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**2014 TRIBECA FILM FESTIVAL TO OPEN WITH THE WORLD PREMIERE OF *TIME IS ILLMATIC*,
A DOCUMENTARY THAT EXPLORES THE LEGACY OF MULTI-PLATINUM RAPPER NAS' ICONIC
ALBUM *ILLMATIC* TWENTY YEARS AFTER ITS RELEASE**

**Special Performance by Legendary Rapper Following Premiere to
Kick off TFF's 13th Edition April 16**

New York, NY (February 19, 2014) -- The Tribeca Film Festival (TFF) today announced that the world premiere of the documentary *Time is Illmatic*, will open the 2014 Tribeca Film Festival. The film follows the trajectory of Nas' 1994 landmark debut album, *Illmatic*-- widely considered one of the most important and revolutionary albums in hip-hop. The premiere, taking place on Wednesday, April 16, will be followed by a special musical performance where Nas will perform the groundbreaking album from front to back. *Time is Illmatic*, is directed by multimedia artist, One9, written by Erik Parker, and produced by One9, Parker, and Anthony Saleh. The Tribeca Film Festival, presented by AT&T, will run through April 27th.

Time Is Illmatic traces Nas's influences and the insurmountable odds he faced in creating the greatest work of music from hip-hop's second golden era. The film tracks the musical legacy of the Jones family -- handed down to Nas from his jazz musician father, Olu Dara, the support of his Queensbridge neighborhood crew, and the loyalty of his younger brother Jabari "Jungle" Fret. Twenty years after its release, *Illmatic* is widely recognized as a hip-hop benchmark that encapsulates the sociopolitical outlook, enduring spirit, and collective angst of a generation of young men searching for their voice in America. *Time Is Illmatic* is supported by The Ford Foundation's Just Films and Tribeca Film Institute's Tribeca All Access program.

"I want to thank the Tribeca Film Festival for supporting the film with the incredible platform they've built over the years," said Nas. "It's an honor to premiere this film in my hometown. I also want to thank One9 and Erik Parker for their persistence and hard work. Those guys and I come from the same place and era, which gives the doc an authenticity that is important to me. We wanted this film to represent the real, from the storyline all the way down to the directors and producers."

"Like the Festival itself, *Time is Illmatic* and the groundbreaking body of work it recognizes has roots grounded in New York City, but represents and reaches communities far beyond," said Jane Rosenthal, CEO and Co-founder of Tribeca Film Festival. "The film spotlights a musical journey with community and family at its core and we look forward to celebrating this pivotal moment in hip hop history as we open our 13th edition."

"Throughout the journey, we see the metamorphosis of Nas as a young street poet, full of a rich musical legacy, transforming the pain and isolation of growing up in Queensbridge Houses into raw, honest lyrics, illuminating a spirit that inspired generations from the past, present, and the future. Experiencing the stories, passion, and energy of a modern day alchemist shaping lyrical dust to diamonds was truly an honor and we are extremely proud to premiere the film at Tribeca," said One9. "I want to thank Nas, Jungle, Olu Dara, The Jones family, the Tribeca Film Institute, and Ford Foundation for allowing Erik Parker and me to create an authentic and unfiltered documentary film."

Hip Hop luminary and multi-platinum artist, Nas, released his debut album *Illmatic* in 1994, and he has gone on to sell over 20 million albums worldwide. The legendary Queens rapper, son of jazz musician Olu Dara, is widely recognized as a visionary and lauded for a seminal body of work that spans a two-decade career. He has released nine solo albums and three compilations, and will release *Illmatic XX*, a

special 20th anniversary edition of the landmark debut, on April 15 by SONY Legacy. Fans can now pre-order the 2CD set on [iTunes](#) and both the [2CD](#) set and [1LP vinyl](#) via [Amazon.com](#).

The 2014 Tribeca Film Festival will announce its feature film slate the first week of March.

PHOTO/EDITOR NOTE:

A film still can be downloaded at: http://tribecafilm.com/press-center/festival/time_is_illmatic_still

A film clip can be downloaded for

TV: <https://www.hightail.com/download/eINMYkJsT016NEp3SGNUQw>

Web: <https://vimeo.com/87044183> password: nasinstudio

About Tribeca Film Festival:

The Tribeca Film Festival helps filmmakers reach the broadest possible audience, enabling the international film community and general public to experience the power of cinema and promote New York City as a major filmmaking center. It is well known for being a diverse international film festival that supports emerging and established directors.

Founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in 2001 following the attacks on the World Trade Center, to spur the economic and cultural revitalization of the lower Manhattan district through an annual celebration of film, music, and culture, the Festival brings the industry and community together around storytelling.

The Tribeca Film Festival has screened more than 1,500 films from more than 80 countries since its first edition in 2002. Since inception, it has attracted an international audience of more than 4.5 million attendees and has generated an estimated \$850 million in economic activity for New York City.

About the 2014 Festival Sponsors:

As Presenting Sponsor of the Tribeca Film Festival, AT&T is committed to supporting the Festival and the art of filmmaking through access and innovation, aiming to make this the most interactive film festival in the country, where visitors experience the Festival in ways they never imagined.

The Tribeca Film Festival is pleased to announce its Signature Sponsors: Accenture, Alfred P. Sloan Foundation, American Express, BOMBAY SAPPHIRE® Gin, Borough of Manhattan Community College (BMCC), Brookfield, Conrad Hotels & Resorts, ESPN, Hilton Hotels & Resorts, Heineken, IWC Schaffhausen, NBC 4 New York, NCM Media Networks, The New York Times, and PepsiCo. The Festival welcomes the following new Signature Sponsors: The Lincoln Motor Company, United Airlines, and Santander.

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PRESS ACCREDITATION: If you are interested in applying for credentials to attend and cover the 2014 Tribeca Film Festival, please use the following link to access the formal credential application: <http://tribecafilm.com/press-center/festival/credentials>. Please note: The deadline to submit applications is Thursday March 6, 2014. After this date, no applications will be considered.