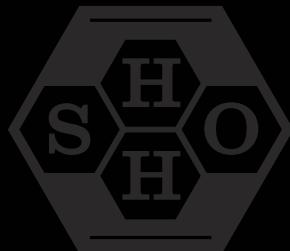

CHASING

forever



STUDENT HIP-HOP ORGANIZATION

2006

PRO

TUNNEL VISION • PROGRESSION

• 1ST STEP

SH

• FRUITION • EPIPHANY





NO SHARK BITING

Arnold Yun, Creative Director
Bryan Woodland, Artistic Director
Elijah Trinidad, Concept/Layout Design
Duy Nguyen, Photography/Videography
Marcus Hyde, Photography
Neil Lopez, Copywriter
Millz, "Chasing Forever" Mixtape

Special Thanks goes to Professor Sherman,
Chris "Rohan" Nelson, and Sir Boxley

PRINTED IN VIRGINIA, USA

Chasing Forever

I wake up with a purpose and it feels good. I hear destiny in my ear when I lay in bed and I get excited. So excited that it has led to an unhealthy sleep regimen and a newfound love for sticky notes, pacing in my hallway, and chain smoking. Anxiety and stress are dealt with on a regular basis, but I would feel strange without them. The work is fun, the progression is motivating, but it's never easy, and it shouldn't be. I would be lying if I said the stars aligned and everything fell into place because it just didn't happen that way. This organization was built off persistence and passion. We have always kept the cultures integrity in mind and I am proud of that. Nothing was given and nothing was going to get in the way. We created our own luck. Claiming ourselves as the "Student Hip-Hop Organization" came with a big responsibility and we knew we had no other choice but to live up to the name and do it justice. I would like to think we did it the right way and carried on the tradition of the hip-hop mentality and spirit. Hopefully this book gives you a glimpse into our minds, lives, dreams, and what ultimately came and will come from that.

Founder & VCU SHHO President (2006-2010)
Arnold Yun





STUDENT HIP-HOP ORGANIZATION

HISTORY

IN THE FALL SEMESTER OF 2006, STUDENT HIP-HOP ORGANIZATION WAS FOUNDED AT VIRGINIA COMMONWEALTH UNIVERSITY IN RICHMOND, VA. SINCE THEN, IT HAS BRANCHED TO SURROUNDING UNIVERSITIES AND HAS PLAYED AN INTEGRAL PART IN VIRGINIA'S HIP-HOP SCENE WHILE CULTIVATING THE MINDS OF THEIR CAMPUSES AND COMMUNITIES.

THE ORGANIZATION IS KNOWN FOR ITS QUALITY, INDEPENDENT SPIRIT, AND MOST IMPORTANTLY, AUTHENTICITY. IT HAS BECOME AN INSTITUTION AND CREATIVE PLATFORM FOR STUDENTS AND ARTISTS TO GAIN EXPERIENCE AND FIND OPPORTUNITY IN THEIR INDIVIDUAL PASSIONS. SHHO STRIVES TO PROMOTE HIGHER LEARNING THROUGH HIP-HOP.

FOR THE PAST 4 YEARS, THE ORGANIZATION HAS SELECTIVELY WORKED WITH THE BEST UP-AND-COMING ARTISTS, HIP-HOP LEGENDS, LIKE-MINDED COMPANIES, AND PASSIONATE STUDENT TALENTS – ALL WHO HAVE ESTABLISHED SHHO AS AN ORGANIC, UNCOMPROMISING BRAND.

