

Neo Hip-Hop Sound on 'Everything's Gonna Be Alright

Written by Robert ID2395

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The rap duo Most HiFi represents a perfect balance of the best the east coast and down south has to offer. Combine their musical influences with a live band, social and political conscious lyrics and a contemporary sound and you have a new genre of music: Neo Hip Hop.

Comprised of rap artist Mecca, an up north emcee inspired by hip-hop and rap luminaries such as Public Enemy, KRS-One and Rakim, and rap artist Vel, a New Orleans born southern rapper who lists hip-hop and rap artists 8 Ball and MJG along with early Ice Cube as inspiration, Most HiFi represents a balance of east coast and down south contributions to hip hop.

"When it started, hip hop was a reference tool", says Mecca 12 of the new rap duo Most HiFi, of his earliest music-related memories. "That substance was there when hip hop as an art form was born. We want to be a part of the movement that is innovating today's hip hop culture. We want our music to leave people with perspective, inspiration, and substance."

The group's moniker, was bestowed upon the duo by their mentor, legendary hip-hop icon and rap artist Chuck D. who says the name is a culmination of the group's dedication to excellence, the Almighty and also out of reverence to the quality of their sound (High Fidelity).

From Meccas prolific way of addressing anything hip hop related, to the legacy passed down to the duo, there are imminent signs that Most HiFi is preparing to spearhead a revolution. Revolution is a concept that certainly is not far from the groups definition as Most HiFi is the first project to debut on Public Enemy front man Chuck D's new record label, SlamJamz.

The group's first single, "Here we Go" has received rave reviews from critics and tastemakers everywhere. The melodic track is reminiscent of old-school hip hop with a contemporary appeal and has old Public Enemy fans in concert with new school hip hop fans moving their feet on the dance floor. Besides a loyal grassroots fan base in the northern and southern markets, Most HiFi is quickly hippping fans to their signature sound: "Neo hip hop".

Most HiFi's debut album is a combination of several elements such as soul, old-school hip hop, funk and jazz. It seemed a natural progression to give the progressive sound a tangible name, "neo hip hop".

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"Neo hip hop is more than just a sound," says Vel, "we believe this is the beginning of a movement. A movement of quality music, even further than that quality entertainment."

In addition to the album, "Everything's Gonna Be Alright" which hits stores nationwide on Tuesday, March 7th, Most HiFi will release the movie version of the album late summer 2006. The duo also inked a deal with Mecca Clothing to participate in the 2006 commercial campaign for the brand. The Mecca ads will showcase Mecca and Vel wearing the 2006 line of the Mecca clothing brand. Ads will run in various entertainment magazines over the next nine months. "With Mecca clothing it was just a good fit. I think they appreciate what we're bringing to hip hop and we in turn appreciate what the brand represents," says Mecca.

For more information on Most Hi-Fi's debut album "Everything's Gonna Be Alright", visit www.mosthifi.com

or

www.myspace.com/mosthifi