Japanese Hip-Hop and *Genba* Globalization

Keeping it real

Dabo: Hitman (2002)

See http://www.universal-music.co.jp/defjam/microsite/dabo.html

"Imitation"

Uzi: (2002)

"Doesn't respect hip-hop's origins"
What is hip-hop?

• 4 elements
  – breakdance
  – DJ
  – rap
  – graffiti
Language

Yo, check it!
Yo チェキッ！
要チェキッ！
yô = "necessary"

侍
"samurai"

Compare: B-Fresh,
East End X Yuri and Rhymester
Utamaru:

- Hip-hop is a culture of the *first person singular.*

- Whether music or graffiti, everyone's yelling *I'm this!*

Rhymester (2001) *Uwasa no Shinsô:*

See:
http://www.sonymusic.co.jp/Music/Arch/KS/RHYMESTER/m_disco.html
Politics

• Misplaced "pride" in Japan is actually "blindness"

• Youth in Japan must "do homework" or "fail"

• Sony refuses to release original version criticising Emperor Hirohito
The Weight of an Era

Miyoshi Zenzou (2000) *Tekken Gaiden*
Nightclubs as *Genba*

“actual place”
Shinjuku contradictions

M S Cru from *Blast* (2003)

See: [http://www.libraltd.net/msc/ms_frameset.html](http://www.libraltd.net/msc/ms_frameset.html)
Genba and Cultural Politics

- "honba" original place
  - New York City
  - "real culture" of place

- "genba" actual place
  - clubs = scene in action
  - "actual culture" not of place but of politics

Rhymester (1999) Respect

See:
http://www.sonymusic.co.jp/Music/Arch/KS/RHYMESTER/m_disco.html
honba / genba / "complex"

“Besides this “genba,” there’s not “honba
And no point listening to old geezers”
King Giddra

*Sora kara no chikara* (1995)
("The Power from the Sky")

See
http://www.sonymusic.co.jp/Music/Info/ko/kg/

from L to R:
K Dub Shine
DJ Oasis
Zeebra
K Dub Shine

“It’s always civilians who are sacrificed, even so, Bush sleeps in his bed tonight.”

See: http://www.sonymusic.co.jp/Music/Arch/SR/KDubShine/m_disco.html
New Voices

Fans at "B-Boy Park 2001," Yoyogi Park, Tokyo