

ZEITWEITZ X THE COOL KIDS

BLOCK_MAGS

Artist ZEITWEITZ (Erica Weitz) and rap icons THE COOL KIDS are dropping a NFT collaboration on Zora called BLOCK MAGS. ZEITWEITZ and THE COOL KIDS came up together in the Chicago creative scene over a decade ago. Reunited in Los Angeles by the untimely passing of their dear friend, the two vowed to create together to honor her legacy.

THE COOL KIDS are your favorite rapper's favorite rappers-the OG influencers of hip-hop's golden past who are credited with bringing the Chicago hip-hop scene into the digital age.

Before Chuck Inglish and Mikey Rocks slid into each others DM's back in 2005, there was no way you could just be a regular kid and rap about self-expression and individualism. The guys hit the scene with some inclusive, "Be yourself and do your own shit" typa shit, and nothing has really changed.

THE COOL KIDS came in and opened the door for artists like Chance the Rapper, Vic Mensa, Gucci Mane, Kanye West, and even Lil B to be themselves in their own music and to feel good about it. Nobody told them to do that, they just did. They're cool like that.

ZEITWEITZ is a staple in the downtown LA art scene having both gallery and underground shows that expand the way we experience art. She pushes the boundaries of darkroom chemistry and creates one of a kind wet-plate photographs in the same process as the earliest images ever recorded. Working at the crossroads of experimental analogue and experimental digital she embodies alchemy in both spirit and science.

Together ZEITWEITZ x THE COOL KIDS are dropping BLOCK MAGS as a way to cross culture, time, and space. For BLOCK MAGS, a blockchain take on THE COOL KIDS's seminal track Black Mags. ZEITWEITZ photographed Chuck and Mikey in the fully analogue darkroom process of wet-plate collodion. Then trained an AI to take an art form from the past, morph it, and send it into the future by securing its place forever on the blockchain.

[ZORA.CO/ZEITWEITZ](https://zora.co/zeitweitz)

3/28/21 1:00PM PST

Clubhouse Launch Party
@sirmichaelrocks
@chuckisdope
@zeitweitz

3/29/21 7:00PM PST

Twitch Auction Closing
twitch.tv/mysteryschoolus

[BLOCKMAGS.COM](https://blockmags.com)

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