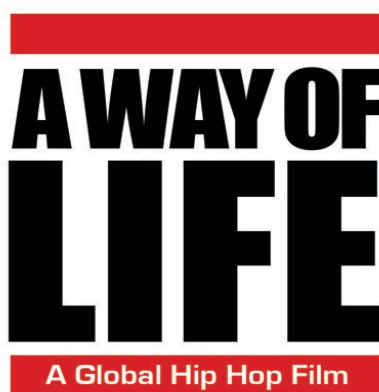


“A Way Of Life”.
A journey through the world of global Hip-Hop.

Watch the trailer [here](#)

@awayoflifefilm



'Industry Number 1' Hip-Hop collective launch 'A Way Of Life' a journey through the world of global Hip-Hop.

A feature length documentary covering the expansion of the most significant musical movement of modern times.

Shot over a span of **two years** in **15 locations** across the globe '**A Way Of Life**' explores Hip-Hop culture from music to graffiti, beat boxing and break-dancing.

The film highlights are Hip-Hop's progression through its near 40 year existence, from an underground subculture of **New York "Bronx"**, **Brazilian artist Emicida** being arrested for performing his social, political song, Hip-Hop to the **Ghanaian Hip Life** scene and Hip Hop being used to teach English and life skills in **Cambodia**.

Interviews include up and coming as well as established artists such as **KRS One (USA)**, **Skinnyman (UK)**, **Jeru The Damaja (USA)**, **Marcelo D2 (Brazil)**, **Lord Finesse (USA)** & **Big Narstie (UK)** illustrating their talent, background & the socio- cultural environments that influence their music.

"Hip hop is a basic attitude against oppression, the attitude that my voice isn't being heard, and I'm going to make my voice heard no matter what, that goes across all races of people, all cultures" - **KRS-One (USA)**

"My heart, losing my son back in the USA, made me want to teach these kids in Cambodia breakdancing"
- **Tuy Sobil aka KK (Cambodia)**

The film has already gained valuable recognition leading to magazine and radio features for **BBC Berkshire**, **Wordplay**, **Viper Magazine**, **Itch FM**, **Reprezent Radio** & **Deja Vu radio (London)**, collaborations with various record labels such as **Kartel Records (Malaysia)**, **Klap Ya Handz (Cambodia)**, **Prosto (Poland)**.

The 'A Way Of Life' video content has also been posted on **Grime Daily (UK)**, **The 405 (UK)**, **OZ Hip Hop (Australia)**, **All Aussie Hip Hop (Australia)** and **XXL (USA)** being quoted as:

"A new documentary seeks to shed light on the evolution of the culture into a worldwide consciousness".



We have provided a number of exclusive screenings for the **Xplosif Hip-Hop Festival** in Stavanger, Norway and **Boom Bap Hip Hop Festival** in the UK. We were also invited put on a special preview screening of the documentary at the **Ritzy Picturehouse Cinema** in Brixton, London, by PHD Events. Here are a few of the quotes/feedback given to us post screening:

@bellaschilling1 Loved @awayoflifefilm this evening, can't wait to see the rest!

Amelia - London *"The documentary has more to offer than others I've seen before in terms of the socio-political themes that underpin the hip-hop culture"*

Femi - London *"I found your documentary very spiritual. The way the documentary was filmed I feel like it can never get dated. By far one of the best documentaries on hip-hop I have seen. The music in the film was outstanding"*

Whizz - London *" 'A Way Of Life' is a life-affirming look at the origins & universality of hip-hop culture. The editing style & interview settings match the boot-strap nature of hip-hop itself. It is an education for the new arrivals to the scene & a heart-warming re-acquaintance for the long-time aficionados. It captures the love."*



Biographies- Industry #1

Industry Number1 is an independent production company that uses film, music and art to entertain, inspire and educate it's audience. Began in 2006 as an online platform to launch and promote artists from around the globe. The website showcased global Hip-Hop talent, featuring interviews & live reviews, before expanding to curate their own films and events. In 2013 Industry Number1 put together a number of global Hip Hop festivals in London and Geneva, Switzerland featuring **Smith & Smart - Germany, Felix De Luca – Denmark, Mystro - UK**. The project took its present guise in 2012 as filming began for 'A Way Of Life' Global Hip Hop documentary.

