FILM REVIEWS *of*

GV9 SOULFUL WAYS: The DJ

Directed by Multi Award-Winning Filmmaker Bob Bryan

SOULFUL WAYS: The DJ, is truly a must-see for those who have an appreciation for the ***"Maestros of Turntable-ism".*** With the technological advancement of music and sound from vinyl to computers, IPod's, MPs, 3/4 Players and CD's leaves one to question whether the art form of The DJ is lost. The infallible answer to this question is, *"HELL NO!!"* What this film does is allow you to explore the techniques of a Disc Jockey or in this case ***"The Turntablist".***

The mindset of these musically talented individuals express originality coupled with being true to the Hip-Hop culture. Understanding the dynamics in reconstructing tracks & beats to manipulate the crowd, while never loosing the tempo of its hypnotized listeners requires a good ear, skill and precision. These fundamentals are only acquired through practice, practice and oh yeah, more practice.

GV9 squashes the myth behind the DJ, *"just dropping records".* Maybe, that's how it was before Hip-Hop. Thanks to the producer Bob Bryan, this footage helps bring turntable-ism to be recognized as a true art form of American music. I for one can appreciate their abilities. I used to think all that was required of a DJ was to play giant 45's or now CD's, mix an old song with some scratches and drum beats. *"Boy was I wrong".*

After viewing this flick (**GV9 SOULFUL WAYS: The DJ**) you will learn that there are key elements that allow the DJ to be a unique artist. Mixing, scratching, cueing, spinning, cross-fading, improvisation and free-styling, just to name a few. These techniques coupled with a lyrical genius ***(an* MC**), creates a rhythmic groove that will surely move the crowd.

They do it for the love. It is their profession, it is their business and thanks to this film I have a better understanding as to how complicated it is *"to do the damn thing".*

- Troy "Pappy" Johnson, Writer

"**GV9 SOULFUL WAYS** had a strange effect on the team of DJ's that viewed it with me on my pc monitor. The more-experienced dj's seemed intrigued by the documentary and were often *(unnoticeable to themselves)*, hand-twitching to the scratching style that was going on in the video. The less-experienced DJ's were more silent & intrigued by the different dj techniques.

It was comical watching the reactions of the two caliburs of DJ's viewing this documentary. There was a bit of *"jabbing"* and joking around by the more experienced Dj's, as they acknowledged that there is more than 1 way to *"scratch a cat."*

The newer DJ's wanted a copy of the vid and are anticipating its release. It was great!

-- LEGION MUSIC & MEDIA, DJ'S

"I really like what you did with the Documentary. I was truly flattered and glad you were able to use my words for the message. Thank you again for the opportunity to be part of such an amazing episode. Can't wait to see the actual DVD!"

-- DJ ETHOS

"Everyone thought the segments on BUA in all of the GV Films you sent us were great!

We appreciate you sending them to us! Thank you!

- Lisa

THE ART OF JUSTIN BUA
CELEBRATING URBAN CULTURE

GV9 SOULFUL WAYS

The Essential Outline *of* Modern DJ Culture

Few films in the past have truly captured the essence of the culture accurately, like Bob Bryan's documentary **GV9 SOULFUL WAYS**. The project embodies the elements that mirror foundations in the culture, it includes instructional clips for the beginner DJ to meaningful advice from established artist like ***Justin Bua*** (Painter of *'Distorted Urban Realism'*) to ***DJ Kutmaster Kurt*** that could help anyone involved in music at any level.

As an artist myself its hard to find things that I believe are true to my insight, of what being a DJ and music producer are. The quotations that Bob used from the various artists involved are so true to the art form; I find them to be inspiring to my musical influence. **GV9** focuses on the truly talented and not the popular negative themes oftentimes found abundantly in the culture. This is unique, that the film does not glorify pop - themes generally joked on by more hardcore Hip-Hop fans and is creditable in the authenticity of the art.

There are many points in the movie that any successful dj could relate to, from their experience and several useful good technical DJ tutorials that any upcoming artist would need to know. The bands and DJs all show the struggles and success possible within the culture, best summed up from a quote in the movie *"work hard and something good will come out of it."* Nice to see a filmmaker show the real side of the business and truly some **"Soulful Ways"**.

This movie shows a side of the DJ lifestyle that any artist or fan should appreciate as an accurate representation of what should be considered relevant for industry standard knowledge. It's essential information! I would suggest it for the outline of due-diligence to anyone interested in seeing what being "**The DJ**" is about today.

- DJ Proper,
WORLDWIDE FAMILIA
Music Producer,
DJ & Founder

"No sticks, no stems, no seeds. **The SOULFUL WAYS** documentary is straight forward and to the point. Not a lot of extraneous graphics to sugarcoat the art of making music. Rather than being the dramatic narrative like Brown Sugar, this is more of an inspiration for dramatic movies.

