

Marc Live Solo Album

Written by Westside ID297

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□ Marc Live

Activate Entertainment has just released "Validation: Attack Of The Grunge," the debut solo album from former Raw Breed member, Marc Live. Ice-T, 50 Cent, Guerilla Black and Kool Keith are also heard on the disc. The album also contains tracks produced by Kutmaster Kurt, who has masterminded hits for artists including Linkin Park and Dilated Peoples. It was executive produced by Ice-T and Kool Keith.

Live says that G Unit's 50 Cent makes his way onto the album by way of the late hip-hop icon, Jam Master Jay of Run DMC. Live notes of 50's appearance on the song, "Welcome To My World," "I used to be managed by Jam Master Jay, may he rest in peace. He was always talking about this guy named 50 Cent. Through him, my producer had a verse from 50, and I had it for a long time because I didn't really have the right outlet for it. It was recorded a long way back, and Jay kept telling me I should do something with it." Live adds, "You can tell it is Young 50 Cent. It was dope. Although I wasn't tight with 50, I was very tight with Jay. I loved him a lot and I was so flattered when he wanted to manage my group. He put us together with Onyx and that whole camp. Jay was real. He was street and he was such a legend. It is just so wrong what happened to him."

Marc, who played several dates on this year's Warped Tour, has also put in time during the last several years, serving as Ice-T's hype man.

Only a few hip-hop groups have performed on the Warped Tour, and among those ranks have been Ice-T and Marc Live. Others have included the Black Eyed Peas, D12 and Jurassic Five. In 1999, Ice-T was asked to be a part of the Warped Tour. Marc explains, "Ice had previously seen me perform with Kool Keith, and he thought it would be a good forum for me." The affiliation with Ice-T goes deep, as Marc can also be heard on Ice-T's "Atomic Punk" album, as well as Ice's Body Count release, "Violent Demise."

Born as Marc Giveand in the Bronx, New York, Live also appears on discs that include that of his former group, Raw Breed, and Kool Keith's Black Elvis, on which Live also produced eight tracks. Five of the tracks on "Validation" were produced by Live.

Among the tracks heard on "Validation" is "Street Music," produced by Kutmaster Kurt. Live says, "On that song, I am breaking down how the rap game has changed. To me it is about how '93 up was the dawn of the new school, and then it all deteriorated into a corporate-controlled function that is no longer of the streets. It's about singles, rather than entire great albums, and no one knows what a lot of the new artists even really are about or stand for. Like you knew what the Wu Tang was about. People represented something." Live says the song gives some

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props to artists like Redman, Smooth and Pete Rock. He elaborates, "It just sort of gives you a vibe about how what hip-hop was about back then. It wasn't about boats and yachts. Wu Tang's first video was shot, and they were in dirt."

The track "Man Down 2004" breaks down the state of the world, says Live. "Sadaam and Iraq, conspiracies, it's political," he explains. "It address the reality TV phenomena and how when a white guy does something a black person has already done, it's considered to be genius and a phenomenon, like when Britney can dance like Janet, or Justin Timberlake can sing what he does. Ironically, Eminem is allowed to do things that black rappers aren't. These gangsta guys have to be just sick in the studio, things are so censored up." He contends, "They're watered down, but Eminem can do whatever he wants, because he's white."

"The Right Stuff" is a song featuring Trigga, the Gambler and Deuce Fever from SMG, Live's group with Ice-T. Trigga had enjoyed a success with his brother Smoove The Hustler on a track called "Broken Language."

Marc describes "The Right Stuff" by saying, "It just talks about what dreams are made of, it's a freestyle record."

The track "Clayborn BBQ" features the new artist, Gorilla Black along with Kool Keith. Live says of Black, "He's the new guy who sounds like Biggie. He's my homie." Live muses of Black, "He is like Biggie's lost twin from the West Coast. If he had the bizarro twin, he's the West Coast version of Biggie." He adds, "Big Rich, who manages Black, is my best friend."

"Validation: Return Of The Grunge" was executive produced by Ice-T and Kool Keith. Says Live, "Ice helped finance the record to get it made. I'm without paper. I'm technically managed by Rhyme Syndicate, Jorge Hinojosa, and I talk to him all the time. He managed me in '98 with my Warner Brothers deal. I talk to Ice about every day. Ice guided me with some concepts and ideas, he told me what songs to use and not to use, and he offered a lot of spiritual guidance."