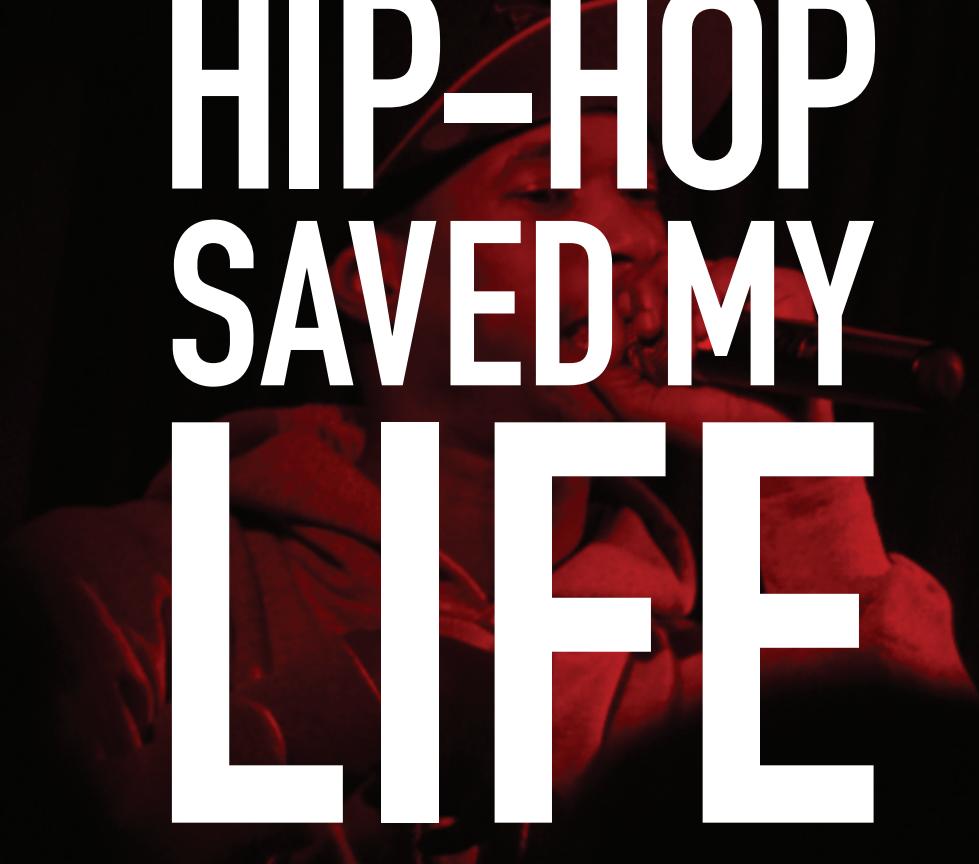




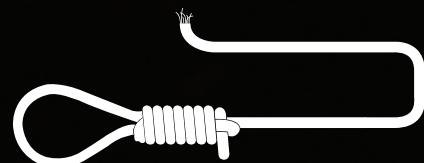


CONTENTS

HIP HOP SAVED MY LIFE	I
DIY STATE OF MIND	II
WE DO IT FOR OUR CULTURE	III
GROWTH	IV



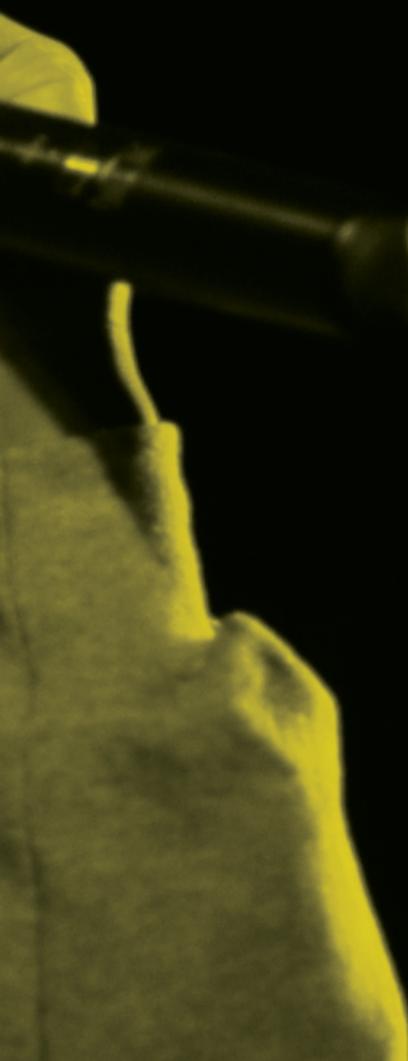
**HIP-HOP
SAVED MY
LIFE**







2006



HIP HOP TAUGHT US HOW TO

TALK

HIP HOP TAUGHT US HOW TO

ACT

HIP HOP TAUGHT US HOW TO

LIVE





PURPOSE

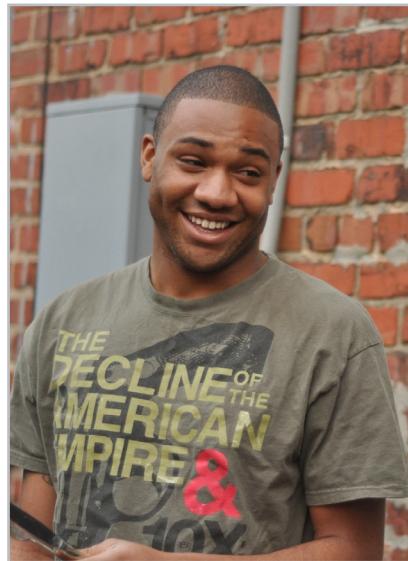
EQUALS

PASSION



HIP-HOP IS OUR VEHICLE

DRIVE



The zen-master. The humble hero. A man of few words. We have a soft spot for people like Duy Nguyen. People who don't bask in their talent but just shut up and work. The man can work a camera better than anyone we know. He has shot photo and video of Drake, Wale, Raekwon, and J. Cole for the organization. He's done work for the Martin Agency, and has won a University of Virginia Student Film Festival award for his Millz video. Standing at about 5'6, 120 lbs, you would be mistaken to say Duy is just another skinny Asian kid. But he's also pure talent.

Duy, Cinema and Philosophy major

I wasn't there when Brice got to interview Raekwon on his WVCW radio show and no offense to him, but I bet it was a bit awkward and very hilarious. Brice is one of those guys that you just look at and you laugh, and it's a good thing. He's a hip-hop purist to the core but still open-minded enough to say Nicki Minaj has more than just curves. He's got the personality of a big 'ol teddy bear you just wanna hug and then drink a 40 with. The radio waves are better off with this man on the mic.

Brice, Broadcast Journalism major

Paul is one of the adults of the group. I'm not saying it's a bunch of kids and a couple grown-ups. But when you have an organization full of people chasing their dreams, you sometimes need to know what's really a good idea and what's a bad idea. In short, he keeps it real. He takes the role of the check-man by always keeping a responsible perspective on things. It's not a glorified job but it's a necessary one. After all, you can't run an organization without getting down to business.

Paul, Financial Planning major

PUSHING



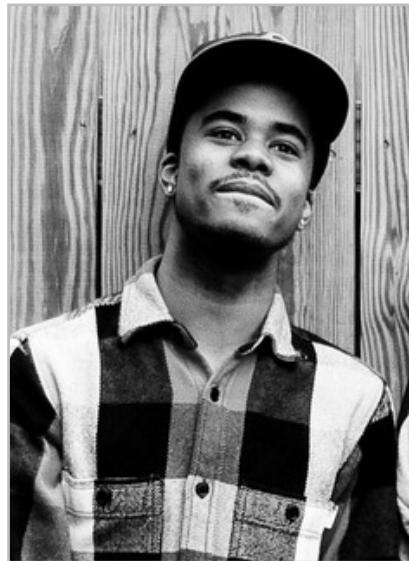
Besides having a cool ass name, Deji is a damn hard worker. The co-founder of SHHO has three jobs, an SHHO radio show with WVCW, an internship with the definitive hip-hop radio station in Richmond – iPower 92 with TT Torrez; he is a student at VCU, and the designated dirty-work handy man of the organization. Technically his title is treasurer, but he does just about everything. He hardly gets the acknowledgment he deserves for the work he does, so next time you see him dap him up and buy him a thank you beer.

Deji, Broadcast Journalism major



When I think of Richmond I think of Bryan Woodland and his artwork. His work blends so seamlessly with his number one inspiration: his lifestyle. It's hard enough to capture your surroundings into words or photos, but to do it in hand drawn illustrations so perfectly, is truly a unique talent. Whether it be by skateboard deck, party flyer, apparel, or an art gallery – Bryan continues to define what it means to say, "That's got a Richmond feel to it."

Bryan, Graphic Design major



Camden is always a pleasure to be around. He's always down for whatever and certainly always down for a party. But we don't keep him around just cause he's a fun guy. Camden loves SHHO. He's very much been an active member -- helping out a lot to ensure the Wiz Khalifa and CURRENS\$Y show went down, and organizing various other events. He's always hungry to learn anything and everything about the organization. It's his ambition that just got him elected vice president of the VCU chapter, and why the organization has a bright future.

Camden, Business Administration major

PEOPLE



I'd be lying if I said every member of SHHO grew up on Hip-Hop music. Jonathan didn't listen to much before getting involved with the organization, but the one thing that he had in common was an appreciation of talent and culture. As a Cinema Arts School student Jonathan has done lots of work documenting the history of SHHO by shooting concerts and other events, and creating viral video campaigns. But even more so, he serves as a testament to how the organization and hip-hop has been able to bring people together for a creative cause.

Jonathon, Filmography major

Adele has been a supporter of the organization since day one. I know her not just as a hip-hop head; but also as a hip-hop activist. Six days a week she teaches hip-hop dance classes to young kids in her community. She was also one of the main people behind SHHO pushing for b-boy competitions and poetry slams as a part of the First Fridays Art Walk in Richmond. She has been a mentor and an inspiration behind all that SHHO stands for, and a vital member from the very beginning.

Adele, Dance/Choreography and African American Studies major

As a college student, Erik has probably interviewed more important players in the hip-hop game than some professional journalists out there. While part of the organization he has done interviews with Kid Cudi, Mick Boogie, U-N-I, Rik Cordero, Theophilus London, Dom Kennedy, and Asher Roth. He now interns for XXL, where I'm sure the things he's experienced as part of the Student Hip-Hop Organization will be a bit more helpful than things he's learned in his English classes.

Erik, Liberal Arts major

OVER



I don't know how to describe Neil. He's a creative ad student at VCU, trying to pursue a career as a copywriter. He likes words but doesn't fancy big ones. And he's always saying alliteration is his fucking favorite literary device. He told me that he decided he wanted to write when he started writing love notes in middle school, and they worked. That is Neil in a nutshell.



Blair is a woman I would not want to mess with. She is a natural born leader and has accomplished so much at such a young age. Blair founded the first branch off of SHHO at the College of William and Mary, which is a bit like trying to start a book club at a bar. On top of that she is running to be president of her sorority, she's an active member of the school's music committee, attends leadership conferences just about every other month, and despite all of this, she still manages to be a straight 'A' student. You can't help but to admire all she has accomplished.

Neil, Creative Advertising major



Usually the graphic design kids and the ad kids don't get along at school. They just see things different. Elijah's the peacemaker. He's a graphic design student who thinks like an ad student. He knows what looks good, but more importantly he's able to break down why it looks good. Despite looking like a modern day hippie, always wearing tank tops, and having waist length hair, he's also one of the more professional dudes you'll ever work with. Always calm and collected. Always available to provide clarity and good thoughts when needed.