Beginner DJ's can look forward to a new start with just enough instruction to get you through the door. Two, or more, explanations for each turntable feat allow the viewer to see a couple of perspectives and decide which way they will approach it. It's not all instructional but it's often motivational. The testimonials of the lyricists and how they create songs around the beat is also welcomed. In **SOULFUL WAYS,** DJs have fun while they discuss the art for turntable-ism.

I was able to hear the responses when one of the DJs knew that he was on-point during his demonstrations. I would recommend this to hip hop enthusiasts and anyone that has no clue why DJs do the things that they do."

-- Tieguel Legacy!
Aka The Devil's Devil's Advocate,
Writer and Filmmaker

"**SOULFUL WAYS: The DJ**, is a must see for any aspiring DJ, and an excellent supplement for any turntable vet. The entire piece gives a comprehensive look at the multiple roles a DJ plays in the music industry. This is a well put together film. Some of the segments seemed a little redundant, but I could see that different points of view of the same techniques were trying to be shown.

The way it was shot was gritty, which is very appropriate for the gritty world of the DJ. For a DJ that has been spinning for over 20 years, I learned a few things myself. Overall, an excellent contribution that shows one of the aspects of a rich and diverse culture we know as, HIP-HOP!"

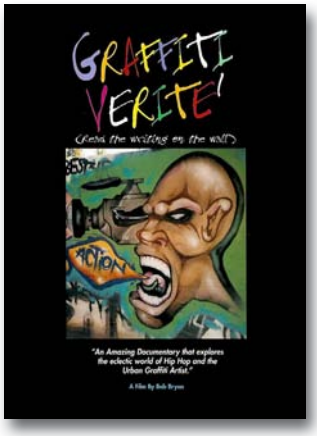
-- DJ X-Cell
X-Cell Productionz

Hip-hop is a familiar phrase that can encompass a variety of meanings**.** For some it is a form of dance, for others it is a style of clothing. For director and producer Bob Bryan it is a culture that is misunderstood by many, including those involved in it. In response, Bryan created the **GRAFFITI VERITÈ DOCU-SERIES** that dispels mainstream assumptions and reflects the creator's passion and love, not just for Hip-Hop, but people as well.

"My series is meant to engage people intellectually and otherwise," Bryan said in an interview. *"… Hip-hop is much broader than big booties, gang-banging and bling-bling."* Specifically looking at **GV9 SOULFUL WAYS: The DJ**, Bryan is able to reveal the technical skills required in a turntablist as well as the impact spinning has on the Hip-Hop movement. He interviews a variety of people from DJs to Emcees to painters and allows them to express their own opinions about the subject. *"I kept the narrative strictly from the mouth of those who were actually doing the actions,"* Bryan said. *"I really wanted to be inside."*

By creating a film fueled by the artists, Bryan is not just telling a story about spinning. He is telling a story about people, who create the sounds that

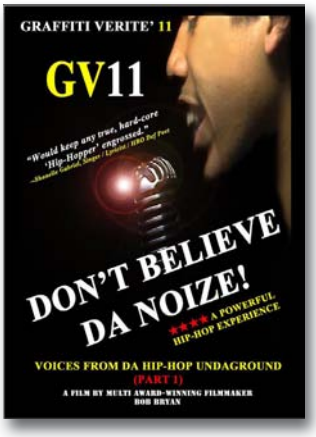
the untrained ear mistakes for background noise. He is telling a story about a culture that is not just limited to DJs or rappers or painters or dancers. It is a movement that includes all of the above.



Bryan started his series after moving from New York, where he grew up with a specific notion about graffiti art. He described trains as moving art galleries and was used to seeing these styles from his upbringing. *"When I came to LA, I realized the expression... is completely different from New York,"* Bryan said. *"After being exposed to LA graffiti, I decided if I didn't know the true story of LA Graffiti Art, nobody did."*

Bryan completed various production work for a number of major Motion Picture companies and gradually moved up the ranks and gained enough experience to start his own company. His first self-produced indie project was **GRAFFITI VERITE': Read the Writing on the Wall.**

