

Kidz In The Hall 'Occasion' LP 11-22 + Season 2 of 'Here Now' Reality Series



Kidz In The Hall, the hip-hop duo consisting of emcee Naledge & producer Double-0, took a creative approach to the recording process of their new album 'Occasion.' In March of this year, with support from Red Bull & Adidas, Kidz In The Hall laid down the foundation for the project with a core objective in mind...HAVE FUN! The group invited fans into their world to see first-hand how they construct an album. Over the course of a few weeks they recorded in Red Bull studios, played in an Adidas basketball tournament with Snoop Dogg, threw parties at their LA house in the hills (for creative inspiration of course), played pranks and performed with Chris Brown. The reality show 'Here Now' documented the making of 'Occasion.' The 6-part series was hosted by MTV2.COM as part of their Sucka Free segment.

On November 22nd fans will get to enjoy the 13-track album featuring David Banner, Marsha Ambrosius, Bun B, Freddie Gibbs, Esthero, Suliamn, Anton Genius & more.

According to Naledge "this album is by far our best work. All artists usually feel that way, but in my honest opinion our mental space wasn't as positive for the last album. We didn't rush this project and we made sure we had fun crafting it. Occasion is the soundtrack to letting one's everyday problems go and focusing on the celebration at hand. Life should be a celebration."

Beginning in November, Kidz In The Hall are scheduled to film season 2 of 'Here Now.' The 6 episodes will take place during

their upcoming European Tour. The episodes will again air on MTV (MTV Jams & MTV2 Sucka Free programming), as well as posts through Adidas Facebook page at the top of 2012.

The reality series is a way for fans to see the life-cycle of a new album & get a greater sense about Kidz In The Hall as individuals. Double-0 explains that “we realized early on that part of our appeal would be knowing who we really are. People use the bullet points in our bio’s to paint a picture that is often inconsistent with what we literally say in the music. So the idea was let people in and see what really goes on. How we live and how we create.”

Naledge further adds that “the reality show is good for our brand because it helps fans to see we are three-dimensional and not just some nerdy Ivy Leaguers. I didn’t think the general public ever got to see the layers to our personalities so I suggested we do a reality show. We aren’t a “train wreck” but we work hard and play even harder. The music makes more sense to a listener when they can identify with me as a person.”

On October 11th fans can purchase the album’s lead record, “Pour It Up” featuring David Banner & Bun B at iTunes.

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Watch Kidz In The Hall “Here Now” Episode 1:

[youtube]xT4gt82TXEs[/youtube]