

A FILM BY ONE9 & ERIK PARKER

nas

TIME IS ill MATIC

THE JOURNEY. THE MUSIC. THE LEGACY.

TRIBECA FILM PRESENTS AN ILLA FILMS PRODUCTION IN ASSOCIATION WITH BALANCE OF EXTREMES AND WISDOMBODY INC.
A FILM BY ONE9 AND ERIK PARKER FEATURING NAS, JABARI "JUNGLE" JONES AND OLU DARA. NAS: TIME IS ILLMATIC. MUSA B. SATZ. ONE9, DAVID ZIEFF, JOHN KANE
ILLA DIRECTOR OF FRANK LARSON ASSOCIATE PRODUCER MARTHA DIAZ PRODUCED BY ONE9, ERIK PARKER, ANTHONY SALEH WRITTEN BY ERIK PARKER DIRECTED BY ONE9
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OCTOBER

TRIBECA FILM.

PRESENTS

ILLA FILMS IN ASSOCIATION WITH BALANCE OF EXTREMES AND WISDOM BODY INC.

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TIME IS ill MATIC

RELEASE DATE

THEATRICAL: OCTOBER 1 – NY and LA
ON DEMAND: OCTOBER 3

FESTIVALS: OPENING NIGHT – 2014 Tribeca Film Festival

RUNTIME: 74 Minutes

DISTRIBUTOR PR CONTACTS

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SHORT SYNOPSIS

NAS: TIME IS ILLMATIC delves deep into the making of Nas' 1994 debut album, 'Illmatic', and the social conditions that influenced its creation.