Elijah, Graphic Design major

PRODUCT





B

STUDY



THE

AND



GREATS



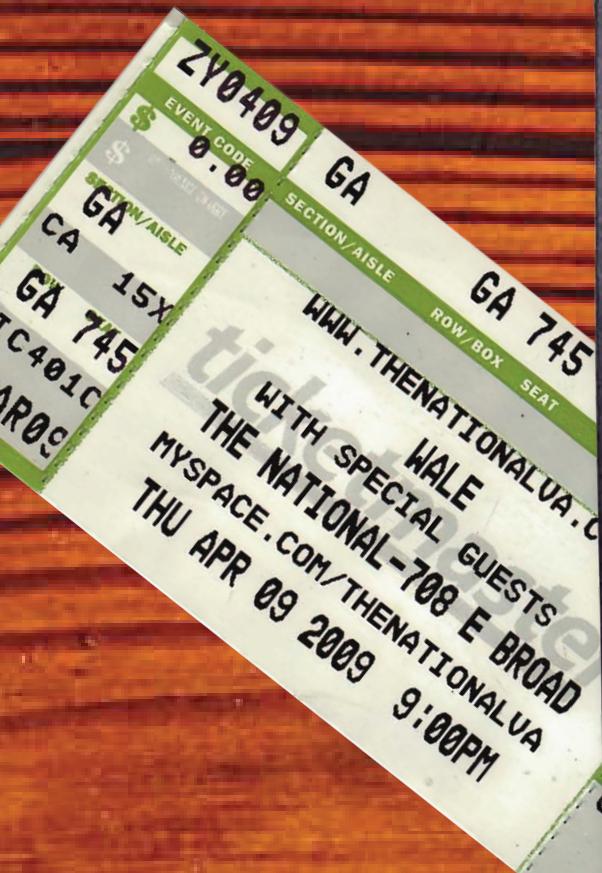
BE

GREATER

SIMPLY

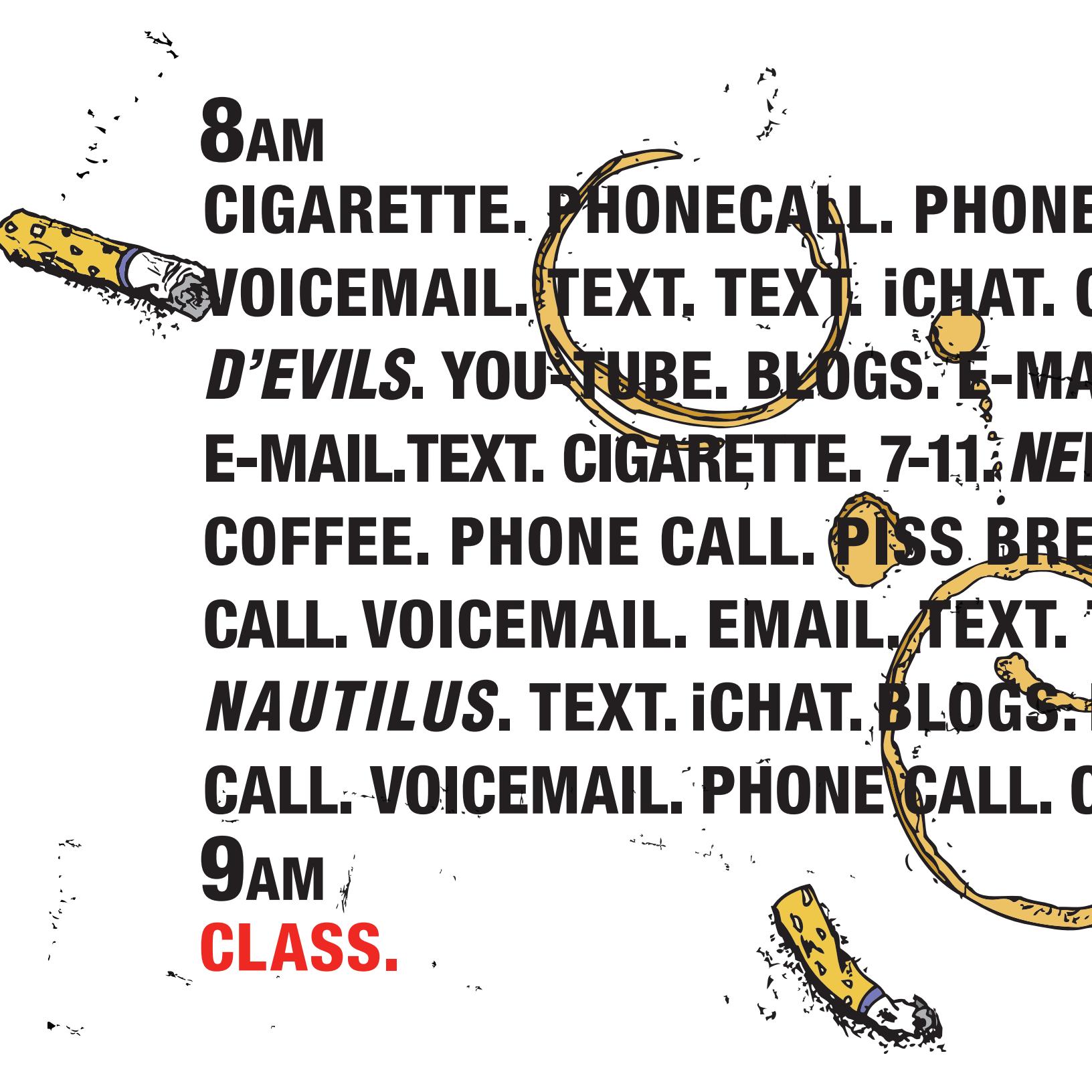
TALENT

DIY STATION



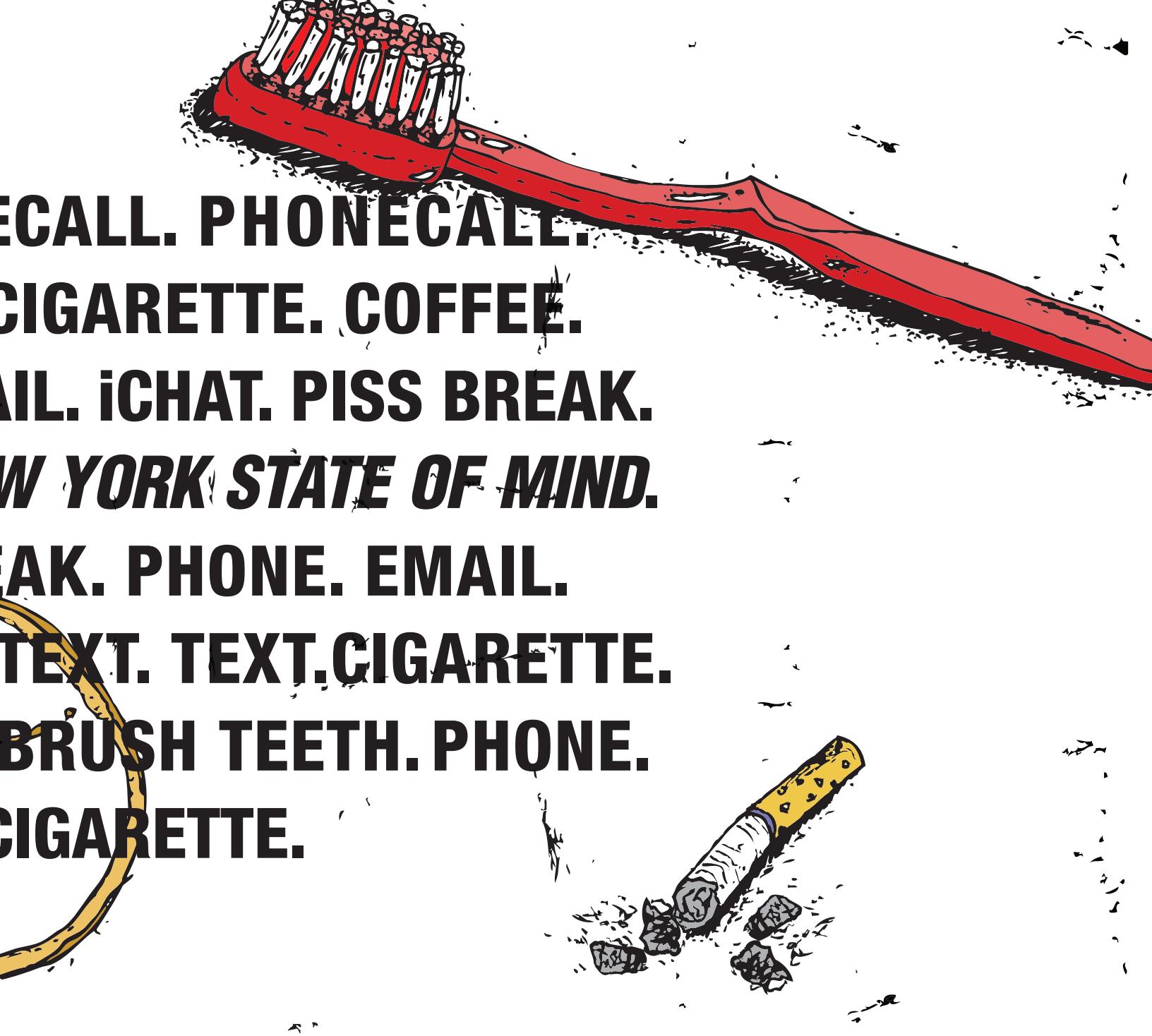
E OF MIND





8AM
CIGARETTE. PHONECALL. PHONE
VOICEMAIL. TEXT. TEXT. iCHAT. O
D'EVILS. YOU-TUBE. BLOGS. E-MAI
E-MAIL.TEXT. CIGARETTE. 7-11. NE
COFFEE. PHONE CALL. PISS BRE
CALL. VOICEMAIL. EMAIL. TEXT.
NAUTILUS. TEXT. iCHAT. BLOGS.
CALL. VOICEMAIL. PHONE CALL. O

9AM
CLASS.



