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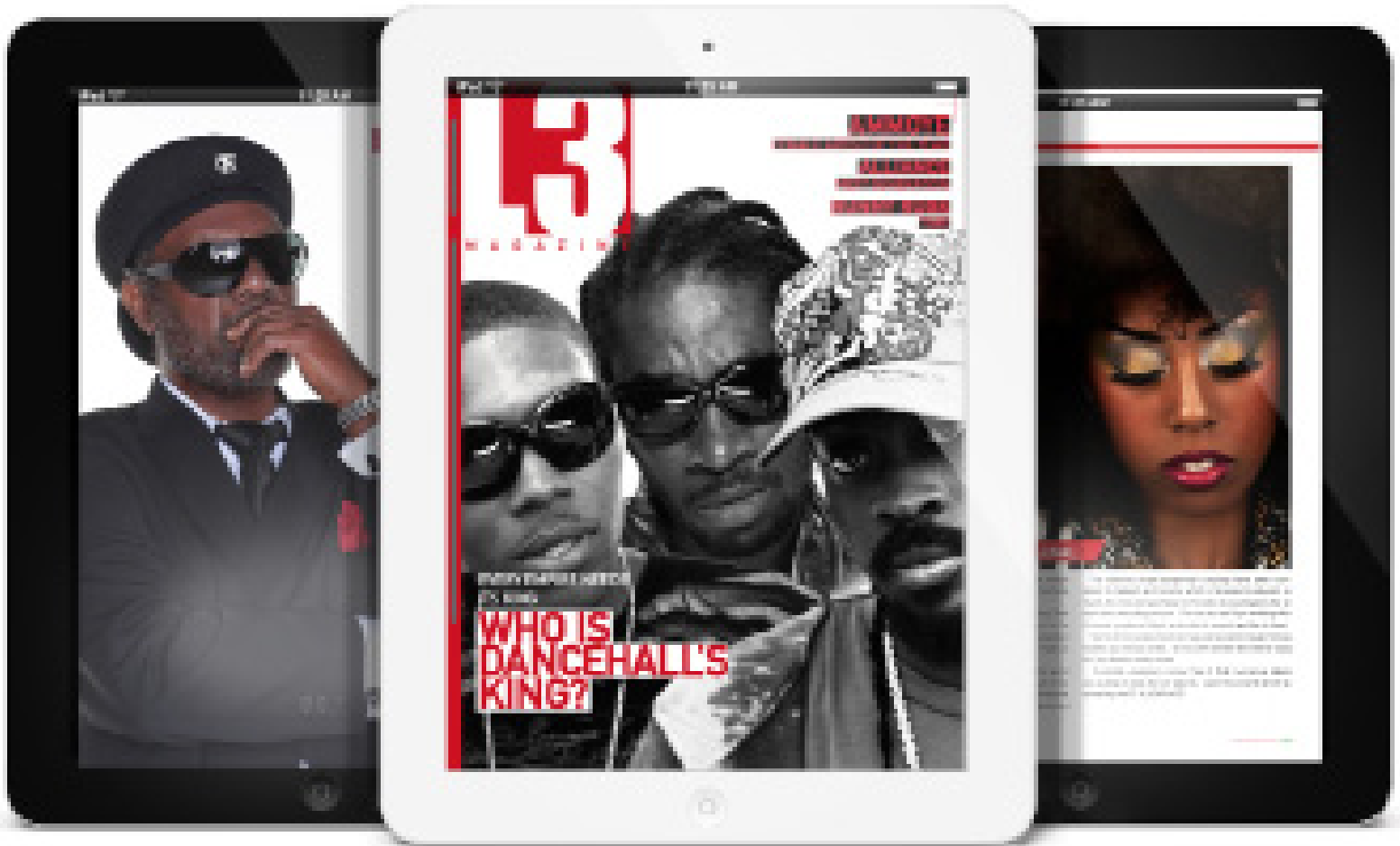
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# the COOL BOYS

WELCOME

A FILM BY MICHAEL MOOLEEDHAR



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# NEW T&T FILM "THE COOL BOYS" EXPLORES YOUNG CARIBBEAN MASCULINITY

In a region such as the Caribbean where film making is considered by many as a burgeoning art form, the Trinidad and Tobago Film Festival (which will take place from September 19th to October 2nd 2012) has become an annual grand stage for practitioners to display their works. For this year's staging, one particular film, "The Cool Boys", directed by Michael Mooleedhar has been highly anticipated as it delves into topics pertinent to the experience of young males in Trinidad.





The Cool Boys is a 26 minute short film established around a flow of events that involve 3 teen-aged young men. The main protagonist Alpha, one of the 3, has just turned 18 and finds himself in trouble. He is called upon to make an ethical decision that itself challenges the conventional definitions of being cool.

The new film features prominent T&T entertainers such as Sean Padmore, of the local Hip Hop group Nebula 868 who plays the lead role of Alpha and Soca star Olatunji Yearwood who dons the character of Wes, alongside a cast of talented thespians which include Aria Geiser, Pauline Mark, Danielle Ryan, Jeanine Lee Kim, Bradley "Young Stunner" Caesar, Anthony Lawrence, Kevin Nathaniel and Carlos Quashe.

The Cool Boys which will make its debut at the 2012 T&T Film Festival was awarded funding from the Trinidad and Tobago Film Company. This unique production raises crucial questions about the contemporary ways in which young Caribbean men work through issues of masculinity and how they learn to become men such as: What boundaries and limits has Trinidad constructed in erecting the definitions of masculinity? Will the right decision be made?

After the success of their previous film collaborations such as "Coolie Pink and Green" and "Seventeen Colours and a Sitar", director of The Cool Boys Michael Mooleedhar has once again teamed up with Professor Pat Mohammed (who serves as the film's producer) with Franklyn St. Juste as director of photography on this latest project.

Shot in the month of December 2010, The Cool Boys captures an indigenous reality for viewers via the popular locations used in its filming e.g. West Mall, Movie Towne, The Lady Young Road look out, Club Alchemy, Belmont, Diamond Vale, etc.

According to Mooleedhar, not only is the script humorous, entertaining, action-filled and weighted with the dangers of life encounters, it is also designed as a learning tool for all young males, using universal themes which speak to both young masculinity and femininity.

When asked about what will set this film apart from other entries in the upcoming film festival, Mooleedhar shared, "The Cool Boys will stand out because it is a good story, and is truthful to the experience of young males in Trinidad". He further stated, "All the films we produce are beautiful in their own ways, from the storytelling to the music to cinematography to editing.

The Cool Boys offers a unique look into Trinidad's youth culture. The film promises to deliver a serious punch".

Follow "The Cool Boys" on Facebook via:

<http://www.facebook.com/coolboysthemovie>



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## LETTER FROM THE EDITOR



Twitter handle [@DenisseOcasio](#) said it best this past Sunday "If you can't fly, run, if you can't run, walk, if you can't walk, crawl; but whatever you do, don't stop moving forward," and moving forward is the theme of this editorial!

We faced some tough personal obstacles this month. Every which way I turned, a member of the team was having an issue and problem, and every which way I turned, I had to keep moving forward.

When you are given a gift, that gift is often a responsibility and that responsibility is a part of God's plan for use in other people's lives. Just because we have a bad day, week or month, does not mean we can opt to not be a part of God's plan because we're going through what we're going through – it means the opposite! We have to show up whether we like it or not (and you don't want to know the consequences for not showing up!).

Though we are an esteemed publication, don't think we're exempt from issues you might face – we face them too, the only difference (maybe) is how we handle the 'problems!'

This month, September, represents my birth month as well as my Father's – we're one day apart! I'll be celebrating! First stop is with Delly Ranx and his album launch tonight at Falcon Banquet Hall in Mississauga (follow [@L3Magazine](#) for details), next stop will be with Niyah of MYC Entertainment in New York, third stop will be Montreal and the list goes on! Do you remember the 21st night in September...?!

Follow me on Twitter >>> [@NatashaVonC](#)

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*Natasha Von Castle*

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L I F E

## FREELANCERS

*To serve, protect...  
and steal.*



# 50 CENT'S 'FREELANCERS'

**A**s a person perceives a thing is how that thing is in a person's mind. This phenomenon is personified in the instance of Curtis "50 Cent" Jackson.

He is a multi-million dollar corporation unto himself with wide ranging interests and revenue streams as numerous as the battle scars that adorn his frame. But he is a gangster rapper in the eyes the multitude; a mere talking head broadcasting street tales to the general public. But a lie doesn't magically become the truth just because everyone believes it.



**RICARDO A. HAZELL**  
FROM ELECTRONIC  
URBAN REPORT

Recently I had the chance to talk with 50 regarding his upcoming film **"Freelancers"** (which opened in select cities, including NYC and LA). With a supporting cast that features Robert De Niro, Forest Whitaker and Dana Delaney, this is one action-packed ride is yet another worthy offering in Jackson's fast growing catalog of films.

"Freelancers' is a script I read that came to the office, people send stuff to the office all the time," said 50 of how he came across the script. "Different agencies send stuff all the time and I just have to sit and look through them. It was one of the things that stood out to me."

Though Robert De Niro's time on the screen is short, his role is impactful and he puts his special spin on it as well. It's not like De Niro just works with anyone. I asked Jackson how he got De Niro to be a part of this endeavor.

"How we got De Niro is, actually I already have a little relationship with him," he explained. "The first project we were supposed to work on was a project called 'Streets of Blood', but I ended up going on and shooting that project with Val Kilmer and Sharon Stone. I did financing for the film at the time and that developed my appetite for producing a film as well.

In my humble opinion, Forest Whitaker is one of the most underrated actors of the silver screen in modern history. He becomes each character in all every way noticeable. He walks differently, speaks differently even appears to have different morals. I had to ask 50 how was it for him to work with such a talent.

"He's amazing. There were points when we were doing scenes where I didn't know if he had actually gotten drunk," said Jackson. "After awhile I didn't know if he was really drunk because he was in character the whole time. There's a scene where I actually made a mistake of a physical nature. I actually hit him in the back of the head with the butt from a shotgun. Myself, I'm thinking 'Oh sh\*t! I didn't mean to hit him with the actual shotgun!' He went down and stayed in character the entire time. Then, after the director said cut, he said 'What the f\*ck is you doing?' I was like 'Yo, I'm sorry.' He backed into me when I was actually swinging though. It's really, really interesting being in the presence of that caliber talent. It was great. It was an amazing experience for me."



"The whole project was exciting like that," he continued. "Every scene I had something going on that was a challenge for me and it was exciting to be there. I changed around the scenes so it was all in (chronological order). The director could have made 5 or 6 different films from all the different scenes."