Since the first film was released in 1995, the series has expanded to 11 films, which cover all facets of the Hip-Hop culture. The latest production, **GV11 DON'T BELIEVE DA NOIZE!,** is the first film in Bryan's two-part series that looks at the role of the Emcee and Hip-Hop as a whole. It allows viewers both inside and outside of the culture, to see Hip-Hop in a way other than through the eyes of mainstream media. The film acknowledges the pioneers of the underground movement and the difficulty such artists can encounter with mainstream competition. **GV11** explores a world that Hollywood historically exaggerated or misconstrued. It brings to light deeper aspects about Hip-Hop and points out that this movement is unique in its applicability to so many different forms of self-expression. *"Hip-Hop is a dialogue, is an expression, is a communication medium,"* Bryan said. *"It's a multi-intelligence model. Various people with various skill sets are able to come to Hip-Hop and express themselves. It's not like any other art form you've ever seen before."*



The series has gained critical acclaim from sources at *Harvard University* to the *Los Angeles Times* according to Bryan. He attributes this success to his desire to *"turn people's lights on." "I just want the dialogue,"* Bryan said. *"I think very few people talk about things anymore. They've been silenced for whatever reason."*

Bryan brings the dialogue. His series is fantastic in the way it exposes both the grime and glamour of Hip-Hop. The movement is not about fame and fortune, though sometimes people assume it to be. The movement is about expression, and Bryan is doing his part in expressing himself. He said everything reflects its creator, and for the **GRAFFITI VERITÈ SERIES**, we can see the passion and love Bryan has for his work and his people. The realist in him comes out in the film's style, but his compassion comes out when you understand why he has created such films. *"If you really look at my work, it's literature,"* Bryan said. *"Everything I do is about positivity and love."*

The twelfth film **(GV11 Part 2)** is currently in post-production (*due out the summer of 2010*), which Bryan said looks at the *"darker side"* of Hip-Hop. He said he will explore materials like gangs and racial slurs, and how the Hip-Hop movement was able to give ownership to these otherwise hurtful expressions. The films need not be watched in numerical order, but they should be watched for anyone really interested in Hip-Hop. The **GV DOCU-SERIES** gives an invaluable look at the culture through the eyes of those that are living it. It is certain to open your eyes, no matter if you are inside or outside the movement.

- Stephanie Sunsata,
Writer
Indie Film Depot

"On average most people know what a DJ is and what he or she does. *But do you know the motivation, the tools and dedication of a true turntablist?* Now of days any average Joe can go out and buy some new fancy DJ equipment, Serato or some similar DJ software and download gigs and gigs of music, *but does that really make them a DJ? Shouldn't a real DJ know the basics of their craft, the history and technique that make them a true master of their skill?*

Award-winning director Bob Bryan's new documentary **GV9 SOULFUL WAYS: The DJ**, explores the motivation, tools and dedication of today's DJ or like the title expresses to the viewer, ***"the soul of a* DJ"**. This insightful documentary provides a candid view of what a DJ does and the madness behind the genius. Through various interviews and demonstrations we see DJ's such as ***DJ Handprints, DJ Ethos*** and ***A.N.T.I*** (and others), put on a showcase of skills and talent.

The documentary also touches on how a DJ interacts with a MC and the process needed to combine these two arts. Throughout the film we witness the creative process a DJ uses to be original, unique and stand out from other their peers.

Through Bryan's lens we see demonstrations of basic scratching skills, from the baby scratch, orbit scratch, and crab scratch to beat juggling and transforming. We also hear about the importance of a DJ not only being able to scratch, but also knowing how to mix and gauge the crowd they are playing for.

Bryan's documentary is a wonderful, entertaining and insightful look at one of the core elements of Hip-Hop culture, the art of DJing.

It explains or better yet shows the audience the thought process involved in the art of DJing and the many different creative paths a DJ can take to perfect their craft."

-- Ali Moody,
Community Activist

I have been doing this street game for over 40 years, so when I got the opportunity to review this project I had some skepticism. I come from the beginning of Rap as it became commercialized and transformed into Hip-Hop, walking the streets in Harlem on a Saturday night with *Mister Magic* owning the environment and Boom boxes posted everywhere.

GV9 SOULFUL WAYS: The DJ is a documentary worthy of acknowledgement for not only its creative approach, but also for the legitimacy it gives to the turntable as an instrument of the performance.

Mr. Bryan's attention to the art transforms his on screen shots, into a classroom chalkboard worthy of attention because of the sounds it produces. Sounds which transform our youth from the street to the classroom, a style and process worth paying attention to.

What is this thing called Hip-Hop and where does the DJ's fit in?

The answers to these questions and many more lay in the body of **GV9 SOULFUL WAYS: The DJ**.

-- Darren J. Salter,
Writer,
Harlem Community Activist & Youth Advocate

The **GV DOCU-SERIES** is currently available online @ **Amazon.com Instant Video** where DVD's can also be purchased for Schools and Libraries domestically and abroad.

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OTHER LINKS:

- **GV9** Webpage http://www.graffitiverite.com/index_files/Page1024.htm
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