

LABTEKWON

"THE GHETTO DAI LAI LLAMA TV EP" DVD



OVERVIEW

The critical superlatives surrounding **Labtekwn's** rise to international acclaim as a rapper, writer, and producer are impressive. As *Action Man* magazine stated in a 2002 review of the Mush Records compilation release *Song of the Sovereign*: "**Labtekwn** has accomplished something sought after by many artists: integrity, respect and an underground following."

With a solid foundation of acceptance Labtekwn continues to evolve, as evident in his first DVD release, *The Ghetto Dai Lai Llama*. This DVD offers a rare glimpse into the multifaceted canvas of Labtekwn's craft as it compiles a remarkable presentation of the best musical offerings Labtekwn has produced throughout his dynamic career.

Packed with six new tracks and clocking in at about one hour, the accompanying films on this release demonstrate the depth of Lab's creative ingenuity by offering stark streetscapes and graffiti narratives of Baltimore and her environs. Utilizing inventive videography that stretches the boundaries of the medium, Labtekwn adds—for the first time—a visual component to his already acclaimed musical skills. Featuring Dali-esque "booty-cuts" and surreally documented street play, *The Ghetto Dai Lai Llama* explores the eclectic tendrils of an artist with a unique hip-hop aesthetic through commentaries and documentaries revealing a fascinating introspection. In offering a frank interview on the objectification of women in close topical proximity to the oblique "booty" video on the DVD ("Uhhnn Huhnn"), Lab exposes the stark contradictions between art and reality.

In addition to the compelling and tastefully produced videos, Labtekwn explores urban reality through creative expression, offering some of the most electric freestyle footage since 1982's acclaimed early hip-hop culture documentary *Wildstyle*, demonstrating that his music is an unusual balance of art, metaphysics, political context and afro-centric power. Adding to his mosaic of talents, Labtekwn goes expository by adopting a variety of personas in order to explore spirituality, beat-making, and lyricism.

In essence, Labtekwn has brought to the visual medium what he has accomplished repeatedly on wax, CD, and as freestyler over the last decade, a completely unique and previously unthinkable concoction of soul, wit and resonate art.

SELLING POINTS

- *The Ghetto Dai Lai Llama TV EP* is Labtekwn first ever DVD release. For his worldwide legion of fans, many of whom have never seen him perform, this DVD will be the first opportunity to see him up close and personal.
- The DVD features a special exclusive version of the extremely controversial "Uhhnn Huhnn" video, which has been accepted for airplay on **BET Uncut**.
- Labtek has been endorsed by hip-hop luminary **Chuck D (Public Enemy)** as "the voice of hip hop's future". Extensive touring is planned for 30+ cities, including confirmed dates with **MF Doom**, venues and specific dates tba.
- 12-week worldwide media campaign is in progress servicing Labtekwn's cross cultural fan base, to magazines like *Urb*, *Wire*, *Copper Press*, *The Fader*, *Xlerator*, *Vibe*, *Big Takeover*, *Under The Radar*. Upcoming features are already planned in *Rime*, *GhettoBlaster*, *City Paper*, et al.
- The April 15th release of Labtekwn's 72 minute CD *Avant God*, the reissue of his 2002 CD *The Hustlaz Guide to the Universe*, and cross promotional campaigns will ensure wide exposure and a heightened awareness of the *Ghetto Dai Lai Llama TV EP*, which will serve as a inventive companion piece for hip-hop collectors and pop culture junkies alike. A feature film based on the music of *Avant God* is scheduled for release on May 10th, 2005.

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"The Ghetto Dai Lai Llama TV EP" DVD

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DVD CHAPTERS

1. Real Emcee
2. Uhhnn Huhnn
3. Black Boogie
4. Ghetto Wildflower
5. Ghetto Griot
6. Zona
7. Dai Lai Talk (12 different interview segments w/ Lab)



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