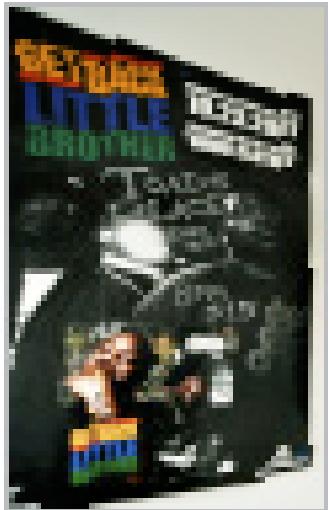
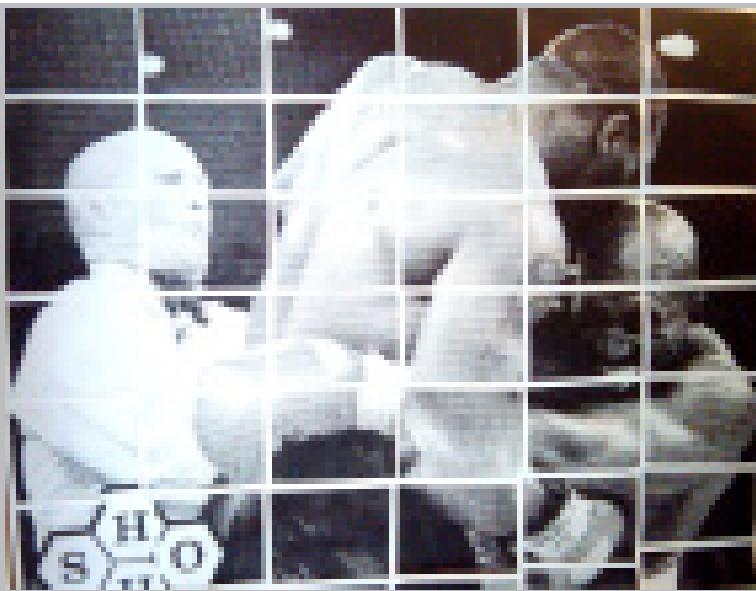
**ECALL. PHONECALL.
CIGARETTE. COFFEE.
AIL. iCHAT. PISS BREAK.
W YORK STATE OF MIND.
EAK. PHONE. EMAIL.
TEXT. TEXT. CIGARETTE.
BRUSH TEETH. PHONE.
CIGARETTE.**

THE MOST IMPORTANT THINGS ARE RARELY THE MOST INTERESTING. BUT SOMEONE HAS TO DO IT.