In some of his past projects 50 cent didn't appear to do much acting. It was just 50 cent in every role. But in "Freelancers" one can notice a growth in his acting ability. I asked him how that came about.

"For me it's developing a comfort with the work itself," he explained. "I've gotten to the point now where I can do things that don't come directly from me. My character is doing these things, no problem! When I'm in the actual role it's not me. It's the character. But I do offer less of my personality through music than I would through television or something like that. You cut it on for different things at that particular time. Look at the perception of 50 cent versus what you see on Oprah. There's an extreme difference."

As was alluded to in the opening paragraph of this article, many people think they know who the real Curtis Jackson is. Most of those people can't imagine him as anything other than a rapper.

"Anyone who is a fan of Hip Hop culture will say 'Yeah, I know exactly who 50 cent is' because everything that I had done had coincided with their initial idea of who I am. I've offered things to Oprah, and some other platforms, I'm actually giving them a portion of Curtis. So, these projects help me actively grow as an artist," he explained. "Well people look at the situation and say 'Well, you're a rapper. That's what you do. You rap and that's where you came from and you were successful at it.' From there I have been able to branch out and do other things successfully. Now I've developed a passion for film and television, which is a natural thing. Think about this, after you've done music full time you begin to respect people's choices. I've been doing music since 97. I don't think there's a song that you can put out where I couldn't write my version of that. Once I have the topic I can write a verse to it. So, I can respect artists' choices if they have a creative vision that I'm interested in. I could always put a creative twist to it. But film and television is something that you have to respect in a different way. Then, when you start to develop a passion for it and over time start really working on it, it's exciting. It's a whole new time and it's comparable to the energy that I had when I started doing music."

Have you seen any commercials about "Freelancers?" One would think that, with such a cast, it would be all over the major television and radio stations. As we said up top, the film opened in (select) theaters on August 10 so the promotional blitz should be in full effect, right? 50 has a master plan to maximize profits. He schooled me to some facts about the film industry that I was only vaguely familiar with, but 50 broke it down for me.

"It's coming out in theaters first, then straight to DVD. I think the future of the film business is going to be on demand. I've been in the green with all the projects that I've released up to this point. I feel like I should just put it out there so they can actually see it the right way (on the big screen), then sending it to DVD will actually enhance the sales. That's why I made that adjustment. I think that is the right way to do it. Ok, check this out, according to SAG (Screen Actors Guild) 4,200 films are made each year. There aren't enough blocks, not enough time, there aren't enough stations for those 4,200 films to be marketed and promoted properly leading up to all their releases. On top of that, those 4,200 that are being released are what SAG is reporting. What about the non-union films that are being made out there? You know that there are nice cameras that maybe tourists are carrying that have the capability of shooting high quality footage. Once you have knowledge of these things, there has to be a way that the work can get out."

But the average filmmaker can't do that, right? Can they? Every film needs to throw millions at media outlets for marketing purposes, right? 50 Cent is a household name, but director Joe Schmo would never get away with that. Well, according to 50, that's not an accurate assumption.

"A lot of people will look and say 'Oh, well your films are different'. That's because they don't understand the business. They don't understand why so many films go straight to DVD, but straight to DVD is the film business. The majority of the projects that made the film company a profit were those projects."

"Freelancers" went to DVD on August 21.

Next up – film wise for 50 Cent – are "Fire with Fire," also starring Sylvester Stallone, Rosario Dawson and Bruce Willis and "Frozen Ground," starring Nicholas Cage, John Cusack and Vanessa Hudgens. But just when you think it's over, 50 has a film called "The Tomb" which he stars in with Arnold Schwarzenegger.

Also, keep an eye out for a continuation of my conversation with 50 as he goes in depth about his new career move as a boxing promoter, his upcoming musical endeavors and much more.







# ART IN THE DANCEHALL



CONTRIBUTED

**H**ailing from Jamaica, Sydney based artist, Robin Clare's recent work is inspired by dancehall culture and the brilliant aesthetics of Jamaican party promotions. Her work explores the scope of imagery used throughout the decades since Jamaican music hit the worlds stage. The range covers large scale paintings referencing outrageous party names and the slick and sexy imagery that surrounds the scene today. Mid sized pieces inspired by dances and other pop culture that has emerged from the scene. To quick, gritty little screen prints harking back to the rough and ready aesthetic of 1970's era Reggae promotion when sound systems took the music to the people on the back of old pick up trucks.

Growing up between Jamaica and Canada, Robin studied painting at Camberwell College of Art, London. Her work is inspiring with hand-painted lettering referencing the outrageous party names, dances and other elements that have emerged from the scene.

If you're in London over the next couple of weeks, check out Art In The Dancehall, an exhibition curated by Suze Webb (Shimmy Shimmy) and DJ Al Fingers, showcasing Jamaican music design and illustration from 1980 to now. The exhibit opened at KK Outlet, Hoxton and runs until September.

Featuring the work of:

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# HOW TO FIND YOUR SOULMATE

JENNA STONE

**O**n a quest to find your soulmate? We want to help you, because we're giving that way. So, we consulted Arielle Ford, author of *The Soulmate Secret: How To Manifest The Love of Your Life with the Law of Attraction*, and got her to share a lot of advice.

Ford admits that some of her ideas might be kind of "woo woo" (we're pretty sure that's a technical term) for some people but hey, you can't argue with results, as she found her own soulmate at age 44 by employing the same techniques she advises here.

Good luck!

**First, let's define the term "soulmate."**

Ford says, "I believe that a soulmate is first and foremost somebody you can completely be yourself with, somebody with whom you share unconditional love and, when you look into their eyes you have the experience of being home." Sounds amazing, doesn't it. And soulmates, says Ford, are not so hard to come by. In fact, she says, "You already have many soulmates in your life. It could be your kids your parents your sibling, your business partners, your co-workers, your neighbours."

Now, how to begin the search for a romantic soulmate?



### Step 1: Recognize the love you already have

Begin your search by having appreciation and gratitude for the love you already have in your life, says Ford. "By doing that you become a magnet for more love.

"The law of attraction states that we draw to us the people places and experiences that match our state of being.

"Your emotional body, your feelings, have the greatest impact on what you draw to you. In order for you to fully utilize the power of the law of attraction, you first have to be able to feel that what you've asked for is already yours."

OK. Have you accepted the love in your life? Good. Next.

### Step 2: Forgiveness

Ford says, "Forgive yourself for all the things you believe you've done wrong in relationships in the past. And forgive the people you have judged as having done you wrong." Ex husbands, ex girlfriends, whatever. "It's a necessity to forgive them and bless and release them." Otherwise, she explains, you're just dragging the past into the future with you and will create more of the same.

One way to do this is to write a letter and never send it. "Say whatever it is you need to say. Then write a second letter from that person



to you, channeling that person and looking at the situation from the other perspective."

Then, says Ford, "Simply write at the bottom of both letters, 'I forgive you, I bless you, I release you, I set you free.'" If you can't get through this, you might need to see a therapist or coach of some kind. "If you can't get past anger and judgment over a past relationship, get some help."

### **Step 3: Create a soulmate wish list**

Not of physical qualities -- unless, says Ford, you truly believe a six foot tall, 180 lb, blue-eyed soulmate is critical to your long term happiness -- but of "heart traits and qualities."

"My soulmate will be loving, kind, compassionate, generous, funny, fun, interesting, successful, whatever those things are for you. Once you create your list, it's very helpful to have a trusted friend review it with you to make sure you didn't leave out anything important. Important things could be 'I'm a cat lover, I've had cats my whole life. It's really important that I manifest someone who's also a cat lover and not allergic to cats.' Or if you're somebody who's very athletic, you don't want to pull in a couch potato. So, you want a trusted friend to review it, to make sure that the most important things are on your list."

### **Step 4: Release it to the Universe**

Here's where it gets "woo woo." Ford suggests you "create a ritual to release your list to the universe, to completely surrender it and let it go." She explains what she did herself: "I wrote my list on a beautiful piece of stationary. Then on the new moon, I went down to the ocean, read my list through one more time and said a prayer of gratitude. I thanked the Universe for sending me my perfect right, partner, then I burned the list and scattered the ashes in the ocean. I took myself out to lunch, ordered a glass of champagne and I toasted my soulmate and said to him 'Wherever you are in the world, the welcome mat is now open and you can come anytime.'"

If that seems a bit much, "You can simply write the list out on a nice piece of stationary and put it under your pillow, under your mattress, in your favourite bible or spiritual book. You can put it inside a helium balloon and release it into the heavens. Any creative way that makes sense for you to let it go. The idea is to put it out there and know that it's coming back to you."

### **Step 5: Create a treasure map**

This is also known as a "vision board." You've seen these before, right? "You cut out photographs, images, graphics and words out of magazines and collage them onto a piece of poster board so you end up making a visual representation of the future that you're creating," says Ford.

"You may want to cut out a picture of a couple holding hands, walking on the beach." Stick to things that are symbolic, she cautions. You don't want to see people's faces. "If you cut out a picture of George Clooney, you'll never be happy because he's already told the world he's never getting married.

"Once the map is made, take a picture of it and make it the wallpaper on your laptop or iPhone. So that your brain is registering these images many times every day."

### **Step 6: "Feathering the nest."**

This, Ford explains, is "clearing out the clutter from your home, the clutter from your heart. If you're living somewhere you once lived with an ex lover, you want to clear it out energetically. You can hire a professional energy worker or a feng shui expert. Or you can simply get some sage and do what the Native Americans call smudging -- you light the sage and it starts to smoke and you run it all through the house, purifying the energy."

Ford also suggests you literally make space in your home for somebody else, which is also a feng shui technique for finding love. "Empty out one drawer, make sure the night stand on their side of the bed is completely empty. Clear off half a shelf in the medicine cabinet, clear a few inches of space in the closet. When you literally make space for another in your life they will come quicker."

### **Step 7: "Living as if."**

Live as though it's already a done deal, says Ford. "If you know and trust that the one you've asked for is already on the way, your behaviour will be very different than if you were living in the belief that it's never going to happen. If I guaranteed you that your soulmate was going to ring your doorbell in 72 hours, you'd wake up excited in the morning. You'd be getting ready. Women might be getting their legs waxed, some men might be filling their Viagra prescription."

You'd also stop having casual sex with anyone who is not your soulmate, she adds. "Because when you're having sex with someone who is not your soulmate, you're telling the Universe you don't quite believe that they're on the way."

### **Step 8: Get into action**

Time to get moving. Treasure maps might help you define what you're looking for, but you still have to get out there and look for it. Ford says, "For some that might mean getting on Match.com or eHarmony. It might mean that when a last minute invitation comes to go to a barbecue and you're tired from working all day, you get in the shower, you get dressed and you go. Maybe it's time to try that cute café around the corner." Maybe you tell your friends about your quest and ask for their help with introducing you to people and/or setting you up. "It's about being ready, willing, open and available and seeing what you can do differently today, asking, 'Who could I be? Where could I go that may lead me to my beloved?'"