Shibe Alawiye (Director, Producer, Editor)

Shibe Alawiye has been working in film production and broadcast for almost a decade, beginning his career as runner at Crow TV. He then went on to created his own production company **Camerashai** providing filming and editing services for films, documentaries and promos (Clients include: **Make Poverty History, BoConcept & Nike**). Shibe was an editor for the **BBC** at **Bestival** and won **Best Newcomer Award** in 2006 at the **Portobello Film Festival** for his short film **Our Fate**, which led him on to creating, editing and producing the feature length documentary **"Makers Our Story"** released in both the US and UK.

Andre Hopkin (Producer, Writer, Researcher)

Andre's background is predominantly marketing, promotion and analytics. His journey started with a BA in Computer Science achieved at the Polytechnical University College in Stavanger. He then developed web based marketing and e-commerce solutions for various companies focusing with sales and analytics. In the last couple of years Andre has been setting up the **Industry #1** site whilst filming at various events and festivals that have contributed to 'A Way Of Life' Global Hip-Hop documentary.

Featured Artist Biographies

Tommy Tee (Norway) is known as the godfather of Norwegian Hip Hop. Tee owns the label Tee Productions, which is located in Oslo and is Norway's leading Hip Hop label. Tommy Tee was first introduced to Hip Hop culture in the 1980s where he started as a graffiti artist and breakdancer, and later became moved on to music through DJing. He also hosts a weekly national Hip Hop radio program.

Reggie Rockstone (Ghana) the Godfather of Hiplife (a mix of traditional Highlife and Hip Hop) Born in United Kingdom and has been living in Ghana continuously since he pioneered the Hip-Life movement in 1994 and has played an important role in the development of this uniquely African genre in Ghana's capital Accra. He raps in Twi and English.

Marcelo D2 (Brazil) is the former vocalist of the band Brazilian Hip Hop Planet Hemp, he started his solo career in 1998 with the album *Eu Tiro É Onda* which was well accepted by the public and the rap movements within Brazil. In 2003 he released "Looking for the perfect beat", produced by Beastie Boys producer Mario Caldato. The album mixed hip-hop with samba, and includes collaborations with Will.i.am from The Black Eyed Peas.

Brainpower (Netherlands) is one of the pillars within Dutch Hip Hop, who writes, records and performs in the English as well as the Dutch language and releasing five studio albums. Brainpower has collaborated with Nas, EPMD and dancehall legend Yellowman.

Joe Flizzow (Malaysia) has built a reputation as one of Asia's leading Hip Hop stars. Since the release of his award-winning English album *The President* in 2009, the rapper has performed in various parts of the world including the US and UK as well as in countries like the Netherlands, Maldives, Japan, Singapore, Indonesia, Thailand and Brunei. On top of these credentials, Joe also possesses an entrepreneurial, business-savvy instinct, acting as the founder and CEO of his own record label Kartel Records.

'A Way Of Life' gives prominence to a culture that has gone beyond music, providing an accessible platform of expression for millions of people across the globe.



Countries Featured

Australia / Brazil / Cambodia / Cuba / Denmark / Egypt / France / Germany / Ghana / India / Japan / Malaysia / Netherlands / Norway / Poland / Spain / Switzerland / Syria / UK / USA

Featured Artists

Big Narstie / Skinnyman / Masta Ace / Foreign Beggars / Jeru The Damaja / Stig of the Dump / Dead Prez (M1) / Krs One / Lord Finesse / Reverie / Gavlyn / Saigon / Marcelo D2 / Homeboy Sandman / Onyx / Doppelgangaz / Joe Flizzow / Sona One / Brainpower / Omar Offendum / Shay Rock (Maikal X) / Felix De Luca (Verb Ink) / King I Devine / Tommy Tee / Don Martin / Smith N Smart / VNM / Steffe La Cheffe / The Narcicyst / Bobbito Garcia / Emicida & many more...

'A Way Of Life' Premiere coming soon.

[Twitter](#) | [Facebook](#) | [Soundcloud](#) | [Mixcloud](#) | [Spotify](#) | [Website](#)