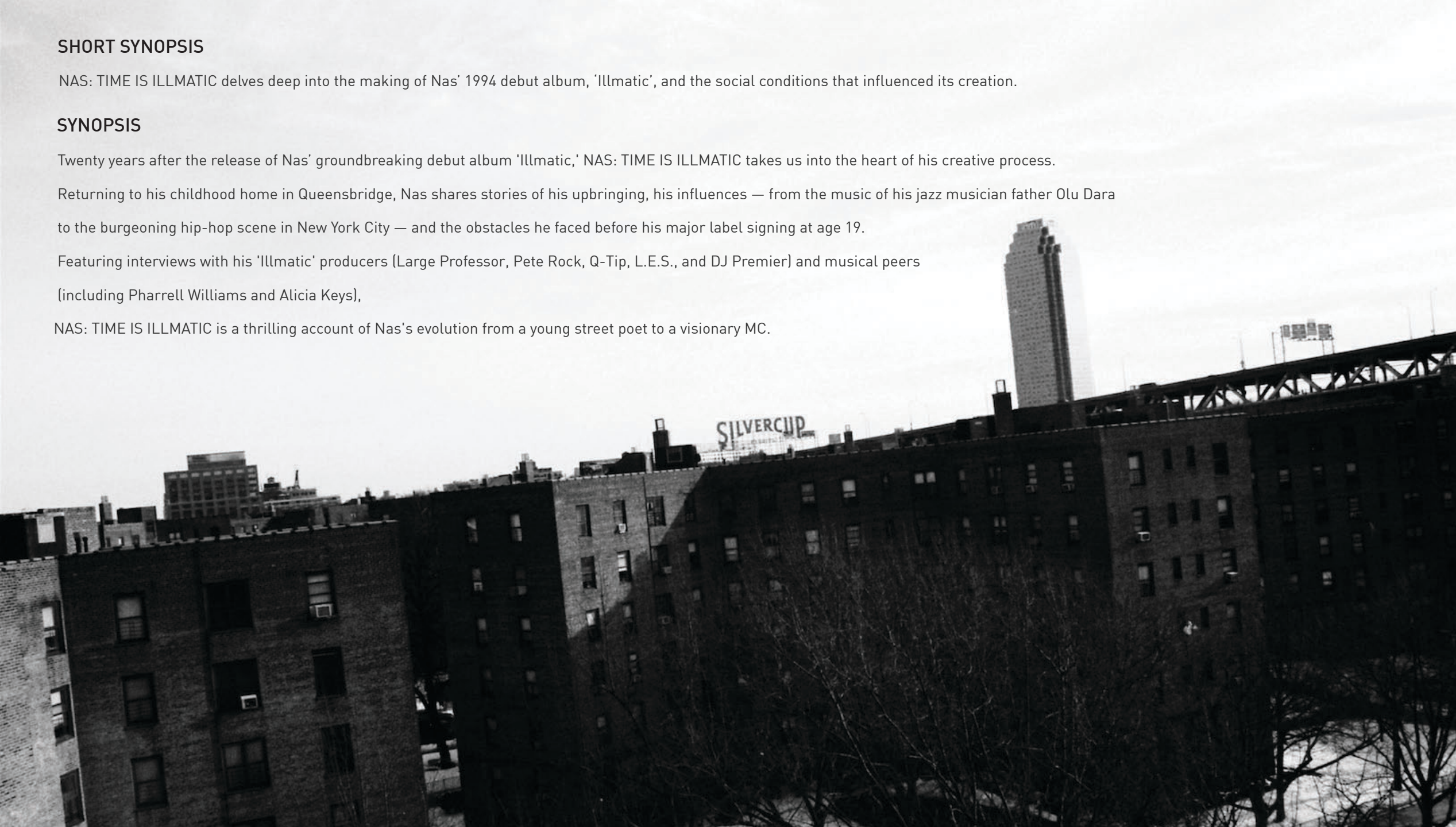
SYNOPSIS

Twenty years after the release of Nas' groundbreaking debut album 'Illmatic,' NAS: TIME IS ILLMATIC takes us into the heart of his creative process.

Returning to his childhood home in Queensbridge, Nas shares stories of his upbringing, his influences — from the music of his jazz musician father Olu Dara to the burgeoning hip-hop scene in New York City — and the obstacles he faced before his major label signing at age 19.

Featuring interviews with his 'Illmatic' producers (Large Professor, Pete Rock, Q-Tip, L.E.S., and DJ Premier) and musical peers (including Pharrell Williams and Alicia Keys),

NAS: TIME IS ILLMATIC is a thrilling account of Nas's evolution from a young street poet to a visionary MC.



DIRECTOR'S STATEMENT

When Writer/Producer Erik Parker first mentioned the idea of creating a film on the 10 year Anniversary of 'Illmatic' to me in 2004 I jumped at the opportunity to work on what I considered the best lyricist work of our generation. Our first interview was with Nas' father Olu Dara. Over the course of that 3 hour interview we came away with an understanding of the how the history, music and culture shaped the life of not only Nas but the Jones family history.

It was at that point that we knew that we had to think about a bigger story that would go on to span generations and capture the essence, soul and history of what we considered to be the greatest Hip Hop Album of all time.

In order to keep with Illmatic's raw gritty musicality and lyricism we decided to tell the story through the lens of Nas, his brother Jungle and their father Olu Dara.

The stories and experiences we captured shape the narrative arcs based around the socio-economic issues that faced the Jones family and how they used their rich cultural legacy to break down barriers with music, wisdom and unrestricted freedom to express themselves to survive as complete artists.

With regards to my directorial approach to the film, I wanted to capture their emotions with extreme close ups, archival photos, and using a vérité approach to capture emotions that connected to the environment.

Over the course of several years of making the film we collected a vast amount of photographs and super8 footage that captured the family in rare moments that expressed a time period that our subjects could speak on. Using time period music that represented a specific era was important tool in our edits to capture specific moments in Nas' life.

Working with Nas over the course of that last several years we were able to learn more about a violent past of where the conditions surrounding him have shattered many of his friends dreams and lives through death, drugs and jail in an ongoing viscous cycle. We learn how music has become the vessel that takes Nas out from his environment but also keeps his presence alive as he considered a voice for the voiceless.

This is a film that shows how Nas—with the support of his Queensbridge neighborhood crew, the unending loyalty of his younger brother Jabari "Jungle" Jones, the wisdom and talents of Olu Dara and sacrifices of his mother, Ann Jones—overcame insurmountable odds to create the greatest work of music in Hip Hop that inspires generations past and present.

ABOUT NAS

A hip-hop icon since the early 1990s, Nas emerged from the Queensbridge neighborhood of Long Island City, a hotbed of rap artist since the '80s.

The son of jazz trumpeter Olu Dara, he has since gone on to sell over 20 million albums worldwide over the span of his legendary career, and has acted as an ambassador for hip-hop culture throughout the globe. The first full-length album by the poet and rhyme-master Nas arrived in 1994, the RIAA platinum Illmatic. Since then he has released nine solo albums and 3 compilation albums that have been certified double-platinum, platinum or gold. In recent years, Nas has transcended mere rapper status and engaged in greater levels of philanthropy. He is an avid UNICEF supporter, helping to raise funds for East African region Horn of Africa and teaming up with the family of George Harrison for the organization's Month of Giving. Nas also donated all proceeds of Distant Relatives, his 2010 collaboration with longtime friend Damian Marley, to help end poverty in Africa.

His most recent release was 2011's Life Is Good, which debuted at #1 on the Billboard Top 200, marking the sixth #1 album that Nas has produced in his career.

The collection also received four GRAMMY nominations bringing the rap icon's GRAMMY recognition count to 13 overall.

ABOUT THE FILMMAKERS AND CREW

ONE9

Director | Producer | Editor

One9 is an award winning multimedia artist, director, producer and editor. His clients have included Google, PBS, Viacom, Sony Music, and several non-profit organizations.