But how will you know when you find your soulmate? And is there just one?

### **You'll just know**

Ford says, "People always say, 'How will I know?' Every soulmate couple I've ever met, if you ask them how they knew, they all have the same answer: 'I just knew.' When you're with your soulmate you know."

And there's not just one. "There's the god awful myth out there that we each only get one big love in a lifetime," Ford says. "I don't know who made it up but it's absolutely not the truth."

There's anywhere from 5 to 1.3 million soulmates out there for everybody. There are almost 7 billion people on the planet today and about half of them are single. Statistically, you'd have to work really hard not find your soulmate."

"GET YA MIND RIGHT"

HH\$E

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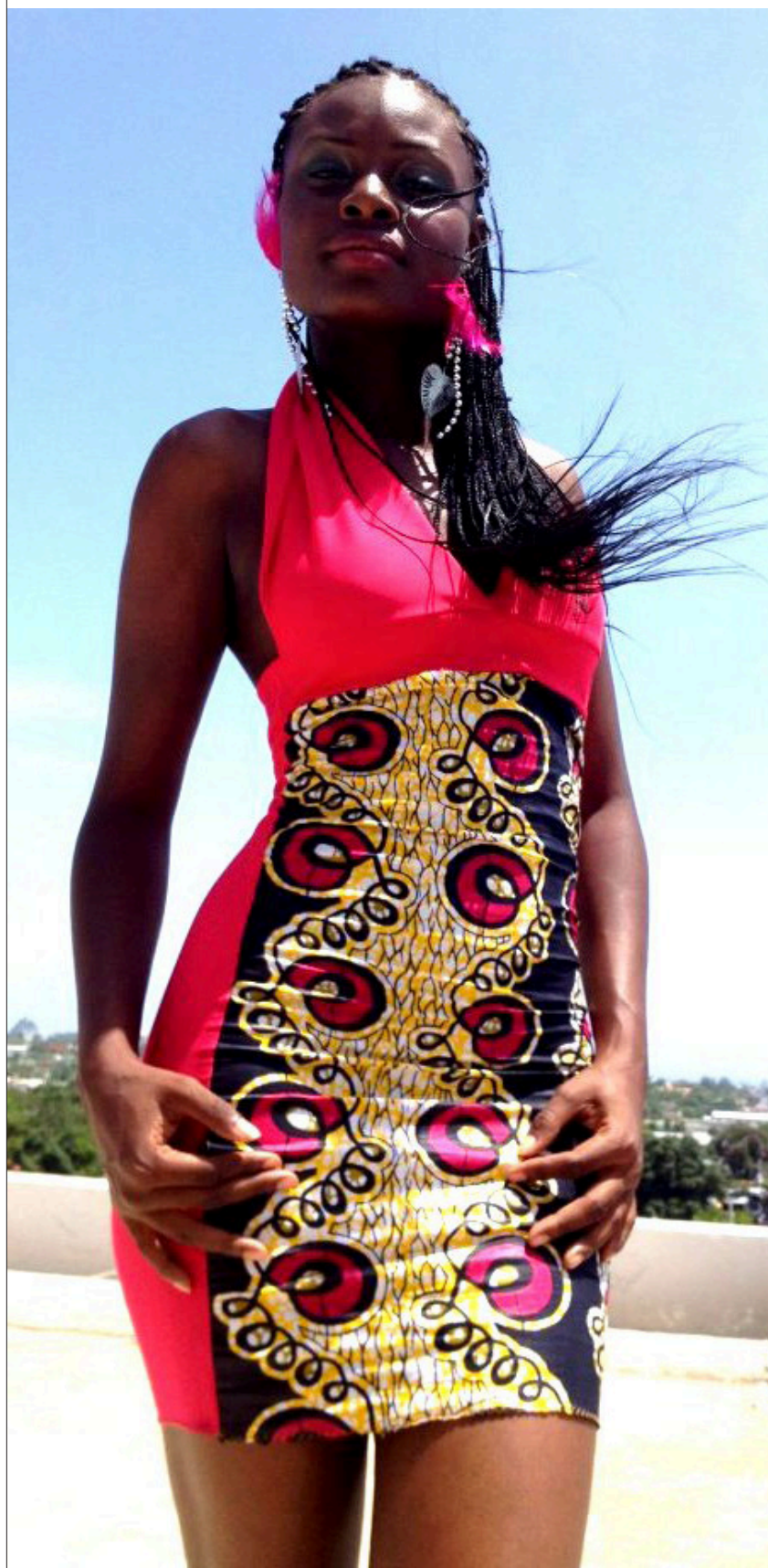
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# L3

F A S H I O N





# THE FASHION VISION OF MAMAYASHI

---

 HEIKE DEMPSTER

**M**amayashi designs are best described as unique, comfortable and conscious. The skirts, dresses, tops and bags are recognizably Mamayashi and the Jamaican designer has amassed quite a following of loyal customers who are big fans of her designs.

Mama Yashi has been designing since 2005. Sewing skills are in her blood as she inherited her talents from her tailor father but the deciding moment for Mama Yashi was the birth of her son. As she wanted to stay at home to raise her child but still run a business the young mother decided to start a clothing line. With the decision made, Mama Yashi bought her first sewing machine and put her painting, art and sewing skills to good use. With positive feedback from her friends and family to boost her confidence in her designs Mama Yashi soon took her business to the next level and set up shop online and found various outlets to carry her designs.

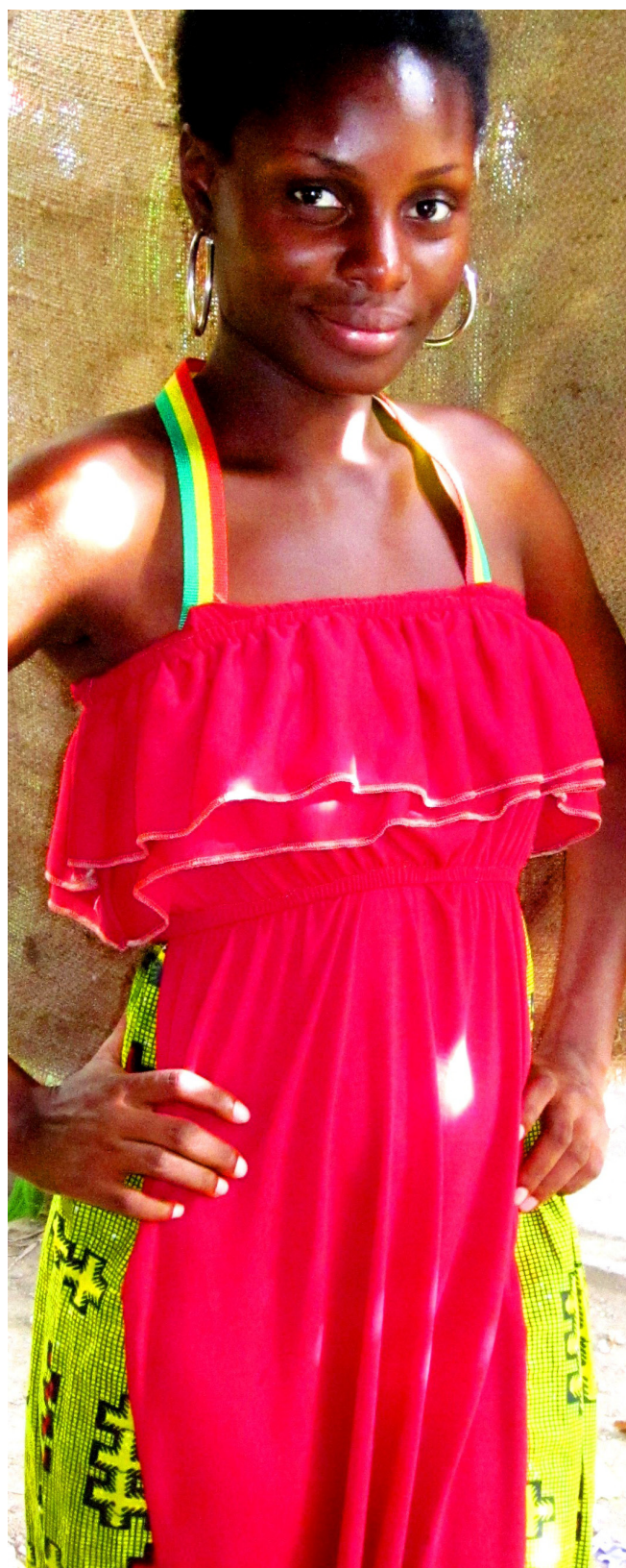


Starting out with tops and handbags, the budding designer added skirts and dresses to the mix. "When I started making clothes, I knew I wanted it to be comfortable, stretchy fabrics, versatile," says Mama Yashi. She knows what women want from their clothes. They want designs that fit, accentuate the body the right way no matter what size and make them feel comfortable and confident.

When Mama Yashi designs she thinks of herself and what she would like to wear and about women in general without having a specific woman in mind. "My customers are very different but what they have in common is that they are very good people. They have a good heart, they are nice, they are very open and they are very loving. I think they like the clothes but they also like the fact that I make the clothes myself. They like the movement and the message. I think I have the best customers. I love my customers!"

Mamayashi designs have fans across the globe, women in all shapes and sizes and from many cultures and countries. Ma Yashi retains a home in Jamaica while also living in New York. Many of her designs are inspired by her Jamaica heritage, her Rastafari beliefs and various African cultures.

Working with artists such as Jah 9 and Queen IFrica as well as personalities such as Emprezz and Donisha Prendergast, who have all worn her designs on numerous occasions and stage appearances, and has given Mamayashi more exposure. More recently Mamayashi was also part of TVJ's "Kings & Queens of Dancehall," a TV show a la American Idol, Jamaican style. The designs were a hit amongst the crowd, showing that female clothing can be sexy without being revealing.



Some staples are wrap tops with a wood ring, jersey maxi dresses and skirts as well as tops with zipper details. The wrap tops are a unique design available in every imaginable color and print from simple to bold. They can be worn in various ways depending on the mood and style of the individual, accentuating the shoulder, stomach or hips. The zipper embellished tops are also distinctly Mamayashi.

"I love zippers," explains Mama Yashi, "I think it's the metal. When I first started making clothes I put a lot of things on the clothes, like chains; I love metal. It also adds another design element where the clothes can open. It's funky, more edgy."







