

## Review

I went to the *BFI* London film festival to watch the documentary about DJs Stretch and Bobbito. It was a sold out event and there were lots of important people from the music industry there. I was sat a couple of seats down from record producer Mark Ronson. As the screening was part of the festival, I was lucky enough to participate in a q&a session after the film ended. The q&a was hosted by Stretch and Bobbito themselves. I also found a link to an interview that was done as part of the promotion for the film: <https://m.youtube.com/watch?v=yxXSSRUNBX0>

Link to my online review: <https://sincru.co.uk/archive/>

Publicity photo on SIN Cru's Instagram



I was interested to find out what other people thought about the event so I asked some of SIN Cru's professional artists who were also at the screening, for their opinion, especially as Hip Hop is very important to both of them and they were involved during the era that the Stretch and Bobbito radio show made its impact.

**From:** Ashim Bhowmick <[ashimbhowmick@warmup.com](mailto:ashimbhowmick@warmup.com)>

**Date:** 11 January 2016 at 16:20:57 BST

**To:** Chaya Crowe <[chayacrowe@gmail.com](mailto:chayacrowe@gmail.com)>

**Subject: Re: Stretch and Bobbito assistance!**

Hi Chaya

Glad to hear you are writing about this event. It was a great event indeed.

The film helped me to understand how these djs promoted true hip hop artists to the rest of the world during the 90s. Great q&a session too. Memorable question someone asked stretch & bobbito was about a mainstream rap group & about how they were denied air play on their show, to which stretch stated it was true that rap group bone thugs harmony were excluded from their show.

Throughout the film I was constantly bopping my head to the phat beats, artists like ganstarr, wu tang, nas all appeared in this documentary, they looked like they really enjoyed making this show which probably made it quite easy to capture the golden early years of rap & hip hop. They must have inspired uk radio rap djs to do similar shows with great music back then. My connection with the music they played was through listening to dj 279 rap show every Friday night on choice fm so I was able to relate.

I think I will always try to listen to 90 rap to dance to if not funk breaks, during my kids break dance classes i try to promote 90s hip hop, beats alone are mega dope & sometimes mesmerising, if i can get the kids to catch the groove of the beat then they should move on beat & dance on point. Good event will recommend & attend more BFI hip hop doc events in future for sure.

Good luck with your awards

Regards

Ashim Bhowmick

**Sent from Samsung Mobile**

**From:** Ben <[nonsinthetic@hotmail.com](mailto:nonsinthetic@hotmail.com)>

**Date:** 12 January 2016 at 17:12:17 BST

**To:** Chaya Crowe <[chayacrowe@gmail.com](mailto:chayacrowe@gmail.com)>

**Subject: Stretch & Bobbito Questions**

Here you go:

Ben Swift / Nonsinthetic

Illustrator/Designer/Photographer

Artistic quality of the event:

A great opportunity to see the film on the big screen & meet the people involved in the film. Good to hear Stretch & Bobbito talk in the Q&A after the film & DJ at the after party. A quality evening of Hip Hop cinema, chat & music.

It's creative impact on you:

An inspiring feel good documentary film. For sequences that did not have accompanying video footage they used graffiti hand styles & graphics from some of my favourite artists. Came away with a feeling of do what you love to do.

Would you go to a BFI event again/ watch another Stretch and Bobbito doc:

Yes a good experience.

How would you improve the event/ the film for either artistic quality or creative impact:

The event & film were great. Nothing to improve on. On a side note it would have been good to get a discount on multi booking films. We saw two Hip Hop films back to back. Would have been good if they did a promotion/discount for doing so.

**Sent from my iPhone**



## Stretch and Bobbito: Radio that changed lives

The Stretch and Bobbito film is a documentary telling the story of two men who became friends through their passion of hip hop music. They built their own radio show which brought in upcoming rap artists and helped to make their talents known to the public. It was later voted "The Best Hip Hop Radio Show of All Time".

I learnt a lot of new things from watching this film documentary. First off, I was never actually aware of the Stretch Armstrong and Bobbito radio show. When the film first began I didn't realise the significance of the show; the amount of hip hop artists that wanted to have a moment to perform their demo tapes and in-studio freestyles. What's more, how many of these aspiring artists were just aspiring. With the help from Stretch and Bobbito everyone tuning in now knew the names of artists such as, Busta Rhymes, Jay Z, Big L, Nas and many more.

- Busta Rhymes seventh studio album 'The Big Bang' debuted at number one on the US Billboard 200, selling 209,000 copies in its first week.
- In 2014, Forbes estimated Jay Z's net worth at nearly \$520 million.
- Big L's studio album 'The Big Picture' sold 72,549 copies in the first week.
- Nas' debut album Illmatic was certified platinum in the US.

The film hasn't massively impacted me. Although I learnt a lot from watching it, it hasn't changed my ideas or opinions on many things. I have a better understanding of the hip hop artists that appeared on the radio show, and how they became as big as they are to this day.

I enjoyed watching the film; it was both interesting and educational on various levels. I especially liked the creativity that went into editing the film. The use of written text over the top of the image worked very well alongside the theme of the film, hip hop. This along with other scenes in the film also allowed it to include many of the different elements to hip hop ... Graffiti, Bboying and of course the music side to it.