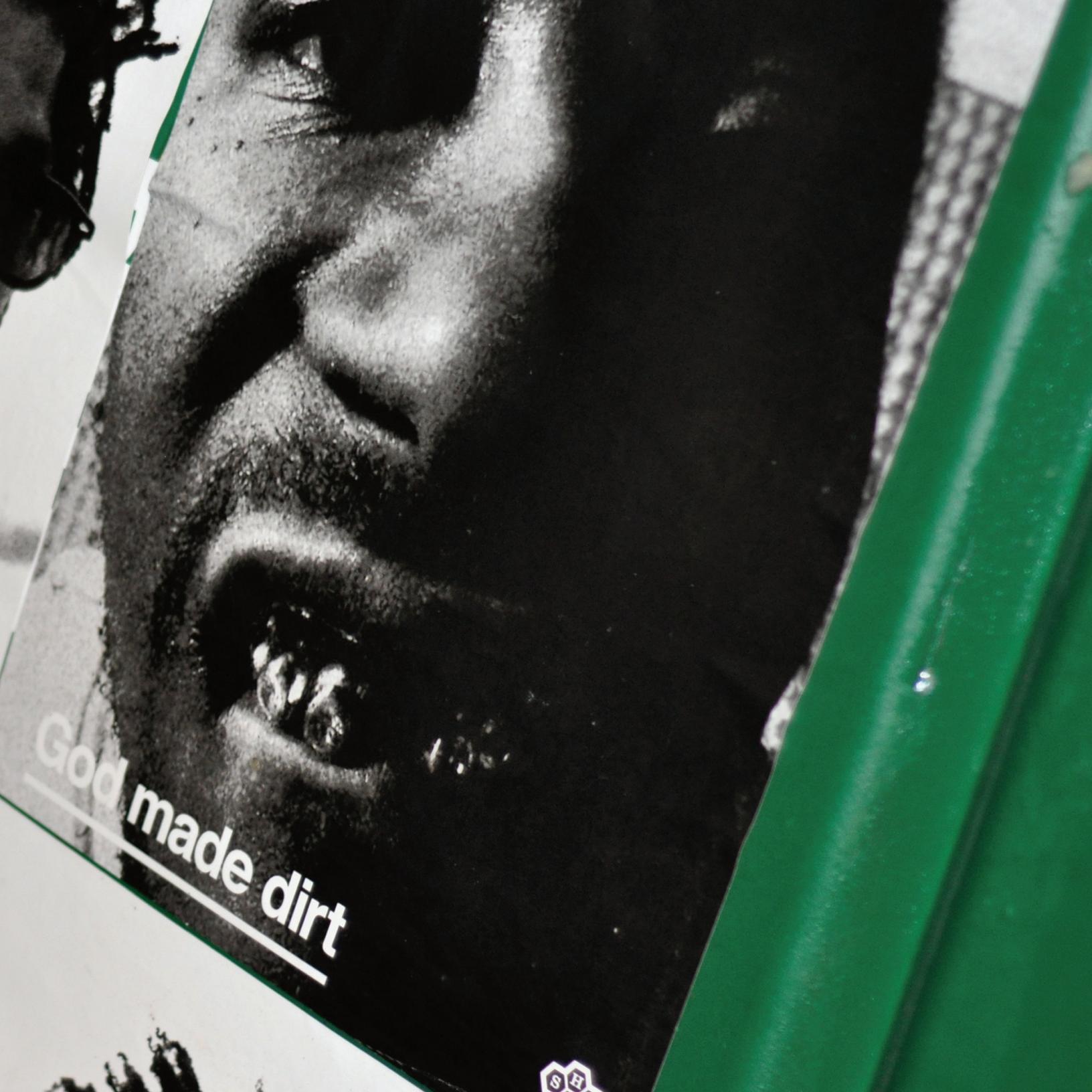






Pay for soup
Build a fort
Set that on fire





God made dirt



THE UNEXPECTED VARIABLE SHOULD ALWAYS BE EXPECTED

BE

COMPOSED
PERSISTENT
REMARKABLE





FIGHT

STUDENT HIP-HOP ORGANIZATION

INPUT

OUTPUT

2006 - ∞



SHHO flash drive







SHHO x Little Brother Concert at
Toad's Place, Richmond, VA



SHHO x UNI Concert at The
College of William & Mary

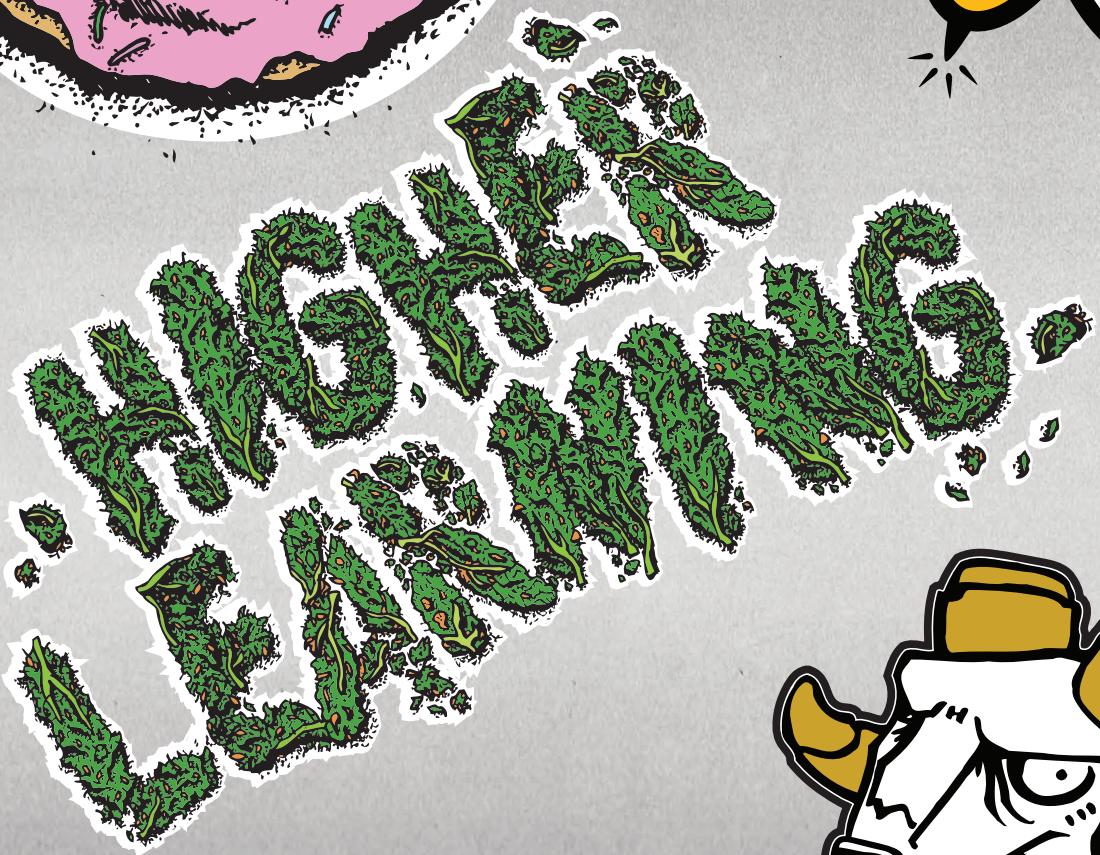


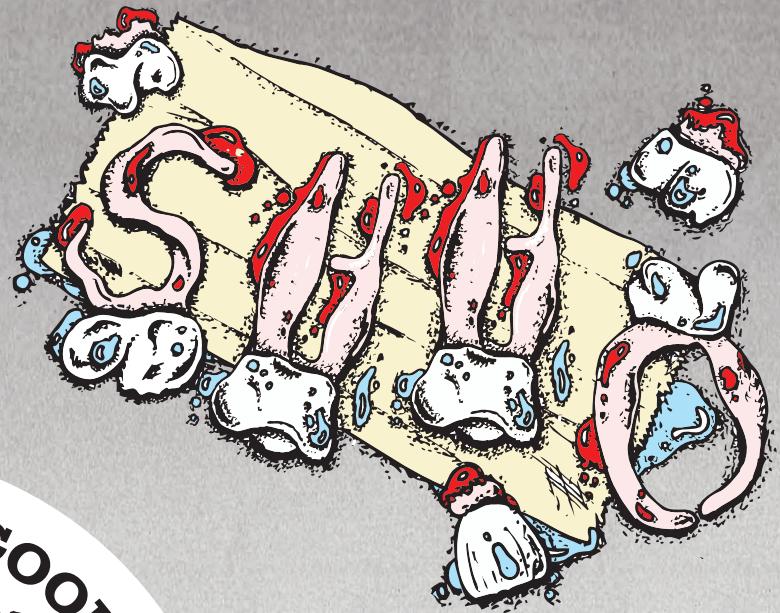
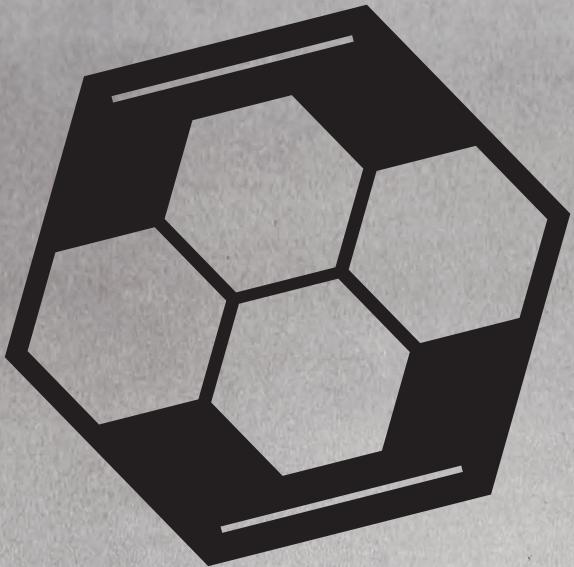


SHHO x First Friday Art Show
Limited Edition, Richmond, VA

SHHO x First Friday Art Show
Tea Company, Richmond, VA









Top: Niceklus F
Left: Tonya Morgan
Middle: Intalek
Right: Millz

SHHO Concert at
The College of William & Mary



SHHO x Kid Cudi Concert at
Virginia Commonwealth University



Post-concert interview at the
SHHO house



Cudi's first ever college concert





A photograph of a man with dark skin and short hair, wearing a blue and white plaid shirt and blue jeans. He is sitting on the hood of a red pickup truck, leaning forward with his arms resting on the hood. The truck has a chrome bumper and a license plate. The background is a light-colored wall.

*recover from
ADVERSITY and ADJUST
to unexpected
MISFORTUNE or CHANGE*

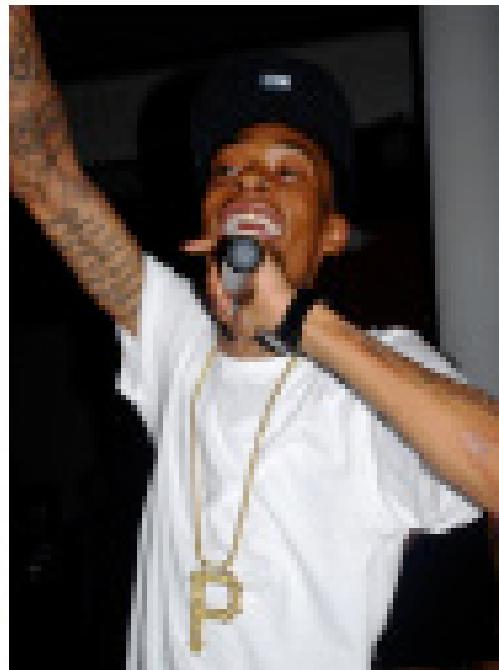
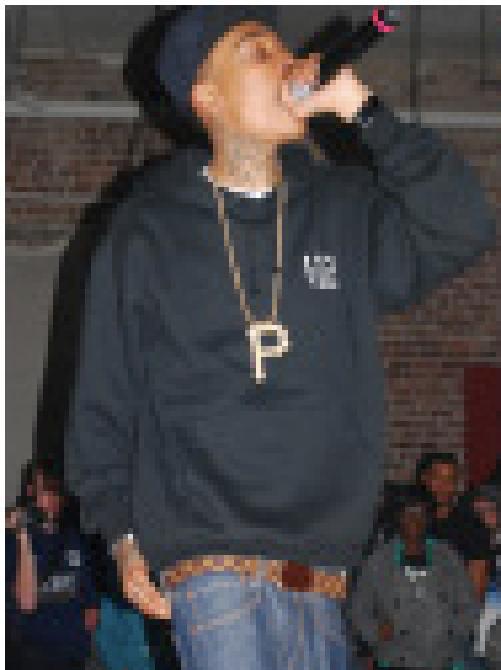
DIG DEEP



