The Shining CD. The hats will be limited to 144, of each colorway. All proceeds from the hats will go to the J Dilla foundation <http://www.jdilla.org>

The hats will be available 11/24/06 at:

New York - Union NY 172 Spring Street Tel. 212.226.8493

Los Angeles - Union LA 110 South La Brea Avenue Tel. 323.549.6950

Toronto – Goodfoot 431 Richmond Street Tel. 416.364.0734

Montreal – Goodfoot 3830 St. Laurent Boulevard

Calgary – Goodfoot 736 17th. Ave. SW Unit B (Upper Unit)

Vancouver – Goodfoot/Ransom 36 Powell St.

Online – www.okayplayer.com

In Toronto INQMND, GOODFOOT and SMPLSZ will host a fundraiser and hat release party on 11/23/06 at Supermarket 268 Augusta Ave. Doors open @ 9PM and donations are \$5. For more info go to <http://jdilla.imeem.com/> www.inqmnd.ca www.getonthegoodfoot.ca www.smpls

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