

Foot Locker

New York



COMMUNITY LINX: NYC EDITION

1.6.22 – 1.29.22



OVERVIEW

Community Rules Everything Around Me!

Community Linx NYC Edition, a workshop presented by Raekwon in partnership with Diadora, featured the hottest up and coming producers from NYC. Over the course of 5 weeks, we tapped in with 18 different local producers from NYC to help create the next viral beat and production for Raekwon. Led by Scram Jones with special guest Dave East, each producer was able to go through the workshop, exclusive to Foot Locker, and present their beat for feedback. Leading the class, DJ Saige and DJ TAJ took the honors! And as an additional plus up, each guest was seeded with Raekwon x Diadora Lifestyle 'Community Linx' NYC N9002!

Invitees were all aspiring, local producers who are part of tomorrow's generation of new talent. This ensured that they understood the jargon used in the curriculum as well their knowledge and basic understanding of the programs use for course work. InHouse leveraged its existing network of upcoming producers / DJs in NYC. All participants were required to sign a release form provided to InHouse by Foot Locker Legal team.

Raekwon and Dave East were present for the interactive virtual activation moment to critique each producer's work, provide feedback, and facilitate a Q&A led by Scram Jones. Attendees were also gifted a pair of the freshly released Diadora x Raekwon sneaker collaboration. Full activation prep, communications, pre-event logistics management, ROS creation, & execution were handled by InHouse. Pre-event planning & logistics began in early December 2021 and the interactive virtual activation with Raekwon was held on January 29th, 2022.

All creative, design, & production was executed by InHouse.



INVITEES

Invitees for this program were exclusively selected from InHouse's vast network. These participants are tied to music and sneakers daily and expressed gratitude and excitement for an invitation to as well as completing the program. The exclusive created group of 18 participants greatly benefited from this experience and added value to the Diadora x Raekwon sneaker release via social media posts during and after the final day on January 29, 2022. Each guest confirmed for the program included the following:

Track Beats (@trakbeats)

G Wiz (@digwiz)

Mike Medium (@djmikemedium)

Lil' Taj (@djliltaj)

Boogie Blind (@boogieblind)

Jo Wabbie (@jowabbie)

Rishi Rex (@djrishirex)

V2J (@vijay_v2j)

Young Mozart (@djiyoungmozartnyc)

DJ Moka (@iamdjmoka)

Hank Beverly (@hankbyerly)

Hensley (@hensley.sg)

Bobby Blue (@birthdayaudio)

CJ Shallow (@cjshallow_)

DJ Saige (@djsaige)

DJ Triple Threat (@djtriplethreat)

Dom Stacks (@domstaxx)



SUPPORTING PARTNERS



Raekwon

@raekwon 

1.2m followers



Scram Jones

@scramjones 

103k followers



Dave East

@daveeast 

3.2m followers



CREATIVE & DESIGN CONCEPTS

1. **PROJECT MANAGEMENT** - weekly communications between all entities, contracts and agreements with all involved entities, participant waivers, documentation oversight and management, run of show creation, weekly management of program, creative input.
2. **COURSE CURRICULUM CREATION** -worked with Scram Jones to create a detailed 4 week course curriculum.
3. **WEEKLY COURSE MANAGEMENT** - managed digitally via Zoom.
4. **CONTENT CAPTURE TEAM** - included video, photo, and recap deck. Content team was on site to capture shoe deliveries in real time.
5. **VIRTUAL ACTIVATION EVENT** - due to unforeseen weather and talent schedules, InHouse pivoted the grand finale moment to be hosted via Zoom. Participants played their beats for Raekwon and Dave East who were both in attendance. At the end of the activation, participants were given the opportunity to engage in a Q&A with Raekwon and Dave East and provide feedback on the program.



SESSIONS

Session #	1	2	3	4
Date	01.06.22	01.13.22	01.20.22	01.27.22
Focus	Exploring Music Production With Scram Jones	Creating Drum Beats & Learning to Loop Beats	Creating Melody	Mixing & Mastering Tracks
Zoom Link	https://us02web.zoom.us/j/83587973371?pwd=ZOR3ZWRITzZOaHBDbVFNL2tqZHpTUT09	https://us02web.zoom.us/j/83587973371?pwd=ZOR3ZWRITzZOaHBDbVFNL2tqZHpTUT09	https://us02web.zoom.us/j/83587973371?pwd=ZOR3ZWRITzZOaHBDbVFNL2tqZHpTUT09	https://us02web.zoom.us/j/83587973371?pwd=ZOR3ZWRITzZOaHBDbVFNL2tqZHpTUT09
Participant Login Time	6pm	6pm	6pm	6pm
Raekwon Call Time	5:55pm	5:55pm	5:55pm	5:55pm



SESSION 1: EXPLORING MUSIC PRODUCTION WITH SCRAM JONES

CURRICULUM OVERVIEW

- Connection between deejaying and production
- Program goals
- Equipment used
- Pros and cons of experiences with different DAWs/drum machines
- Discuss loops verse creating original
- Drums vs melodies (which is more important/first)
- Collaborating vs working alone (w/ other producers/artists)
- Music genres
- Establish BPM for a beat for Dave East or Raekwon (85-95)
- Q&A with Scram Jones
- Follow up with a drum track assignment (just percussion)



