

Public Enemy to Perform at Santa Fe University of Art and Design



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Santa Fe, N.M.â€”November 29, 2011â€”Santa Fe University of Art and Design will bring the internationally renowned hip-hop group Public Enemy to campus Saturday, April 28, 2012. The daylong event will kick off with a community conversation with frontman and lyricist Chuck D. and producer and bassist Brian Hardgroove and will culminate in a live Public Enemy concert that will be open to the public. The concert will close the universityâ€™s first yearlong Artists for Positive Social Change series.

â€œItâ€™s especially important to give our students direct access to the artists,â€ explains David Scheinbaum, chair of the Photography Department and the force behind the Artists for Positive Social Change program. â€œWe have asked highly respected artists to talk to our students about what they do and how they do it. The conversations between the artists and the students are the backbone of the program.â€

Formed in 1987, Public Enemy is known for hits like â€œFight the Powerâ€ and albums like Apocalypse 91â€! The Enemy Strikes Black and How You Sell Soul to a Soulless People Who Sold Their Soul??? In the early 1990s, the group pioneered the crossover between rap and rock by partnering with thrash metal band Anthrax on â€œBring the Noise,â€ a genre-busting single that paved the way for the rap-metal sound.

Over the past two decades, Public Enemy has continued the

conversation about black rights in America and has advocated maintaining hip hop as a musical form that belongs to the people who listen to it and make it, and not the record companies who release and promote it.

“Getting Chuck D involved in this initiative will really make the difference. This is a place where people have real questions and can start a conversation,” said Hardgroove. “Santa Fe University of Art and Design is the only campus I’ve been introduced to that shows an interest in feeding the artistic heart.”

The group is also politically and socially active. It launched the website Public Enemy Africa in January 2011 to encourage creative dialogue among hip-hop and rap artists in African communities. The website offers a forum for posting artist profiles, music, videos and event dates to encourage the expression of regional and community cultural politics and concerns.

“Public Enemy Africa is a digital soundboard and cultural bridge to promote dialogue and, hopefully, to redirect the center of African hip-hop and rap music back to African communities,” explains Chuck D, who is a frequent lecturer and speaker and hosts a regular radio show on WBAI in New York City called “ANDY YOU DON’T STOP!”

Public Enemy’s mission for positive social change epitomizes the goals of the series. “Chuck D is very serious about art and education,” Scheinbaum says. “Public Enemy is committed to its art and its message, often in the face of adversity. It’s the perfect group to represent our program’s emphasis on positive social change.”

The Artists for Positive Social Change series for the 2011–2012 academic year is focused on the genre of hip hop as a major influence on today’s culture and social fabric, highlighting hip-hop artists who push the boundaries of their

medium. Since September, several artists, including Hardgroove and Bukue One, have visited campus to deliver lectures and workshops.

Details about the concert and community conversation will be published early in 2012. For more information about Artists for Positive Social Change, please visit www.santafeuniversity.edu.

Bukue One Leads Workshop on Graffiti Art



Photo credit: Eric Swanson

Santa Fe, N.M.â€”September 16, 2011â€”Hip-hop artist [Bukue One](#) led a workshop on graffiti art Sept. 13 at Santa Fe University of Art and Design. The workshop was part of the universityâ€™s 2011â€”2012 [Artists for Positive Social Change](#) series, which focuses on hip-hop as a major influence on todayâ€™s culture and highlights hip-hop artists who push the boundaries of their medium. Bukue One, a leader in the world of hip-hop music and graffiti art, is globally recognized for his innovative and influential work, commitment to positive messages, and contributions to social change in his community.

â€œBukue is an artist who maintains a very high standard of ethics in his work and is aware of his responsibility as a performer,â€ said David Scheinbaum, chair of the Photography Department and leader of this yearâ€™s series. â€œAs a university, we wanted to bring to our students not only talented figures to emulate, but also artists who consciously

and creatively bring a positive message to our youth. Bukue does this through his music, his art and his own engagement with community and kids.â€

Bukue, a performer and graffiti artist as well as the manager of hip-hop artist Del the Funky Homosapien, led a workshop focused on how to create a â€œburner,â€ or a big wall of graffiti. Bukue explained how to select optimal lettering, color and layout for large surface graffiti design. The workshop included the creation of a graffiti project on a wall near campus.

â€œForrest Thomas, owner of Thomas Properties, generously allowed our students to use the back of his building at the campus exit for the graffiti workshop,â€ said Linda Swanson, chair of the Art Department. â€œTogether, Bukue One and workshop participants created a graffiti image of the letters â€œSFUADâ€ there. This is a wonderful example of neighborly collaboration, and we appreciate Forrestâ€™s trust and commitment to our schoolâ€™s project. We were thrilled to acknowledge this collaborative effort and the significance of the project by placing a plaque about the Bukue One graffiti workshop and Forrest Thomas on the wall alongside the art.â€

In addition to the workshop, Bukue gave a private concert to students, faculty members and staff on Monday, Sept. 12, giving students the chance to see him at work both in an academic setting and as a performer on stage.

â€œHaving Bukue at the university was a unique experience for our students and faculty members,â€ said Scheinbaum. â€œHe brought not only a wealth of practical knowledge but also a passion for and commitment to bringing about positive changes for society.â€