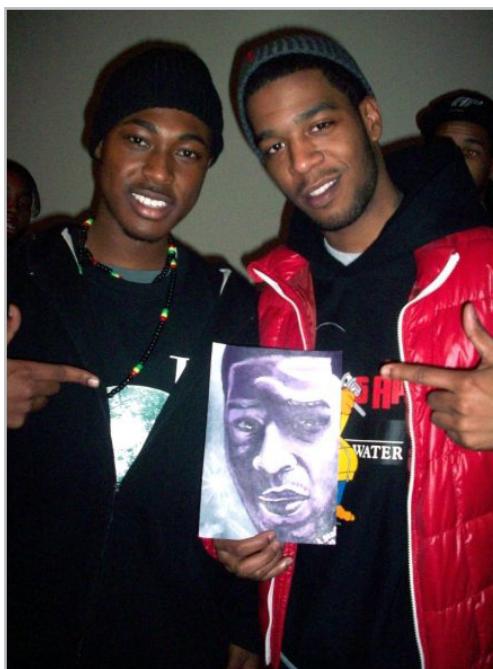
Photo: Instagram

Photo: Instagram

Photo: Instagram



SHHO College of William & Mary Chapter
J Dilla Foundation donation box





Raekwon interview at WVCW
Students of Hip-Hop Radio



Student Hip-Hop Organization
College of William & Mary Chapter



The Earthtone Crew
Richmond, VA

PRACTICE
vs
principle



WALKING & TALKING SINCE 2006







WE DO IT

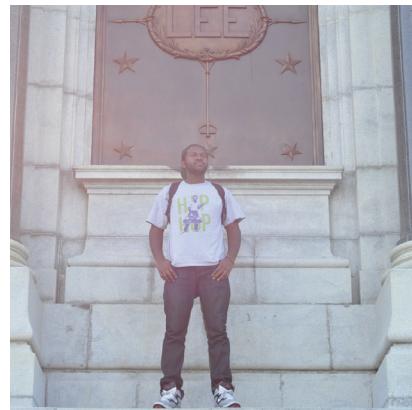
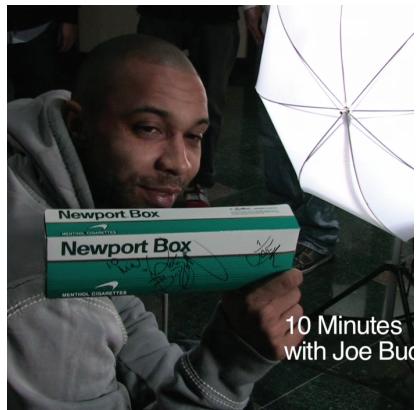
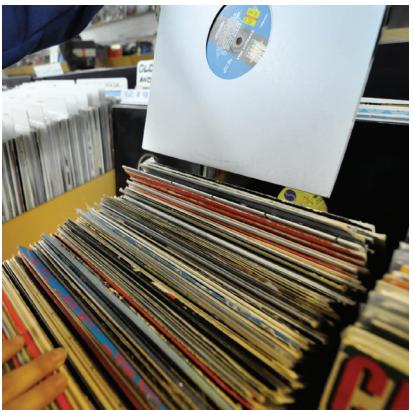
FOR OUR