As an artist One9 was selected by the Barclays Center in Brooklyn, New York to create an original series of artwork presented to their selected music talent in 2013-2014.

NAS: TIME IS ILLMATIC is One9's feature length directorial debut. One9 was born in Washington DC and lives in Brooklyn, New York.

ERIK PARKER

WRITER | PRODUCER

Erik Parker has worked as a music journalist for over fifteen years. He served as music editor for The Source and VIBE magazines where he covered hip-hop music culture and politics.

He has written for XXL, Rolling Stone, The Village Voice and other print and online outlets. Parker is a graduate of Kean University and the Columbia School of Journalism with a concentration in political reporting. He is always on the lookout for a good story to tell.

ANTHONY SALEH

PRODUCER

As CEO of Emagen Entertainment Group, Inc., and artist manager with C3 Management, Saleh oversees the career of multi-platinum rap legend, Nas. He booked Nas' Hip-Hop Is Dead tour in Europe in 2007, and executive-produced Nas' Untitled (2008) and Life is Good (2012) albums—both of which debuted at No. 1 on the Billboard 200. Saleh is also an influential member and part-time resident of Silicon Valley, where he is an avid angel and seed investor and advisor to many of America's top technology start-up companies. He currently serves as an advisor to the Fancy, Rap Genius, Trendabl, while his portfolio includes Prism Skylabs, Crowdfund, DropBox, 500 Startups, DeviantArt, and many more. His uncanny ability to fuse the worlds of fashion, entertainment and business and finance makes him a strong asset in all of his ventures.

FRANK LARSON

DIRECTOR OF PHOTOGRAPHY

Frank Larson spent years fetching lenses on movie sets until a few people were kind enough to let him touch the camera. Since then he has shot for “BREAKING BAD” and NIKE. He lives in New York. This is his first feature.

B. SATZ

ORIGINAL MUSIC

B. Satz is a bassist, composer and musical director from the Bay Area, California. Recent film scores have included BROOKLYN CASTLE, BEST KEPT SECRET, THE 2 ESCOBARS and P-STAR RISING.

DAVID ZIEFF

EDITOR

For nearly three decades filmmaker David Zieff has been rotating hats in the in the film industry—producer, director and editor. A lively spirit permeates his projects, such as the Independent Spirit Awards Best Documentary winner CRAZY LOVE, the landmark METALLICA: SOME KIND OF MONSTER as well as the Oscar winning doc THE COVE.

MARTHA DIAZ

ASSOCIATE PRODUCER

Martha Diaz is a community organizer, media producer, archivist, curator, social entrepreneur, and an adjunct professor at New York University’s Gallatin School. She is also the founder and director of the Hip-Hop Education Center. Diaz has been dedicated to innovating communities, advancing social justice and human rights, cultivating leaders and artists, and mentoring youth for 20 years. In 2012, Diaz became the first Hip-Hop Scholar-In-Residence at The Schomburg Center for Research in Black Culture - NY Public Library. Diaz recently served as a Senior Fellow at the Lemelson Center for Invention and Innovation at the National Museum for American History - Smithsonian Institution.

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TIME IS

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MATIC

FILM CREDITS

A FILM BY ERIK PARKER & ONE9

AN ILLA FILMS PRODUCTION IN ASSOCIATION WITH BALANCE OF EXTREMES AND WISDOM BODY INC

DIRECTOR

One9

WRITER

Erik Parker

PRODUCERS

One9

Erik Parker

Anthony Saleh

DIRECTOR OF PHOTOGRAPHY

Frank Larson

EDITORS

David Zieff

One9

John Kane

ASSOCIATE PRODUCER

Martha Diaz

MUSIC COMPOSER

B. Satz

ADDITIONAL CINEMAPHOTOGRAPHY

Thibaut de Longeville
360 Filmworks
Ben Kutchins
Ari Issler
David Joseph
Eddie Ojeda
One9
Akil Ali

AUDIO SUPERVISOR

Donny Tam

CAMERA OPERATORS

Jackson Glasgow
Brian Outland
Malik Buie
Katie Davison
Nicola Benizzi
John David Devirgiliis
Dori Cohen
Romain Alary
Antoine Lyons
Hamza Salmi
Paul Arton
Kevin Couliau

STEADICAM

Jon Beatty

AERIAL PHOTOGRAPHY

Paul Callahan

1st ASSISTANT CAMERA

Nicalena Iovino
Kevin Akers
Cornelia Klapper
Noelle Kandigian
George Tur

MUSICAL DIRECTOR, BASS

Brian Satz

ADDITIONAL COMPOSITION

Mark Tewarson

ADDITIONAL COMPOSITION, PIANO

Ethan White

ADDITIONAL COMPOSITION

Ionic Furjanic

VIOLIN, VIOLA

Tarrah Reynolds

PIANO

Wynne Bennett

TRUMPET

Jonathan Powell

SOUND MIXERS

Fiona McBain
Daniel Nidel
Eric Perez
Daniel Powell
Ryan Haffey
Francis X. Coakley