Text and images is something the designer used from the beginning. She remembers, "My first shirt had the word ART on it and then the next one had the word HONOR." Words are a powerful tool and Ma Yashi wants to send positive messages and spark conversation and communication. With words like SOUND or other statements such as "The Father Land, Mother Africa" or "A People Without Knowledge of their History is Like a Tree Without Roots" she stays true to herself and speaks to many.

Mama Yashi herself always tries to grow and make her designs a consistent development. Her line now comprises of 80% female clothing but since this year she has added shirts, t-shirts and waist bags for men as well as children and baby wear.

For the foreseeable future Mama Yashi wants to add more to the baby line, grow the menswear line and expand to include new outlets in California. Never one to be afraid to run out of ideas she keeps designing and creating on a daily basis to fulfill her visions and make her customers happy.

Mamayashi is available at [www.mamayashi.com](http://www.mamayashi.com) and at Mamayashi Collection, Shop #30, Regal Plaza, Kingston, Jamaica. In the U.S., Nicholas Brooklyn, 570 Fulton street, Brooklyn NYC and Reggae N Things, 7843 W Sample Rd, Coral Springs, Florida.

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# Trinidad & Tobago CARNIVAL 2013

## Your Guide : Petra Laptiste

She was born in Canada to a Trinidadian father and a Grenadian mother. She teaches cooking, dance and culture in Japan and loves sharing her rich Caribbean heritage. And she is the author of the world's biggest bilingual blog on Trinidad & Tobago  
<http://tokyotrnbago.blogspot.com>



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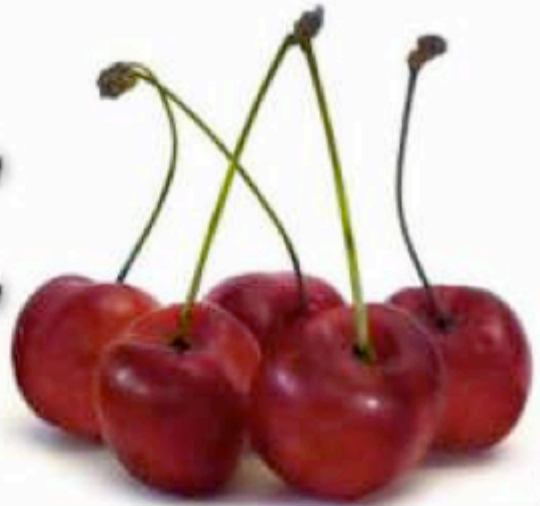
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# L3

L O V E





## INTERNATIONAL AFFAIRS

**DJs WE LOVE TO HEAR SPIN AND YOUR  
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OLIVA LEWIS



## CHANT DOWN SOUND!

Melbourne's original sound crew was formed in 2000 when radio presenter Jesse I linked with longtime reggae selector Ras Crucial. Chant Down play in the contemporary Jamaican soundsystem style, mixing the freshest reggae and dancehall together with vintage classics, custom dubplate specials, and live MCing.

Chant Down's monthly More Fire night is the longest running reggae session in Australia. The photo section on their website [www.chantdown.com](http://www.chantdown.com) shows pictures from dances past, and the front page of their site lists details of dances to come. Chant Down has also hosted international artists including Jr. Reid, Michael Rose, Chaka Demus & Pliers, Jah Mason, The Gladiators, Third World and Lucky Dube; performed countless gigs and festivals in Melbourne, interstate, and abroad; and played support for acts including Lee Scratch Perry, Big Youth, Luciano, Horace Andy and many more.

Chant Down played a large part in introducing Soundclash culture to Melbourne audiences, as they proceeded to clash Sydney's Firehouse, and Perth's Jah Wisdom Sound, as well as taking on Nasty Tek again at Globe's "900 Degrees" party in 2003, in front of over 2000 people.

# L3'S DOWN W N R O Y A L

**1** **KONSHENS**  
"Ah So Mih Tan"

**2** **CHAM FT. O**  
"Tun Up"

**3** **CHAM FT. O**  
"Back Way"

**4** **KING ALI BABA FT. OCTAYNE**  
"Superstar"

**5** **CHARLY BLACK**  
"Claaaaaty Again"

**6** **PATEXX**  
"Wine n Go Dung"

**7** **ALISON HINDS**  
"Baddy"

**8** **TIFA**  
"Hold On"

**9** **SWITCH FT. OCTAYNE**  
"Pop Champagne"

**10** **JLOGIX FT. FIRE LION**  
"Party Hard"

**11** **MORGAN HERITAGE**  
"The Girl is Mine"

**12** **JAH BAMI FT. PRESSURE BUSS PIPE**  
"Poppin"

**13** **HONOREBEL**  
"Rave and Clean"

**14** **NOAH POWA**  
"Care Zero"

**15** **LAZA MORGAN**  
"Gimme Little"

**16** **SHABBA RANKS**  
"Who Win The War"

**17** **JESSE ROYAL**  
"This Morning"

**18** **STYLO G**  
"Bolt"

**19** **BELINDA BRADY**  
"Wishing You Were Here"  
(Dennis Blaze Waiting in Vain Remix)

**20** **DELLY RANX**  
"The Next Chapter"

Charts are based on the most active DJ downloads via the L3 Music Distribution service.

RICO VIBE'S

# TOP 10

# CHARTS



BUSY SIGNAL "REGGAE MUSIC AGAIN"

## RICO VIBES TOP 10 VIDEO PICKS FOR AUGUST

Compiled by Rico Vibes

- |  |  |
|--|--|
| 1 POPCAAN<br>"GIRLS MEDLEY"                | 6 ISHAWNA<br>"REAL HOT GYAL"                         |
| 2 MR. LEXX<br>"RUGU RUGU"                  | 7 BUSY SIGNAL<br>"REGGAE MUSIC AGAIN"                |
| 3 ELEPHANT MAN FT. KHAGO<br>"SLAP WEH"     | 8 MR. VEGAS FT. ALISON HINDS<br>"BRUK IT DOWN" REMIX |
| 4 COURTNEY JOHN<br>"IT'S GONNA BE ALRIGHT" | 9 RDX<br>"JUMP"                                      |
| 5 ELEPHANT MAN<br>"DASH WATA"              | 10 ROMAIN VIRGO<br>"I KNOW BETTER"                   |

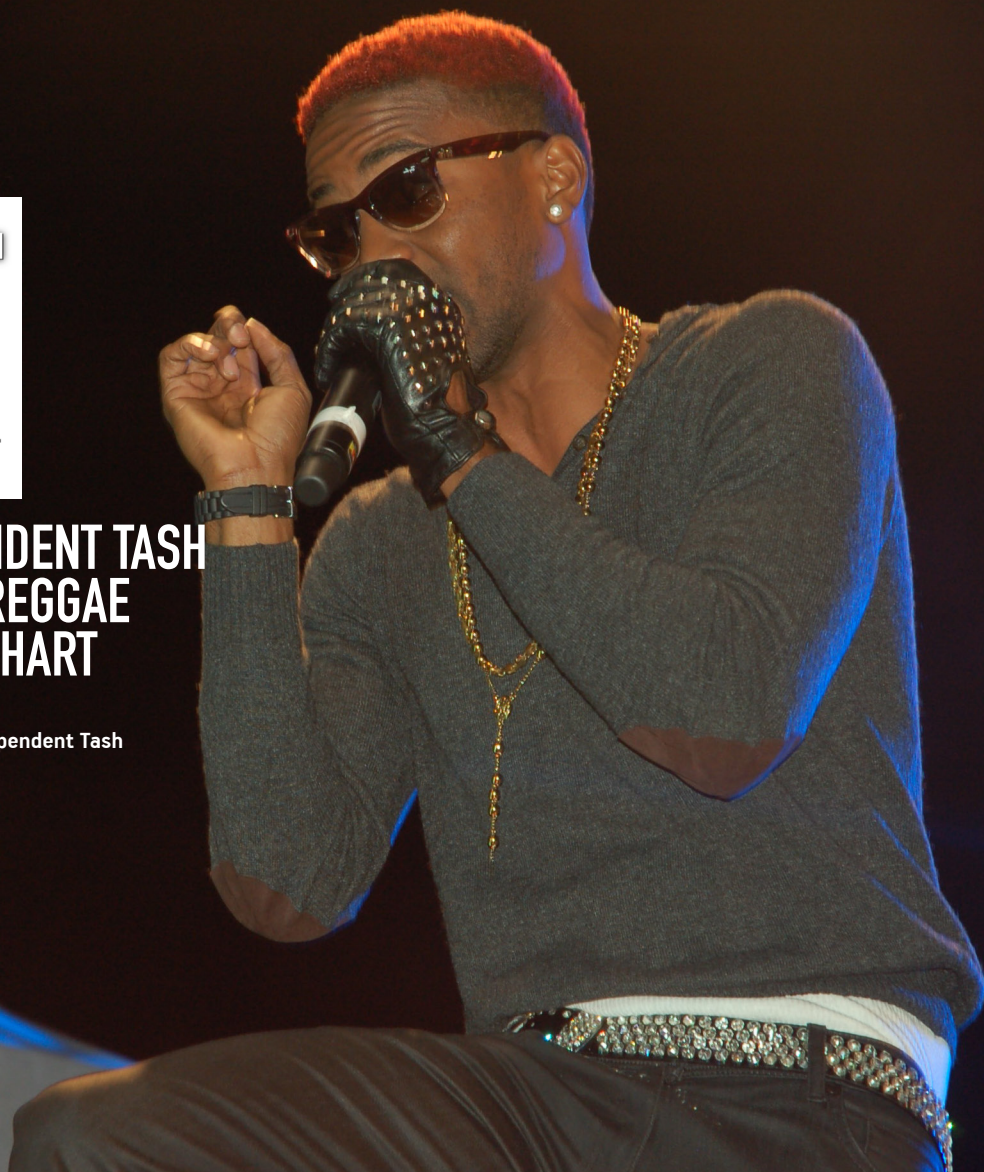
CROSS  
CARIBBEAN

# TOP 10 CHARTS



## INDEPENDENT TASH TOP 10 REGGAE MUSIC CHART

Compiled by Independent Tash



1 JAH CURE  
"THAT GIRL"

2 SEAN PAUL FT.  
KELLY ROWLAND  
"HOW DEEP IS YOUR  
LOVE"

3 KONSHENS  
"STOP SIGN"

4 RDX  
"JUMP"

5 CHARLY BLACK  
"PUM PUM"

6 GYPOTIAN  
"MY NUMBER ONE"

7 BUSY SIGNAL  
"MISSING YOU"

8 KONSHENS  
"BUBBLE GYAL A BUBBLE"

9 JAH CURE  
"NOTHING"

10 CHRISTOPHER MARTIN  
"CHEATERS PRAYER"

# SOCA TOP 10 CHARTS



## INDEPENDENT TASH TOP 10 SOCA

Compiled by Independent Tash

- |   |                                    |    |   |
|---|------------------------------------|----|---|
| 1 | PATRICE ROBERTS<br>"A LITTLE WINE" | 6  | VEGAS & ALISON HINDS<br>"BRUK IT DOWN" REMIX      |
| 2 | BUNJI GARLIN<br>"AUGUST"           | 7  | LIL RICK<br>"I LIKE MUH SELF"                     |
| 3 | MACHEL MONTANO HD<br>"GO DOWN"     | 8  | LIL RICK & BUBBA<br>"WE WANT DRINKS"              |
| 4 | KES THE BAND<br>"STRESS AWAY"      | 9  | RICARDO DRU &<br>EDWIN YEARWOOD<br>"THROW ME OUT" |
| 5 | PROBLEM CHILD<br>"WINE UP STICK"   | 10 | MACHEL MONTANO HD<br>"BOTTLE OF RUM"              |

\*All songs on this chart reflect the most played hits as confirmed by Program Directors (PD's) throughout the Caribbean via reporting radio stations and night clubs.