Culture



OBSERVE
INNOVATORS
and
TASTEMAKERS





20



20

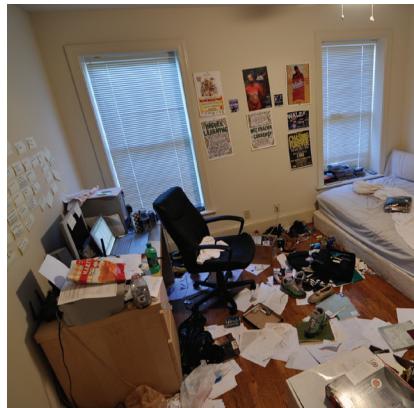
06

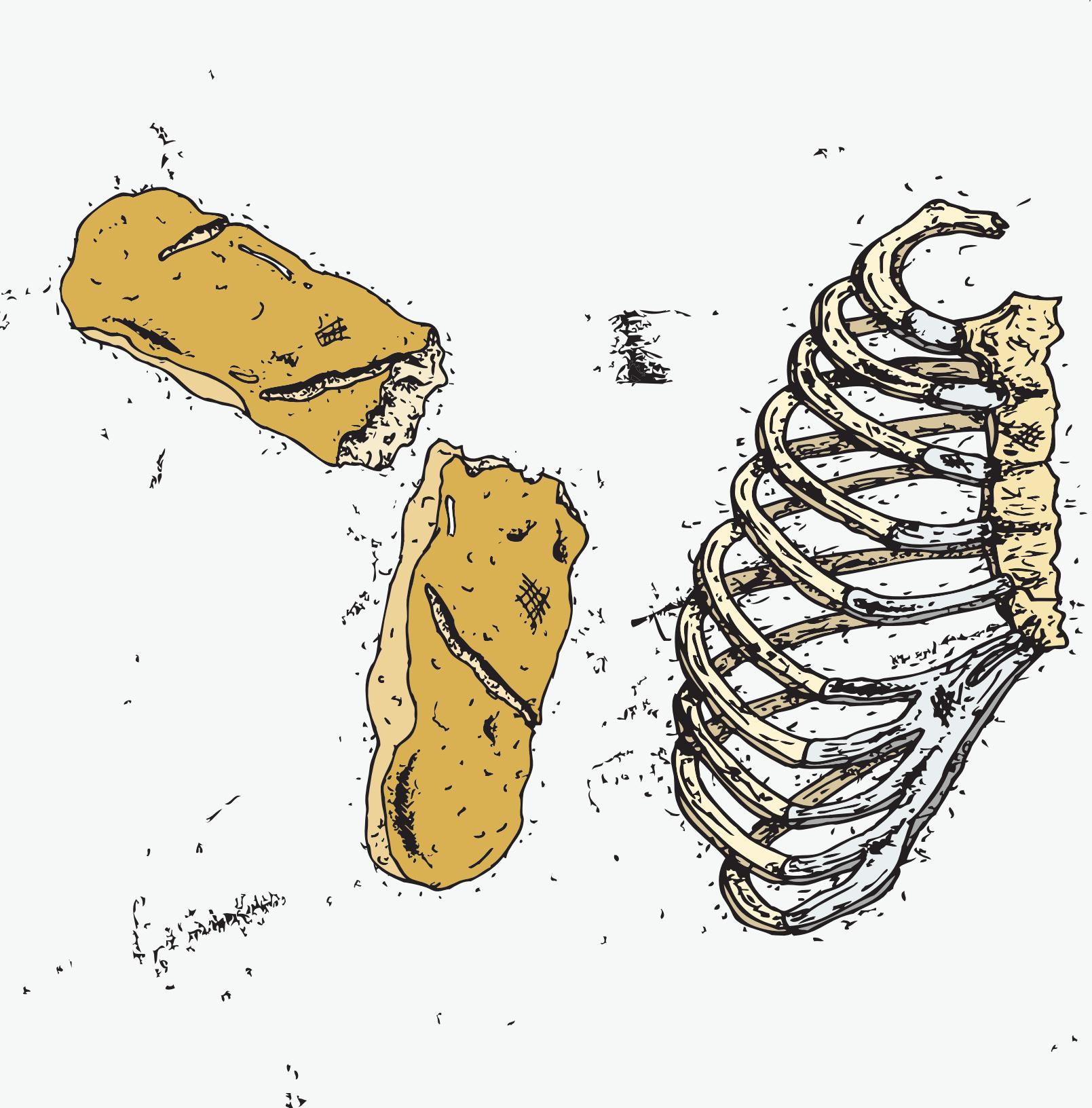


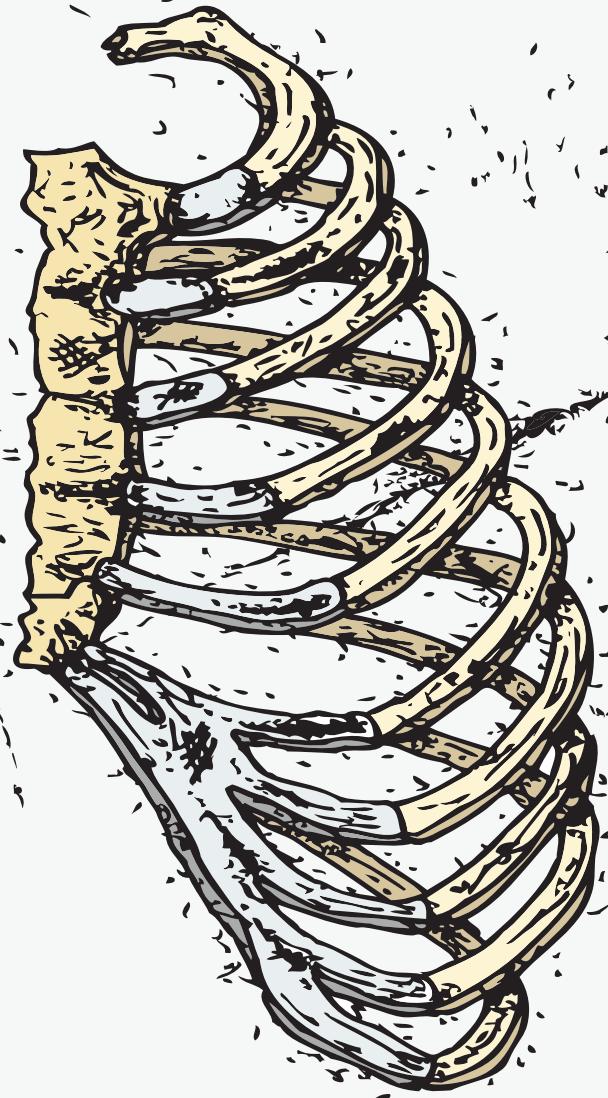
*Carry
on
Tradition*



10







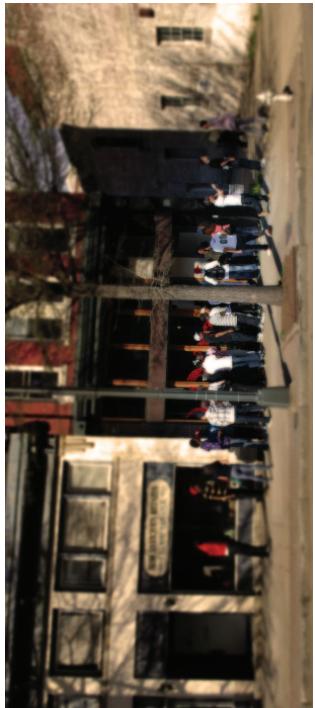
KEEP IT THOROUGH 

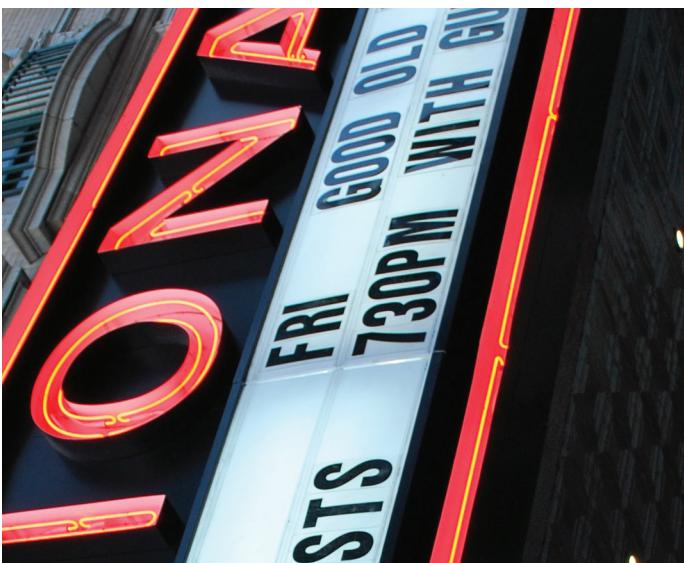




LABOR
OF
LOVE







BY ANY MEANS



MEANS
ESSARY

The image features a large, bold, orange rectangular area that serves as a background for the text. Overlaid on this orange area is a black and white photograph of a cluttered workshop or garage. The photograph shows shelves filled with various tools, equipment, and supplies. In the foreground, there's a dark, indistinct object, possibly a piece of machinery or a car part. The overall composition suggests a focus on the concept of 'means' or 'essary' in the context of work or craftsmanship.



DIRECTOR DUY NGUYEN
PRODUCER ARNOLD YUN
ASSISTANT DIRECTOR GERALD JOHANSEN
CAMERA D.C. KINGSTON
DANNY CAPORALETTI
MATT THOMPSON
REBECCA ZEE
SOUND RECORDIST DUSTY GRAVEER
ERICA BRESSLER
DOLLY GRIP MATTHEW ROBERT
EDITOR DOOKIE SANCHEZ
COLORIST DARIUS JOHNSON



Nickelus F music and viral video screenshots



Nickelus F mixtape branding and promotion



"It's important to have passion about the people/companies we work with and in turn, it's important for those people/companies to be passionate about what we do." *Jeff Staple*



Nickelus F x Commonwealth sponsorship and Season Premiere Mixtape Release Memorial Day cookout

SHHO Bridging The Gap Concert with Nickelus F and Skillz at The Camel Richmond, VA



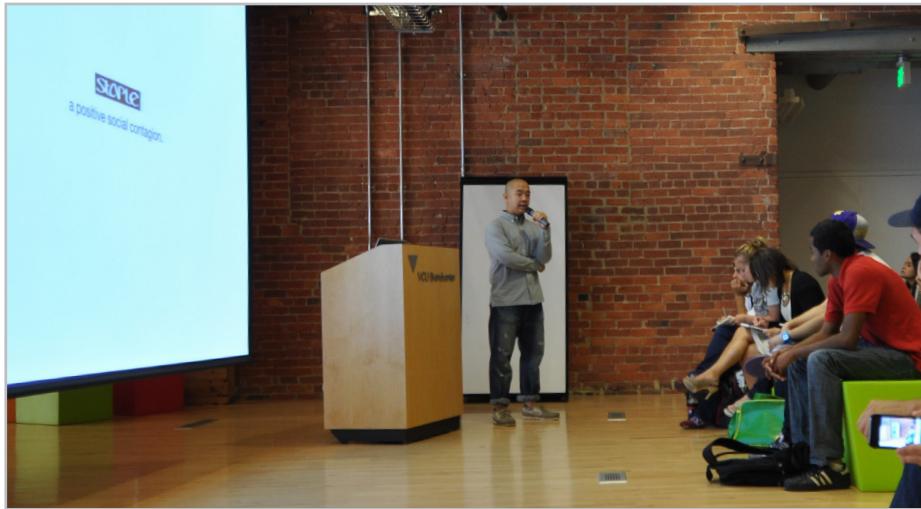


STUDENTS OF HIP-HOP

ESSENTIALLY, WE ARE GEEKS. WE STUDY, ANALYZE, DISCUSS, APPLY, LISTEN, AND LEARN ABOUT ANY AND EVERY ASPECT OF HIP-HOP CULTURE.



WWW.STUDENTSOFHIPHOP.COM



SHHO brought Jeff Staple to the Virginia Commonwealth University Brandcenter to talk design, business and passion.



"It's important to have passion about the people/companies we work with and in turn, it's important for those people/companies to be passionate about what we do."



rebellious
youth.