GAFFER

Adam Lukens
Bryan Wachtel

CONSULTING PRODUCER

Tuma Basa

RESEARCH

Maria Luisa Tucker
Shakira Ruiz
Bill Source

ARCHIVAL RESEARCH

Shana Bourne
Jasmyn Castro

JONES FAMILY RESEARCH CHIEF

Ericka Blount

MUSIC SUPERVISOR

Scott Vener

MUSIC CLEARANCE

Robin Urdang

Gerry Gershmen

PRODUCTION COORDINATOR

Angelina Feliciano

PRODUCTION ASSISTANT

Emilio DeGarden

John Breiner

Andrew Joseph

Brianne Myers

INTERNS

Caitlan Arthur

Eytan Stern Weber

Dori Cohen

Bianca Clendenin

Gabrielle Artis

DI COLORIST

Don Wyllie

DI COLOR GRADING ONLINE FACILITY

Frame:Runner

OPENING GRAPHICS

Antibody

GRAPHICS

Harry Tuman

Luis Moya

Coby Kennedy

Chris Fezzuoglio

SOUND MIX AT

Decibel 11

SUPERVISING SOUND EDITOR

Steve Borne

RE-RECORDING MIXER

Peter Waggoner

SOUND EDITOR

Matt Decker

ASSISTANT SOUND EDITOR

Emmett Smith

LEGAL COUNCIL

Fernando Ramirez, Esq.

CONSULTANTS

Ann Bennett

Eric Rigaud

Charles Roberson

TAPE DUPLICATION

Action Production

S.R. Video

WEBSITE DESIGN

Robert A Hinds

Chris Fezzuoglio

TAPE DUPLICATION

Action Production

S.R. Video

THANK YOU

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Cara Mertes
Roberta Uno
Sharon La Cruise
Jane Rosenthal
Genna Terranova
Ryan Harrington
Paula Weinstein
Sol Guy
Nick Savva
Kia Muhammad
Leslie Rosales
Tammie Rosen
Dorothy Thigpen
Danny Clinch
Al White
Jarvis Jones
Submarine Entertainment
David Koh
Josh Braun
Dan Braun
Ben Braun
William Morris Endeavor
Frame: Runner Staff
Keith Shapiro
Sheila Lynch
Firelight Media
Barbara Jackson
Kelly Walton
Montana Triplett
Lily Rougeot
Jennifer Yu
Phat Gary
Anna "Blue" Brennan
Rashid Shabazz
Bradford Young

Mimi Valdés
Mike Brinkley
Harvard University HipHop Archive
Jermaine Hall
"Lite" Khalil Moses
Betsy Jones
Reed Baker
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Bounce Media
Phylon Media
Jae Supreme
Alan Ket
Andreas Hale
DJ Hot Day
Vee Bravo
Lisa Cortés
Lilly Hartley
Terrenia Thomas
Rohan Rambukpotha
Steve Borne
Edward Nahem
Jim McDonnell
Malik Buie
Leslie Rosales
Gabe Zardes
William Morris Endeavor Entertainment
Liesl Copland
Mark Ankner
David Karp
Mathew Akers
Andre Robinson
Harry Belafonte
Rob Kenner
Sacha Jenkins
Tanya Du'Shay, Creator & Producer, RAP PAGES TV
Tyesh Harris
Steve Stoute

THANK YOU FOR SHARING YOUR STORIES

Olu Dara
Angela Braconi [Changed from Mrs. Braconi]
Jappy Jap
Bob Lee
April L. Simpson
Wiz
Jungle
Snacks
Ralph Jones
Walter Jones
The Jones Family (Canton & Natchez)
Large Professor
Pete Rock
DJ Premier
MC Serch
Q-Tip
Faith Newman
L.E.S.
AZ
Ralph McDaniels
Roxanne Shanté
Jeff O.D.
Marley Marl
The People Of Queensbridge
Dr. Marcyliena Morgan
Dr. Henry Louis Gates, Jr.
Dr. Cornel West
Swizz Beatz
Sha Money XL
Busta Rhymes
Jonathan Grennell
Renza Grennell
Pharrell Williams
Claire Schulman
Dick Griffin
Abiodun Oyewole
Bobbito Garcia
Erykah Badu
Kendrick Lamar
J. Cole

THE GENESIS

Tuma Basa
Earl Jordan
Eddie Ojeda
Erik Parker
One9

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