L3MAGAZINE.COM | SEPTEMBER 2012



## BUNNY RUGS TIME

**B**unny Rugs wants to make great Time for his fans. Time, the new solo album from the lead singer of international pop reggae band Third World is a Time for listening fun and reflection. Bursting at the seams with talent, Rugs' 15-track album will in no Time at all be a sound track to affairs of the heart as well as soldiers of conscious reggae worldwide. Here, Bunny's seductive soulful reggae melodies provide an anchor to jazzy vocal experimentation and cool bass, drum, sax and piano riffs. Time practically stands still as one after another of Jamaica's most respected musical minds--Sly Dunbar and Robbie Shakespeare (Sly & Robbie), Dean Fraser, Mikie Bennett, Dean Pond and Richard Bell (Star Trail), to name a few--contribute creative direction for Bunny Rugs' artistic talents. Don't waste any more Time, the album will be in stores September 11 on Rugs' label imprint, Raw Edge Productions, and distributed exclusively by VPAL, a subsidiary of VP Records, the #1 international source for the best reggae music.

Those familiar with the Third World band ("96 Degrees In The Shade", "Reggae Ambassador") will undoubtedly recognize the inspirational vocal style that Rugs helped to translate into a signature international pop sound. Songs on Bunny's solo album including "Don't Give It Up", "Never Gonna Give Up" and all boast that quintessential roots rock reggae sound. Shining bright is the adult contemporary "Heaven Sent – Dat Feeling", the soft reggae rock heard in the message music on "Bed Of Roses" and the easy pop listening evoked by "What Kind Of Man". Bunny's compelling plea for "Solutions" was recorded in the popular gospel tradition with Nyabinghi drumming, emotive background vocals and a delicate soulful guitar solo allowing Bunny to make it his own.

Bunny Rugs is a firm believer that, "A man who has no respect for Time has no respect for himself." Indeed, Time stands on its own with the first single, "Land We Love" (watch the video), Bunny's tribute to his homeland in its 50th year of independence, setting the tone of unity and love in song and video. As Bunny says, "I am an extension of Third World and Third World is an extension of me." In short, Bunny

Rugs puts his soul on the line for the listener. Check "It's Time," "Just Deny," "We've Got The Formula" and "Settling Down", plaintive love songs sure to hit a nerve among soul aficionados from Motown to Montego Bay. And of course, reggae can do. "Reggae is the root," says Bunny. "This Time, it comes from my heart and soul." It's the kind of reggae music where chunky guitar lines and a walking bass embrace a crisp percussion section. Bunny Rugs embraces the social commentary side of reggae on "Kurfew" and an unshakeable commitment to one love (at a time that is) on the Sly & Robbie produced "Love Is Blind" or "You're My Everything" both of which stay true to the original one-drop style. With "Thinking About You" Bunny demonstrates a willingness to break the mold on verses sung in a unique toasting style.

For "TIME" Rugs has employed the same illustrious musical standards that has earned Third World numerous hits and countless awards over the past 39 years. Rugs' top notch cast of producers and songwriters includes mixing board maestro, Rohan Dwyer, the aforementioned Miki Bennett, Jamaica's premiere drum and bass duo Sly Dunbar and Robbie Shakespeare, saxophonist Dean Fraser, as well as, Augustus "Gussie" Clarke, Dean Pond of Rymshot, Delroy Pottinger, Sheldon "Young Veterans" Pennicott, Anthony "506" Blair, Elise Kelly of Irie FM and Richard "Bello" Bell, who co-wrote with Rugs the lyrics of seven of the album's fifteen tracks.

Bunny Rugs is lead singer for one of the longest running reggae bands of all Time, Third World, which is about to celebrate its 40th anniversary. The group was formed in 1973 and has released a total of 23 plus albums and Rugs himself has released 4 solo albums. Bunny Rugs has been nominated 10 times for the prestigious Grammy Awards as a member of Third World. Collectively, Third World has received numerous awards, including most recently "New York City Ambassador Award" in November 2009 at the Brooklyn Academy of Music, the 1986 "United Nations Peace Medal", and "Jamaica Music Industry Awards for Best Show Band" in 1992 and 1996 respectively. Rugs, along with his band mates Cat Coore and Richard Daley, are the spokespersons for the Jamaica Children's Heart Fund / Chain of Hope, a cause they hold close and dear to their own heart.

Music fans waiting for that infectious pop and rock reggae vibe can take solace in the fact that Time is on their side. Featuring real instrumentation, top line production value and timeless performances by Jamaica's musical legends, Bunny Rugs' new album, Time, is set to stand the test of Time. In the ever changing world, Bunny Rugs proves that some things in "TIME" remain constant; Love conquers all and he remains the true Golden Voice of Reggae Music. Time is available September 11 on digital and CD formats via VPal, a subsidiary of VP Records.

"All we have is.....TIME", Bunny Rugs.

 JOSHUA CHAMBERLAIN



## SLEEP WITH ANGELS

As an all around veteran in the music business, Johnny Wonder has worked and produced some of the biggest name in the reggae/dancehall music business. From playing sound systems, working alongside legendary King Jammy to Being a Record Executive and A&R for over 20 years, his keen ear for music makes this latest project "Sleep With The Angels" riddim an instant success.

Enlisting stars of reggae and dancehall gives the riddim a diversity in rich sound and style. From the intense dynamic vocals of international recording artist Tarrus Riley on "Nah Mek You Mad Me" to the energetic deep sound of Spragga Benz "SWA (Sleep With Angels)", the riddim offers music lovers distinct songs that are sure to please even the harshest critics.

The riddim also features Demarco with "Ketch the Light", Bugle "Nuff Man Gone", I-Octane "Yuh Bredda Dat", Jah Vinci "When the Party Hot", Khago "Pushing Me Away", Charly Black "She Loves Me Now", Flexxx "Party from Mi Born", Navino "Gal Never Look Dem Yet", Stein "Wine Yuh Waist" and Ishawna "I Can't Love You".

The riddim was created by talented duo Jordan G Hizzle of Chimney Records who hold under their belt a long list of hits such "Star Bwoy Riddim" and "Chill Spot Riddim". This feel good riddim brings a reminiscent sound an old school era injected with a 2012 freshness. Sleep With Angels riddim is now available on itunes via digital distribution giants 21st Hapilos.

CONTRIBUTED

# NEW RELEASES



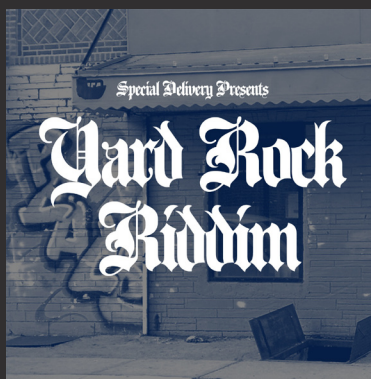
**GAPPY RANKS**  
Wine Pon De Edge



**SHAL MARSHALL**  
Bam Bam Remix



**STEPHIE DAVIS**  
What Did You Do To Me



**YARD ROCK RIDDIM**



**CARLENE DAVIS & PAPA SAN**  
Jubilee



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# PITTSBURGH'S OWN J-HAZE

**G**ary Brown J.R., better known by his stage name J-Haze, is the co-founder and C.E.O of ShowOffGang. Like most kids born who were raised in Pittsburgh, Pennsylvania, life for Haze had many hardships. When he was a couple months of age he was diagnosed with Spinal Meningitis, a deadly disease that he survived.

Haze was raised in Beltzhoover section of Pittsburgh, known notoriously as the Zooove. Haze grew up a hustler and began dabbling at rap at the age of 12. His unique style, original voice, and gutteriness brings similarities of an early 50 Cent.

In 2007 Haze began getting local buzz to the point he ran into Carlos "Tone Capone" Acosta VP of Universal Records Motown & C.E.O Of "Playtone Music/Emi Music Group", Carlos Was Impressed With J-Haze passion and music talent, so invited J-Haze To New York.

2009 Haze landed a Digital Distribution deal with Amalgam Digital after impressing the "C.E.O." In Cleveland, Ohio, Haze dropped 3 Mixtapes threw Amalgam Digital titled "Digital Disaster," "King Of the City" and "4th & Goal" prior to leaving the company in 2011.

This year, 2012, Haze has been co-signed by Hip Hop "G.O.A.T" Mad Skillz aka Skillz. Taking it to another level, Haze recorded the song "Dream" with Skillz which landed him on major Hip Hop sites such as "Allhiphop.com, HipHopDx.com, 2DopeBoyz.com and more.

Some of the artists Haze has worked with includes Yo Gotti, Gudda Gudda, Glasses Malone, Trae The Truth, Slim Thug, Ryan Leslie, Oddz N Endz, Dame Grease, Trae Beatz, Dj Needles and a host of others.

Some of Haze's mixtape features include:

NEXT MEN 1,2,& 3 - MIAMI KAOS

SON OF A GUN VOL. I - DJ P CUTTA,

PITTSBURGH DRAMA VOL. I - DJ CAPONE

DIGITAL DISASTER - AMALGAM DIGITAL,

NEW BAD GUYS - DJ SMALLZ

Haze's stage appearances have been shared with Bone Thugz n Harmony, Drake, Ludacris, Lil Flip, Wacka Flocka Flame, Lady K, Mac Miller and more!

Stay connected with Haze >>>



CONTRIBUTED

# THE SOUL FILLED MUSIC OF TRACY CRUZ

CONTRIBUTED



**H**er music hinges on heartless dissonance and jolting hope. Tracy Cruz's music represents a vast, magnificent blend of polarities. We never get just one side of her; we get the kaleidoscope. Her song lyrics and production will unfailingly take you on a musical excursion, intended to resonate with all who experience it. As surely as it will crush your soul, it will also elate you. A vocal powerhouse, one that can speak a universal language, can only back up this aural diversity.