**the old
get numbers.**

4
years



SHHO



RICHMOND 2010
Going For Gold

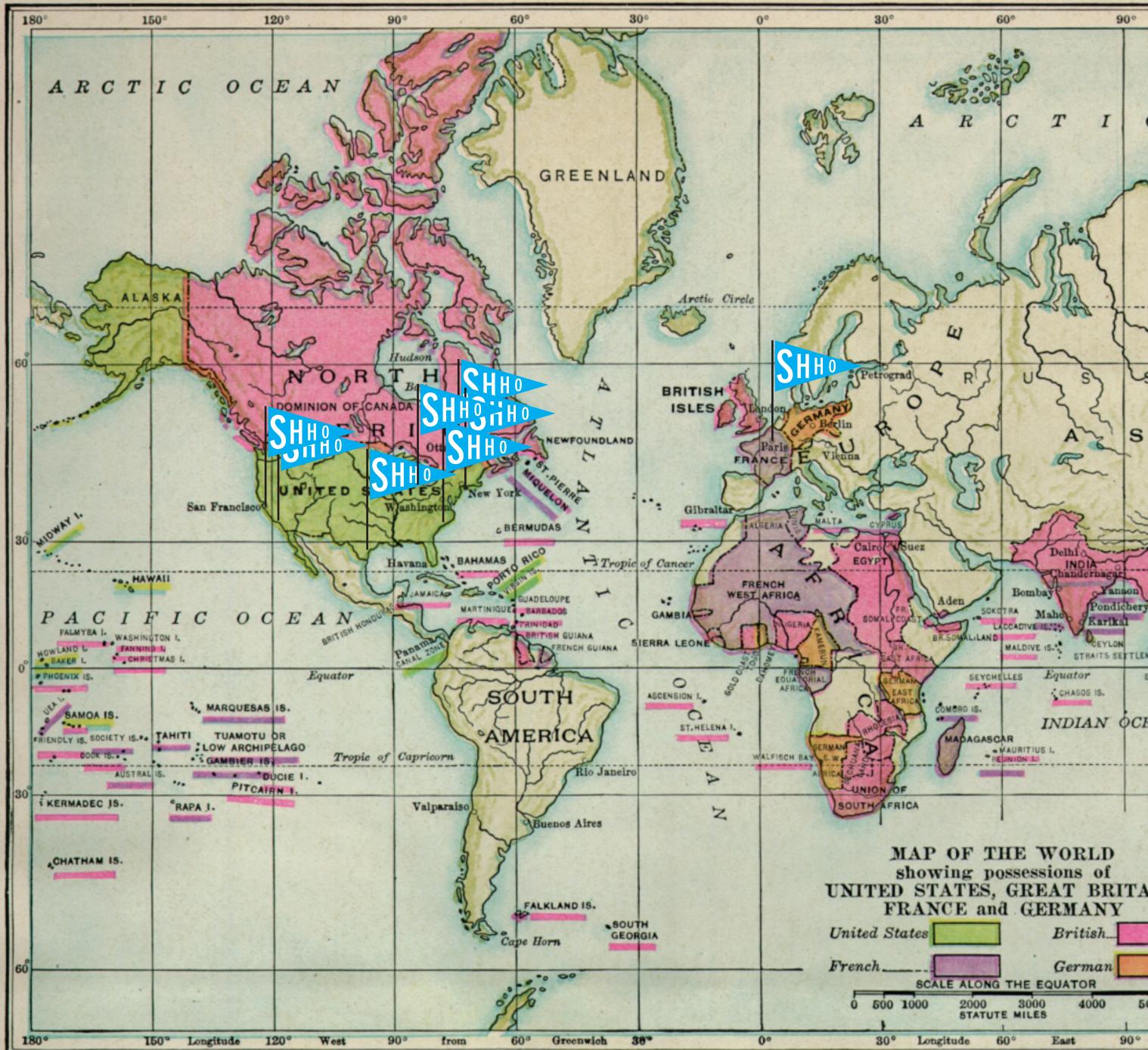


FIG. 1.



A COLLEGE KID HAD AN IDEA.

He told his homeys and they liked it. They liked it so much they SPREAD it to their homeys, who spread it to their homeys. It wasn't long before the idea became REALITY and the Student Hip-Hop Organization was founded. Over time, an unlikely mixture of TALENT would gravitate towards this idea. Then it really started to boom. A new scene began to EMERGE. It embodied the new generation of hip-hop. And it kept spreading.

WELCO

RICH

★ ★ ★ CAP

SHHO'S HEA



COME TO —
MOND
CITY ★ ★ ★
—
DQUARTERS



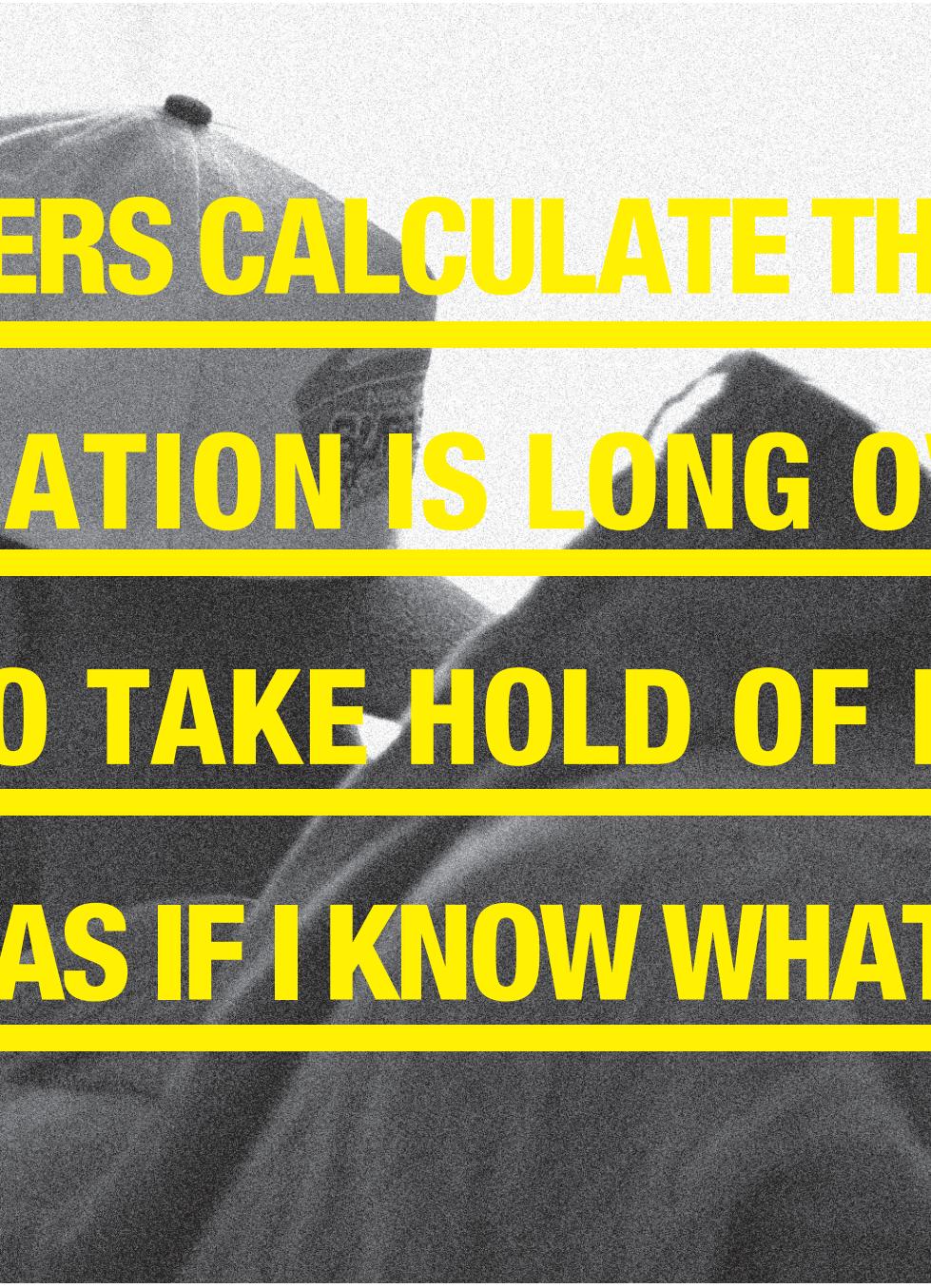
MEN LIE WOMAN LIE NUMBER

PLUS I FEEL THIS EXPLAN

SO WHO THE FUCK AM I TO

CONTROL MY OWN DESTINY A





ERS CALCULATE THE TRUTH

ATION IS LONG OVERDUE

O TAKE HOLD OF MY LIFE

AS IF I KNOW WHATS RIGHT



CULTIVAT

PLANTIN HARVESTIN

FEELS DI
TO WA
WITH A

TE MINDS

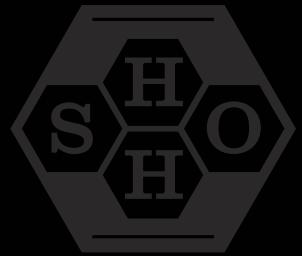
ING SEEDS }
ING DREAMS }

FFERENT
KE UP
MISSION





THE WORLD IS YOURS



WWW.STUDENTHIPHOPORG.COM