



Fotografiska
Berlin

Hip Hop

Conscious, Unconscious

Presented by Fotografiska and Mass Appeal

Press Preview: 20 Sep 2024, 18:00
Opening Party: 20 Sep 2024, 19:30
Runtime: 20 Sep 2024 – 26. Jan 2025

Have you ever felt the power of freely expressing yourself, united with others through your shared voices and struggles? This is the essence of hip hop; a transformative force that has reshaped communities and empowered individuals across the globe. From the early crews to today's great artists, no one is untouched by the sheer force of this movement.

On 20 September 2024, Fotografiska Berlin is opening the exhibition *Hip Hop: Conscious, Unconscious*. We invite you to explore how collective expression connects to empowerment, captured by the many photographers who were – and still are - right in the middle of the action.

This retrospective delves deep into the heart of hip hop, tracing over 50 years of its history from its roots in the Bronx during the 1970s to its evolution into a global billion-dollar industry. Featuring 200 striking photographs by more than 50 renowned artists such as Martha Cooper, Jonathan Mannion, Janette Beckman, and Campbell Addy, the exhibition highlights iconic figures of the hip hop scene, including the Beastie Boys, Lauryn Hill, Tupac Shakur, Erykah Badu and Kendrick Lamar.

The exhibition spans multiple chapters of hip hop history, starting from the pivotal moment on 11 August 1973 when DJ Kool Herc's party in the Bronx laid the foundation for the genre. At the core is a story of how hip hop has united people, provided a platform for marginalized voices and catalyzed social and political change by confronting oppression. The photographs go beyond a chronological account, showcasing how hip hop has served as a revolutionary tool for empowerment, and how it became a conscious movement.



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Having previously shown at Fotografiska New York, *Hip Hop: Conscious, Unconscious* will gain a unique dimension in Berlin with the exclusive “Hip Hop in Deutschland”. This segment shows the development of German rap, charting its evolution through five distinct phases. From the early hip hop jams of the 1980s and the golden era of the late 1990s, to the early 2000s and the innovative and diverse scene of today, this extension combines documentary photography, portraits and interactive elements. It offers a fresh take on the cultural and political impact of rap in Germany.

In addition to iconic images, *Hip Hop: Conscious, Unconscious* presents rare and lesser-known moments that capture the evolutionary journey and enduring influence of hip hop as one of the most impactful pop culture movements of our time. We invite you to experience the transformative power of this exhibition, honoring the artists who have shaped the history of hip hop – and features a playlist showcasing their most influential works.

CREDITS

Hip Hop: Conscious, Unconscious is presented by Fotografiska and Mass Appeal.

The exhibition is co-curated by Sacha Jenkins (former Chief Creative Officer, Mass Appeal) and Sally Berman (former Visuals Director, Hearst Visual Group).

The German section “Hip Hop in Deutschland” is co-curated by Yolandé Gouws, Davide Bortot and Miriam Davoudvandi and Ron Schindler (aka DJ Ron), in close collaboration with Götz Gottschalk and Bryan Vit of the Freies Hip-Hop Institut, Heidelberg, and the curatorial assistant Lina Czerny.

The Exhibition & Opening Party is supported by Johnnie Walker.

BIOS

Sacha Jenkins is an American filmmaker, writer, artist, and documenter of hip hop, graffiti, punk, and metal cultures. In 1988, he launched *Graphic Scenes & X-Plicit Language*, one of the earliest 'zines dedicated to graffiti art. Jenkins co-founded *ego trip magazine* in 1994. In 2007, he developed the reality competition show *ego trip's The (White) Rapper Show*, which aired on VH1. Jenkins is the former creative director of Mass Appeal magazine.

Sally Berman is a producer, art director, and imagery researcher. From 2001 to 2009, as Photo Director at XXL Magazine, she ensured top visual standards for the leading hip hop magazine, managing high-profile shoots with artists like Kanye West and Eminem. Renowned for her creative vision, she has set visual standards that elevated publications to category leaders in roles like Director of Photography at Mass Appeal. Now, as Visual Director at Men's Health, Berman continues shaping top-tier publications' brand identity.



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Davide Bortot is an author, creative consultant and entrepreneur based in Berlin. Between 2003 and 2007, Davide Bortot was the editor-in-chief for Europe's then-largest hip-hop magazine, Juice. In 2019, together with co-author Jan Wehn, Davide released the bestselling book *Könnt ihr uns hören, Eine Oral History des deutschen Rap*. Davide Bortot also is the co-founder and Managing Director of the creative agency A Color Bright and the award-winning podcast studio ACB Stories.

Miriam Davoudvandi is an award-winning German music journalist, presenter, dj and podcaster known for her impactful work in music, mental health, politics and their intertwining. After dropping out of her studies of media, communication and political science at the University of Halle, she became the editor-in-chief of *splash! Mag*, where she made her mark with candid, challenging interviews in the male-dominated hip-hop scene. Now a freelance journalist, Davoudvandi contributes to several outlets, continuing to bridge the worlds of hip-hop and feminism.

PRESS PREVIEW

On Friday, 20 September 2024, at 18:00, the press preview for *Hip Hop: Conscious, Unconscious* will take place. Co-Curator Davide Bortot, Johan Vikner (Global Director of Exhibitions), and the Yolandé Gouws (Exhibitions Manager) will be present. Following the press preview, you are invited to attend the opening party without waiting in line for a long time. Please RSVP to immanuel.ayx@fotografiska.com

OPENING PARTY

On Friday, 20 Sep 2024, 19:30 – 03:00, join us for an unforgettable night to celebrate the power of hip hop. We will unite four core elements of hip hop culture — DJing, rapping, breakdancing, history and graffiti – while specifically honoring women's contributions to hip hop through multiple live performances. From freestyle rap battles, dance performances and scratch battles featuring Germany's top DMC finalists and champions, to DJs and music performances by emerging and established artists, it will be a night unlike any other. Vote for your favorite performer with your voice and feel the buzz of the crowd united by hip hop. Regular admission is 20€. In advance, admission is only 15€ per person for groups of 6 or more! Check out the complete line-up:

<https://berlin.fotografiska.com/en/events/hip-hop-opening-party>

Party in collaboration with Urban Logic.

ABOUT FOTOGRAFISKA

Fotografiska is the contemporary museum of photography, art and culture. With locations in Stockholm, Berlin, New York, Tallinn and Shanghai, Fotografiska exhibits world renowned artists as well as local, emerging talent. Exhibitions change almost every month to continuously inspire new perspectives. From its restaurant and bars to its parties and talks, the museum offers a social and cultural experience – open late every day, from 10:00 to 23:00.



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ABOUT MASS APPEAL

Mass Appeal is an entertainment company dedicated to telling stories from the perspective of those who shape and shift culture. Since 1996, we have documented the emerging movements that influence popular ideas. Today, Mass Appeal is the elevated voice of Hip Hop and its ever-expanding sphere of influence. Integrated offerings in content, music, and creative services stoke Mass Appeal's ability to maximize the impact of our output. Our diverse school of thought separates us from friends and foes alike. Follow Mass Appeal on all social platforms @massappeal.

Hip Hop: Conscious, Unconscious adds to Mass Appeal's Hip Hop 50 cross-platform initiative - a manifestation of the company's commitment to celebrating the culture in the most authentic and globally impactful way possible.

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Oranienburger Str. 54
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<https://berlin.fotografiska.com/en>

Open daily from 10:00 to 23:00.

INSTAGRAM

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PRESS

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