Tracy's alluring voice is comprised of sounds old and new, resembling Jill Scott's throaty moans and Sarah Vaughan's lyrical accentuation, all while still managing to remain distinct.

Born in Quezon City on the island of Luzon in the Philippines, Tracy grew up in an encouraging household where she watched with eyes of wonder as her mother and grandmother serenaded around the house. As a little girl, she recounts, "They looked so happy and full of life. The joy was contagious, so it was a natural calling for me to join in and sing." In admiration, her grandfathers observed her budding talent and encouraged her to pursue further by offering her money to sing. Tracy's parents later enrolled her in piano, singing, and saxophone lessons. Her first vocal coach was Greg Farbizio of Darrell Leffler's Academy of Music. With the incredible boost from her family and coach Greg Farbizio, Tracy traveled across the United States by the age of twelve, competing in competitions and bringing home trophies.

The evolution of Tracy Cruz's music is a testament of the highs and lows of her life. With warm welcoming, Tracy simply "lets us in." Each album, each song, offers a glimpse into the different chapters in her life. In 2005, her EP entitled, *Illuminate Love*, featured Kanetic Source, former emcee of Ozomatli, and accumulated national recognition. Tracy's debut album, *Feel'osophy* (2008), was awarded three Muse's Muse Awards for "Best R&B CD Project of 2008", "Best Lyrics Female", and "Best R&B Single Female." Acclaim from *Feel'osophy* boosted Tracy's profile in the industry. She was able to share the stage with Apl. de Ap of the Black Eyed Peas, Sy Smith, Mark de Clive-Lowe, Martin Luther, Jaguar Wright, Latoya London, Zion I, Pep Love, Living Legends, Breakestra, The Bangerz, and Crown City Rockers.

"Music is so powerful to me. You can really touch someone's life by the songs you create," she says. Touching individuals from different corners of the world became apparent when she received a letter from Sacramento, California. As a result of hearing *Struggle*, a track off *Illuminate Love*, the writer expressed, "Your song moved me to tears. Your powerful song helped me let go of this pain I've been hanging on to for so long." As we travel outside the U.S., DJ Soulwede of Soulinterviews.com in Sweden remarked, "The vocals are brilliant! We are probably talking about the best Soul album this year so far! One of the best debut albums I have ever heard!" And we can't forget the United Kingdom. Fitzroy Da Buzzboy of *The Soul Survivors Magazine* trumpeted, "Every now and again America finds a diamond in the ruff, shining no brighter currently than Tracy Cruz, whose album *'Feel'osophy* is undeniably a classic piece of musical magic."

By this time, Tracy knew that her global audience was anxiously waiting for her next project. Tracy and producer Allen Ross decided to stretch and re-conceptualize their sound while remaining true to Tracy's core artistry. In her upcoming album, *Universoul Symphony*, the duo flirt with indigenous, symphonic, and electronic sounds. Upon listening to *Universoul Symphony*, Tracy's recalibrated confidence is wildly apparent. The album unveils the struggles of being an independent artist, the joys of being loved, the hardships of today's economy, and surviving in a world riddled with injustice. Yet, Tracy envelops all of it and re-fashions it in a beautiful light.

Anyone would notice the subterranean depth that Tracy dared to dive into for *Universoul Symphony*.

The production is layers of unexpected instrumental choices; best of all, the hypnotic backstage works perfectly with Tracy's upstage lyricism. This is not the Tracy we knew from the past. Yes, she's bigger, badder, and wiser. But best of all, the mad scientist has explored her mystical experimentations and she's not afraid to show her work. Conceptually, *Universoul Symphony* is a work of art that is undeniably truthful. It seems the balance of motherhood, marriage, and songwriting has birthed a wonderland of love, courage, joy, pain and struggle. It is a tear-jerking, fist-pumping, two-stepping collage, a record you can play in the bedroom or at your summertime, backyard boogie.

Connect with Tracy on Twitter >>> @tracycruzmusic

# JOGG

## FROM SOCCER TO REGGAE



 CONTRIBUTED

**T**he Suriname Dutch singer Joggo has released his new single "Private Performer" which is the first single from his new EP which will be released end of September and contains collaborations with national and international Reggae artists.

After playing in a Suriname band for 5 years Joggo decided to go solo and to focus on the Music that had really stole his heart the 'Reggae music.' That same year Joggo released a mix tape and dominated the Reggae charts with his single Beware (Kingdom riddim) the song had a huge impact and had a #2 position in the official German Reggae charts for weeks.

Subsequently, Joggo released various singles on internationally known riddims from well known Reggae producers. In 2011 came the album Modern Rockers- Volume 1 (Dredda Records) which also internationally acclaimed. One of the tracks, 'Peace and Love,' became so popular, Joggo ruled the Hawaiian Reggae charts.

Festivals such as Summerjam (Germany), Reggaejam (Germany), Future Reggae Ruigoord, Keti Koti Festival and 'De Zwarte Cross' (Holland), fans have seen the artist perform. In addition to those notable stages, Joggo has opened for Reggae pioneers like Ijahman Levi, Turbulence, Midnite and Stephen Marley.

Joggo's latest musical release is "Private Performer" which will make you want to sing 'Tra-la-la!' The riddim is from a Dutch Reggae foundation called Black Star Foundation, composed by international composers Tuff Lion (Virgin Islands) Osagyefo (Ghana) and Asher E (Holland). Joggo is responsible for the lyrics which he wrote. This single is also the first single that Joggo will be releasing on his own label called Joggo Music Productions.

Stay connected with Joggo via Twitter >>> @joggomusic



# GLORIA RY'ANN

## MUSIC IS THE FABRIC OF HER SOUL

---

CONTRIBUTED

**N**ot since Minnie Riperton has there been a more enchanting songstress with a glass-shattering high octave vocal-range. This show-stopping beauty Gloria Ry'ann is riding on the success of her current single releases "O.M.G." and "Back With You." Gloria is the treasured find for today's music lovers. Entertaining crowds large and small across the country, Gloria has performed with the likes of pop princess Rihanna, Oscar-winner, Jennifer Hudson, legends Ashford & Simpson, Patti Labelle and the late Teddy Pendergrass.

Gloria has appeared on "The Today Show," "106th & Park," "The Mo'Nique Show," The Tom Joyner Morning Show, The Nobel Peace Prize Ceremony and MTV European Music Awards as a supporting vocalist and as a soloist. "Music is the fabric of my soul," Gloria says. A Chicago-south-side-native, Gloria grew up with a love of music that was fostered by her mother who encouraged her to sing and perform for family and friends.

Back then, Mariah Carey, Stevie Wonder and Teena Marie were among the vocal heroes of young Gloria who soon began lessons with the world-renowned composer Dr. Lena Mc Lin. Over time, Dr. Mc Lin helped Gloria nurture her skills; as an artist that gave her the confidence to relocate to New York City and focus on her music career. "I knew moving to New York would be my push to pursue my dreams to make them my reality."

Her determination is paying off. Emerging as a dynamic vocalist, with a four-octave range, Gloria Ry'ann has been featured throughout the country as a headlining music act. Her music has found a home on radio stations around the world. Listeners are flocking to her sound on Facebook, MySpace and YouTube as well as live performances that convey a style, which Gloria describes as "positive, vibrant, classy, sensual, and sometimes naughty." "From middle voice to the whistle register, Gloria is in possession of a vocal tone that is simply beautiful," says Carl Smith of GrownFolksMusic.com. "I, for one, have reserved a space in my musical radar screen for [her] and I think you should, too."

Check out Gloria Ry'Ann's music on her Bandcamp page: <http://gloriaryann.bandcamp.com> and add her to your Twitter timeline @GloriaRyann

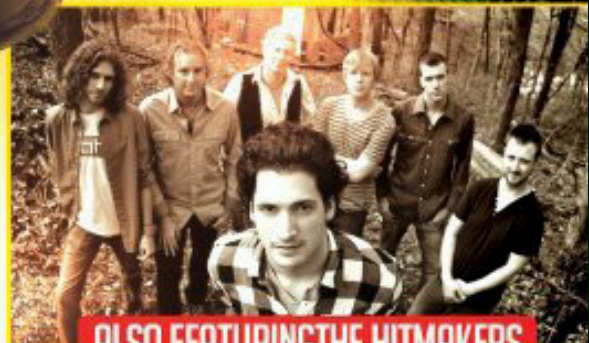
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13

LYRICS



# DANCEHALL'S POWER COUPLE



# CHAM & HIS BEAUTIFUL WIFE O!

≡ NATASHA VON CASTLE

**F**or the first time in a long time, I am nervous and excited about doing an interview. This to me, is not just any interview, this is THE interview with Cham and O, Dancehall's undisputed power couple. What's funny is they don't see themselves that way. To them, this is an extension of the office (the studio being the main place of business), to their fans and admirers Cham and O are a symbol; an answer if you will to Beyonce and Jay-Z. They represent the right way to conduct business, on and off the stage.

One additional note to mention, this interview was done the morning Cham and O travelled to Trinidad and Tobago to celebrate the countries 50th Anniversary of Independence. Yes it was another performance to add to the umpteenth performance already given to fans around the world, but, they were excited! Cham and O were genuinely humbly excited, almost as if they were performing for the first time ... that's how true and genuine they are to their work, and to their fans!

Now that you have that background, we can get to the interview....





L3: O, many women wish to have what you and Cham have; a successful marriage and a super HOTTT career. Watching Cham over the years, did you have the secret desire to perform with him?

O: (O laughs, accentuating her trademark smile) It's so funny that you ask me that questions because, yes, I have always had a desire to perform with Cham on stage! I don't even know if he knows it, but yes it's true! I think I was a little shy about expressing it, but performing has been there and it has been influenced by Cham. I would imagine us performing together and now it's come true!

So were you secretly practicing and rehearsing when Cham wasn't around?!

O: Yes, I would sing in my car!

For the other females who are watching you because of your career which is growing so nicely and because you're Cham's Wife, what advice would you give to them in terms of steps that should be taken as a woman who performs with the man their married to?

O: I don't know that I can really give advice just yet as I'm still learning and I'm still growing with Cham in the business, but I would say for females who have a desire to be in entertainment, they should go for what they want because anything and everything is possible.

I am a very shy person so I had to overcome that a little; I would tell other females to go for it if they really want it because they can achieve it!

Will we hear O as a Solo artist anytime soon?!

