

BECAUSE HIP HOP MATTERS

by Brody

Post-It Notes and props

“You use a post-it note to remember something of importance. To me, the Hamilton Hip-Hop scene is something of importance.

The scene that’s been set in my adaption of the Anne Foster Windows is of an artist’s workspace. Well... it’s under the post-it notes but it’s there. I think the behind the scene aspect of good art or a good end product is what a lot of people overlook. When I hear an artist record music live, I always get what Pusha T called “demo-itis” I never like the song more than how I heard it that first time. I think that the raw vocals or initial idea that you jot down in the moment is at its purest form & at the same time, I strongly believe in the statement “Ideas are sh*t, until you execute them.”

As far as I see it, I wedged myself into the Hamilton Hip-Hop scene. There's no one I've represented in these images who I didn't already see as a great artist, and when I see this in someone I try to go out of my way to be an asset to whatever they are doing, where ever my skillset can be applied. This without a doubt includes Buddah Abusah, Deemz, ParkfromCC, Ktriggs, LTtheMonk & Smoothie Lou. And while they all make different styles of Hip-Hop. One thing I think they all have in common is how well they represent Hamilton. They all show it in different ways & play to different strengths but at a core they're all ambitious & that's how I see Hamilton."



Detail of Anne Foster Window display by Brody

Brody, Because Design Matters

About the Artist:

“You’re low-key an artist, eh?” “You might just be one of the easiest creatives to support g” “You listen” “Hamilton’s hype man” “Hamilton’s Chi Modu” “Oh dude you’re definitely insane” “Nice to see your art around town” “Fire lets collaborate” “Imao Brody do not encourage the fight to continue. Also I will gladly drop a diss track” “It’s highly intelligent, it’s highly creative, it’s marketing to reach the toddles to grandmas. AKA it’s genius” “But I hate it more when your right” “This man pays attention to details” “Nardwaur” “You see potential in all of us more than any of us see it ourselves” “And that’s why you are the way you are” “Because design mattered” “I must say I’m excited to see you in 2022” “I think gifs were made for you Brody. Simultaneously informative and open ended all at once’ “I don’t know how to word what you do”

I don’t really put exact words to what I do. But I like to help where I can. I wanna be known for being someone who listens and is able to translate an initial idea into something that achieves results.

Find more of Brody’s work at www.becausedesignmatters.ca

BECAUSE HIP-HOP MATTERS will be on display in the Anne Foster Windows through July 2022.

The Anne Foster Windows:

As part of the City of Hamilton, Tourism and Culture Division’s ongoing support of the creative industries, local artists are invited to create and install window displays that celebrate Hamilton’s music scene. This space, the Anne Foster Window, is a fitting home for music themed displays as the entryway lead to the Anne Foster Music shop for almost 50 years (1947-1995).

For more information visit www.hamilton.ca/annefosterwindows