O: (O laughs again) I hope so! I'm looking forward to putting out my first solo single so people can hear me a little more, then we'll grow and build from there. For all the people who are waiting to hear O by herself, tell them I'm waiting too but I'm definitely excited about what the future holds for Cham and for me – for us!

O as a Mom, Wife, Student and now performing artists, we know you're a Superwoman! How has it been balancing all demands?

O: Well, it's really because of all the support I have. I have great support from my friends and family and that's the only way I'm able to do all that I do. They are always there for me when I call and ask for a favour, so I couldn't be Superwoman without them – my friends and family!

An element of your personality fans LOVE about you O is your fashion sense. Do you come from a fashion background? If not, where does the fashion influence come from?

O: My Grandma was actually very into fashion and the way she put herself together. She always had to look the best she could, and her style always had to be up to par. From the time I was young, Grandma was going to the hairdresser and coordinating her outfits to the 'T' so I think I really get that sense of style from her.

Cham and O performed together at the 9th Annual Montreal International Reggae Festival to the Love of thousands of screaming Montreal fans. I happened to be side stage while they were performing and witnessed first-hand the adoring looks Cham gave O. Using that memory, my first question for Cham was...

The number one question we want to know is was this planned by you and O as in the Dancehall takeover?!

Cham: No, it wasn't planned. This wasn't something I put my head to and said 'yeah, this is what we're going to do,' it just happened. It started with the single "Wine" where Dave and I had put the song together, and we wanted a female vocalist to just give a rough idea of how the hook would sound. We asked O to do it thinking it would just be a sample, but as soon as we heard it, we knew she was it. Believe me it wasn't planned. From the first 4 lines, we knew – this was definitely it! Ophelia!

Cham you are no stranger to working and collaborating with female artists! How different or similar is it to work with your Wife?!

Cham: I think the only difference is I think I have more fun! When I'm working in the studio with another female artist, we have to develop a chemistry so I will say things and the female will say things to build that chemistry. When it comes to O, I don't have to 'say' things because I love her and she excites me and we have that chemistry, so it's more fun for me – I love it! I'm working with my Wife and it's the best thing!

Normally females are protective of their husbands who are entertainers. Has the role reversed Cham where you're protective of O when it comes to male admirers?!

Cham: (Cham laughs!) No I don't have to be protective!

Cham, when we last spoke to you, you told us about the road to success. Looking back at that time, and seeing where you are now, would you say you're living your definition of success?



Cham: To tell you the truth, I can't be happy and contented in my career because there are so many factors and so many things that I put into the definition of success and all those things don't come at one time. For example, the recordings we've done so far are successful, but I'm also thinking about the stage performance I give my fans – I want to give them the best all the time so I can't be happy and content and think I can do whatever on the stage and that's ok – you get me? Overall I do think things are good – yes, but living the definition of success, no, because there is always something that needs to be done, needs to be worked on, something that could be better, but overall things are good!

Also, I'm thinking about O and helping her to make sure she shines and is successful as much as possible. She's new to performing so I want the best for her. In that sense we're achieving success, and I like that we're achieving it together! Maybe I should say we're living out definition of fun! We have our family, we work in the studio together, then we hit the stage and perform together ... now that's fun!

Cham, you recently performed at Caribbean Fashion Week with Estelle. From all accounts the right chemistry is there. Was that an unexpected surprise?

Cham: No I can't say it was an unexpected surprise – it was just good to be able to perform with an artist whose work I admire and have a natural chemistry.

Can we hear a collaboration between the two of you sometime soon?

Cham: Estelle and I are cool. I'm not rushing for that or pushing for that (a collaboration). When the time is right, we will work together. She is an established artist and just because we worked together on a show means I need to rush to work with her in the studio. Estelle is an artist I admire and it's good I got to perform with her at Caribbean Fashion Week. I don't want to 'rush in' on Estelle. Will it happen, I don't know, but she's an artist I admire and respect.


Another question from fans is will we be getting an album from you sometime soon?

Cham: We're working on the album but at the same time, we're working on marketing us. We want that when the album is getting ready to drop, there's a huge anticipation and our fans want the album. To get that we're putting out hit singles and doing shows so the fans get to know us. We want to reach the point where the fans can't wait to get the album.

What advice would you give our readers on Life, Love and Lyrics?!

Cham: Live life to the fullest because you never know. You don't know what's coming tomorrow. Tell your friends and especially family that you Love them. We don't use the word Love much anymore. People say it, but they don't use it. We need to say 'I Love You' more. And also to, tell the people on the street or where so ever that you appreciate them. That goes a long way too. As for Lyrics, be different, take that chance. As O said earlier go for what you want and do it in a way that's comfortable to you but be careful of what you say and how you say it. Use your lyrics wisely!

Add Cham and O to your Twitter timeline >>> @TheCham and @missOmusic



**// GO FOR WHAT YOU WANT  
AND DO IT IN A WAY THAT'S  
COMFORTABLE TO YOU BUT  
BE CAREFUL OF WHAT YOU  
SAY AND HOW YU SAY IT. //**



# AW

## ANDREW & WADA BLOOD



TRICIA 'ZJ SPARKS' SPENCE

**R**ecently, I had the opportunity to sit down with Wada Blood one half of the duo, ANDREW AND WADA BLOOD and sons of legendary performer, Junior 'One Blood' Reid. Andrew was overseas striking deals. Wada the more militant of the two was early and in a rather calm mood.





TS: I remember when you were starting out and you would express a lot of frustration, like so many other young artistes; after all we are such a fiercely competitive nation, whether it's in Sports, Entertainment, et cetera. When would you say the breakthrough came?

WB: I would say we made the breakthrough with 'Hustle Til the Day That I Die', a song we did on a Firelinks' DRUM LANE RIDDIM released in 2008. He did not officially record us, we got a hold of the riddim, voiced a song and promoted it.

So what did Links (as Firelinks is called by most) say to that?

He asked us for the files because a lot of persons were telling him that we had done a wicked song on his riddim. He did not complain.

A lot of persons have probably said to you, "unno lucky cause unno a Jr Reid pickney dem so unno have life easy" (Translation: You are lucky because you are Junior Reid's children; so your life is easy). I suppose that must have acted as a double edged sword because surely it must have opened doors for you, but at the same time you had some serious shoes to fill. You probably were not even trying to fill shoes, but were trying to create your own lane. How difficult was that trying to create your own lane, your own space so that you did not get lost in your father's shadow?

I wouldn't really say it was difficult in that sense because our style is different from our dad's. We never really tried to fill his shoes, we were just doing us.

How would you describe Andrew and Wada Blood's style?

Our style is kinda like Chaka Demus and Pliers; you have the singay and then you have the deejay with the big booming bassy voice. You know people like that cause that is something that they are accustomed to; a bit of Dancehall, Reggae and Hip Hop.

You know, I really have to say Andrew and Wada that I'm really proud of you because your situation is not alien to me. I didn't read about, just hear or watch your progress and challenges in the media, I have seen the road that you have travelled and you did face a hard time. I know you are saying "oh it wasn't really hard" and I think you are just being diplomatic. You both persisted and that's remarkable, what made you hold on to the dream?

It was just the fact that we believed in ourselves and that we had been all over the world and had seen the love that foreigners had for us even before they even really knew us. We would do a mini performance and the people would respond with love, even when Daddy would perform, he would even call us back on stage. Sometimes we would tour some places where they know the dancehall, but are not that exposed to the dancehall.

Tell me more.

When you go to the West Coast of the United States of America like California for example, you find mostly Reggae artistes; artistes like Don Carlos, Prezident Brown and a lot of the other artistes. You will find most of the younger artistes on the East Coast, like NYC and Miami. When we go to the West Coast, we bring the energy and the hardcore thumping Dancehall, a lot of the people are fascinated and express love for what we do. That helps us to sell a lot of CD's.

A lot of persons would think that this is overnight success, but you have been on tour with your father from early; at what age did you start touring?

I started when I left school; I would say when I was about 20 years old.

What did that do for you, in terms of honing you and preparing you for performances?

It gave us the opportunity to be onstage every night in different cities and towns; it also allowed us to get used to working with bands and build our stage performance.

One of the things that musicians and old school artistes complain about is that new artistes don't appreciate music that is played live. You, however, have worked with bands and even older artistes. How important is the use of bands in live performances?

Well, live music is what really brings the vibes. If you are in a small venue, sure the use of CD tracks can work out, but you cannot really rock a big crowd, let's say 20,000 with just tracks. Bands work out better when you are at a big festival, there is nothing like hearing the drum, the bass, the keyboards. The way you would record a song in the studio is not necessarily how you would perform it live, you would change a few things and to get that real one drop mix, a band just simply works out better. Live music is important, it is the backbone of the music. There is nothing like when each band member gets to solo their instrument, it brings a different vibes.

We toured with Sly and Robbie and it was a truly great experience. These men are not artistes, they are musicians and to see people in huge numbers coming out just to hear them was mind-blowing: just to hear Robbie play the bass, Sly on Drums and Daryl on guitar and Daryl was from way back in the days from Black Uhuru when Roots, Rocking Reggae was king. When you see Daryl walk out and do a solo piece with his guitar, the entire place just goes wild, you can't do that with tracks.

Live music is critical. I mean, even now you will find Hip Hop artistes going on tour with bands. I saw Jay Z doing a performance the other day and he was performing with a band, look it up on You Tube.

I have been noticing rappers walking with a drummer and sometimes even a guitarist and a hype person to add that oomph to their performance.

Yeah that is true. Look, I will go to a stage show and the artiste is performing and I hold a vibe, but when you hear the band tuning up (he does an impersonation of the guitarist plucking his instrument) you get a different vibe altogether.

I must ask you this; you and Andrew are an entity, but you are both very creative; who decides which lyrics make a song, who plays the greater role in deciding the content of a song.

We put our egos aside; it's a give and take situation. No one is more dominant. It's more about what sounds better plus we have a team around us. So we'll do different takes and play it for the team and they will give us their opinion.



You have been traveling a lot recently. Where are some of the places that you have been to and what have been some of the surprises.

We've been to Portugal, France, Italy, Belgium, Spain, Czech Republic just all over. It was really Sly and Robbie's tour and we were opening for them, but people knew us and even some songs for us that are not even played in Jamaica. We did a song for Carlington from Outaroad on the Flirtation Riddim, when we got to Europe a lot of persons were telling us "we love that song, Kick it off, Kick it off." Andrew and I were in shock, we had not even rehearsed that song, so right away we had to make an adjustment to our set to incorporate it.

(We chuckle) So have you ever gone on stage and forgotten the lyrics to any of your songs.  
Yeh

So what do you do?  
Andrew chip in (he laughs up a storm)

Has that ever happened to both of you at the same time?  
(His eyes brim with glee) Nooooo!

How have you both grown over the last 10 years?

We have grown in every way and even started our families. There has been a lot of growth even where music is concerned, especially with the direction you want to take. More time you have to listen to some older works and some great artistes and study them. I appreciate history.

You mentioned starting your family; how has starting your family changed your attitude towards your craft?

It has made me more determined and I just know I can't turn back, I have to look forward and stay on top of my game. It motivated me.

You have seen the world, but you always come back home. When you look at what is out there and you look at the local industry, what would you say needs to be changed so that it can grow more vibrantly.

A lot of things. I would change the whole politics of the game; the cliquish behavior. If you are not able to build up your buzz out there independent of them, then you will be in a lot of problem. There is a lot of badmind and cut throat behavior in the game, so those are some of the things that I would change. Give the youths a chance. You have some artistes who get push, who are not even putting out substance and what this causes is for people out there to look at us and wonder what is going on, so much so they are not really inclined to buy the music anymore.

So would you say the industry needs more structure?

Yes, I would say that because we need more presence on the Billboard Charts. Bigger hits on global charts. Everyone is just duplicating or behaving cliquish. Take for example a situation we see here where an artiste might have been in a clique and if they leave or are kicked out, no one remembers you. Even though, the artiste might be singing the same thing that they were singing while they were in the clique. It's not like they are not saying the same thing then that they are saying now. So explain to me whappen den? (Translation: That is just not logical).



In what direction are Andrew and Wada Blood going?  
To make some great music. I mean take for example my dad, he made some song in the 80's for which he is still asked to do dubs for and which pays the bills. Take even Buju Banton, when you listen to his catalogue you just know he is sealed for life. You see artistes from the 90's and even early 2000's who were running the place and now, no one requests them, we are not trying to be like that. We are not trying to make music that dies, we are trying to make eternal music, music that lasts. Even when we are dead and gone, people should be able to listen to our music and be able to relate.

What do you have to tell the listeners of L3 Magazine?  
Live good and cherish life cause at the end of the day it's all about family; live good and do good.

# M

## FIGHTING FOR MR. & MRS.



MARCUS WELLS

KRYSTIA ROYES  
KORI BUNDI

**W**hen the email first came into the office about Mr. and Mrs., I wasn't interested. I thought I was going to experience yet another 'gimmick' to get attention, and couldn't really see the concept of a Husband and Wife team rapping, working. I was wrong.

Nadirah X, originally from Jamaica and now residing in Los Angeles, with her Husband Jonathan 'Swish' Whitfield who by the way was born and raised in Mississippi, made for interesting reading as I researched their background. My eyes immediately jumped when I saw a line in their bio which stated Swish studied Baroque as well as Jazz, Blues and other genres of music. Hold up. Baroque?! Now we're talking and maybe I shouldn't be so quick to judge.

Taking off my 'Judges' robe (get it, as in I'm not judging!), I sat down with this Husband / Wife team whom I have grown to have immense respect for. Our dialogue went something like this....

# M

USIC IS  
MRS

ER

MW: It's very rare for us to see a Husband and Wife team in front of the microphone, especially in today's day and age. The two of you are natural and fluent together. How and when did you come to the decision that performing together was the right mix?

MR&MRS: Well, we have always been performing together. Since 2009, we knew that performing together was easy. We were solo artists but would do sets together. It was Dave Stewart who saw us performing in London and decided to make it a duo. When we were in Jamaica, he emailed us and told us that he thought it would be an amazing idea and we decided to try it.

We have been long time fans of your music and didn't realize it was you until we met on Twitter! Tell us the story behind the song "Fight For The Music" on the UK Flu Riddim produced by Tippa Irie!

We've known Tippa for a while now like a big brother vibe and he told us that he was working on a compilation. He sent us the track and Swish and myself both did versions of it. Swish with Andy Livingston and I with J-Sol.

Your EP is mini in size with 5 very powerful songs (and a Tosh intro), but, that same EP gives us an excellent view, and excellent audio of your combined talent. Who decides, or how was it decided as to which songs would be on the EP?!

Swish is in charge of production and we bounce ideas around. After he comes up with the foundation of a track, he'll let me hear it and then I start to formulate some sort of writing concept. His tracks are really big so it gives them to me early so by the time he is finished, I am done writing and then he writes his verse. Once we listen back to the idea we actually send it to Dave for him to listen to, to gauge how well we think the idea is. It's usually pretty organic, free, and easy.

You're signed to Dave Stewart's Weapons of Mass Entertainment label which, based on the elite musical movement Mr. Stewart comes from, could not have been an easy task. We don't need to know WHY he signed you as your talent speaks for itself, so describe your first interaction with the music genius when he said YES to Mr. and Mrs.!

Well Nadirah is actually signed to WME. Since Mr. & Mrs. is Dave's idea and pretty much his baby, he is helping with the project. And I'm pretty much a free agent (he laughs).

Swish's Hip Hop beats are very clean – similar to a blank canva from which any picture can be illustrated through your lyrics. Nadirah is it tempting for you to jump into the creative process when Swish is creating and offer suggestions, or do you completely leave him alone and let him be?!

Swish is pretty much a perfectionist and sees a bigger picture for whatever the idea is. So I don't really jump into his creative space. When he comes running out of the room all excited about the idea and wants me to hear where it's going, then I come in and offer a suggestion or whatever the case may be. But for the most part, it's all really him in the room coming up with the masterpieces and then he gives me free reign to write about whatever once he lets me hear it. The great thing is that after I've written and am learning my verse, Swish will be writing his verse after he is finishing up the production and we usually end up at middle ground once we let each other hear our verses. I think it's a pretty unique thing to be honest. It really shows the chemistry and like-mindedness.

One thing we do admire is your keeping Hip Hop to authentic Hip Hop standards; you don't call it Hip Hop and then when we listen, it turns out to be Rap. Has the 'Rap' temptation ever sucked you in ... even a little?!

Well, to us we believe that there are multiple aspects to Hip Hop. You can have fun and be in the club. You can celebrate success with the braggadocio approach. You can be a voice of your area, neighborhoods, etc. and really show what you've made it out of. Or you can be political as well. I'd like to believe that Mr. & Mrs. is diverse in the musicality of it all as well as showcasing our love for the hip hop we grew up influenced by. We listened to Tupac, Queen Latifah, Outkast, Notorious B.I.G., Nas, Lauryn Hill, Scarface, Tribe Called Quest, etc. and I guess the influences really shine through in the music we make. We don't really think it's a conscious effort to go out and try to make music that sounds this way to be honest.

What general advice can you give our readers on Life, Love and Lyrics?!

Live life to the fullest. If you have a dream, push forward. Love what you do, Love who you are, and leap into love without any fear. And lyrics, just try to stay you. Write from a real place. Don't try to be anybody other than you. The second you try to do someone else, everyone will know.

Stay connected with Mr. & Mrs. Individually and together via Twitter >>> @NadirahX | @OfficialSwish | @OfficialMr\_Mrs



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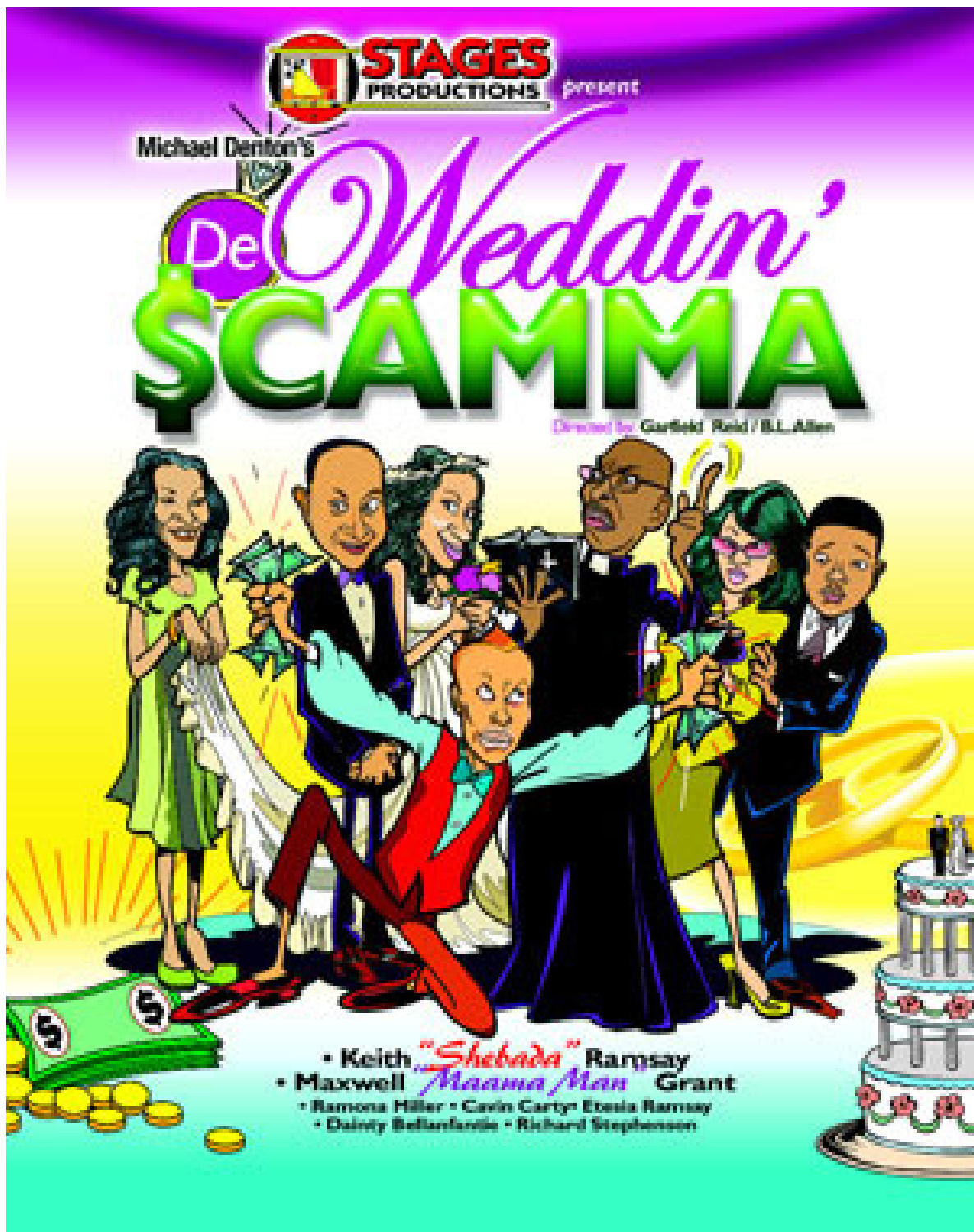
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