SESSION 1: EXPLORING MUSIC PRODUCTION WITH SCRAM JONES

HIGHLIGHTS

- Raekwon joined and was part of entire session
- Nearly every participant spoke with Raekwon 1-on-1 and provided their personal background, work as a producer or DJ, and personal goal of from this program.
- Scram Jones elevated the energy and built excitement in the room to open the course
- Participants were assigned their first assignment to create a "Boom Bap" beat in the BPM range of 90 - 100
- Showcased a diverse group of the next generation of music producers in New York
- All participants shared their social media pages in the Zoom chat to create a community among the participants



SESSION 2: CREATING DRUM BEATS & LOOPS

CURRICULUM OVERVIEW

- Presented drum tracks to class for analyzation/production on both technical and creative process
- Importance of selecting the right sounds , right drums, creating a drum swing
- Transposing /filtering sounds
- Intros and outros
- Leaving pockets for the rapper
- Voice memos for flow ideas/patterns
- Fills
- References
- Follow up with an assignment to add sounds/melodies to beat

Drum and Bass -160-180

Open Hats	
Close Hats	
Tom	
Snare	
Kick	
Sub Kick	



SESSION 2: CREATING DRUM BEATS & LOOPS

HIGHLIGHTS

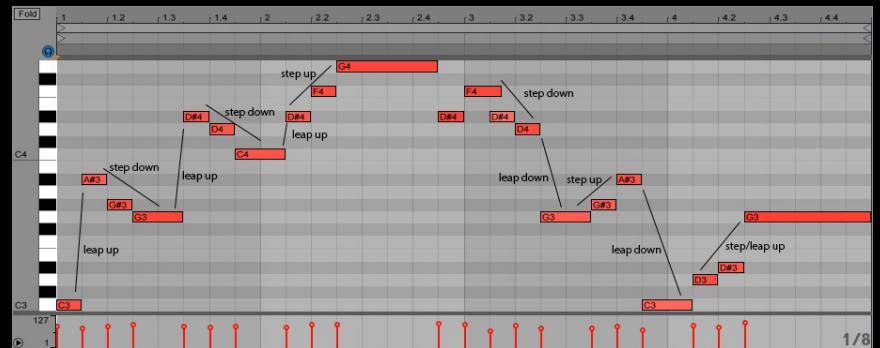
- Raekwon joined and was able to speak to participants who were introducing themselves (carry over from session 1)
- 14 participants submitted their drum beat
- Scram Jones was able to listen to all beats that were submitted and critique each beat in real time with technical advice and feedback
- Participants utilized the chat to discuss their favorite VSTs and platforms to find original melody loops



SESSION 3: CREATING MELODY

CURRICULUM OVERVIEW

- Present melody's with drums - discussing techniques
- Discuss mixing and best speakers
- Using references to help get sound right
- Sequencing beat
- How to create intros
- Best plug ins and VST?
- Adding in chorus ideas
- Vocal References and the importance of melody and pattern over lyrics ("not what u say but how u say it")
- Use of autotune /voice memo for references
- Vocal chains
- ProTools



SESSION 3: CREATING MELODY

HIGHLIGHTS

- DJ Enuff of the Heavy Hitters was able to join the conversation on National DJ day to give some feedback to the producers
- 12 participants submitted their beat with melody
- Scram Jones listened to all beats that were submitted and critique each beat in real time with technical advice and feedback
- Participants utilized the chat to discuss their favorite platforms to find their favorite sounds and offered great advice and support to all other participants



SESSION 4: MIXING & MASTERING TRACKS

CURRICULUM OVERVIEW

- Importance of properly mixing and mastering a track
- Different EQ settings/preset that Scram prefers
- Provide examples of specific songs whose sound was impacted by the way it was mixed and mastered
- Mix and master a beat to show students what a difference in can make in how the song actually sounds and or performs



SESSION 4: MIXING & MASTERING TRACKS

HIGHLIGHTS

- 10 participants submitted their final beat and a second version with Raekwon vocals to reference how he would sound on their beat
- Scram Jones listened to all beats that were submitted and critiqued each beat in real time with technical advice to ensure each beat was custom tailored to Raekwon's ear.
- Participants utilized the chat to discuss their find back on final beats and how they sounded with Raekwon vocals being played over top their instrumental.
- Showcase the Diadora sneakers that each participant was going to receive on camera



DIGITAL CLASSROOM

1 hour class weekly

6:00PM: Class Goes Lives

6:05PM: (5) minute grace period for participants to login

6:06PM: (10) minute conversation about upcoming curriculum and guidance on necessary instruction

6:16PM: (35) minute course instruction

6:51PM: (10) minutes for creative conversation/questions/feedback

*Classes were hosted via Zoom webinar mode meaning allowing for communication via chat and a video feed of the moderator as the main screen

- All sessions recorded upon start
- All participants let in from meeting room on mute
- Participants can communicate with each other during session via the chat
- InHouse representative provided a brief intro to initiate each session
- Scram Jones will be in spotlight for all users once session begins
- If Scram engages in conversation with users, they will be spotlighted into conversation as well
- Any files shares were done via the chat
- All media that needs to be played will be played by Scram Jones via his screen share



ZOOM WAITING ROOM

Welcome

Please find a few notes about this evening's program below:

- All participants will be let in from meeting room on mute
- Participants can communicate with each other during session via the chat unless otherwise noted
- Any files shares will be done via the chat

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New York



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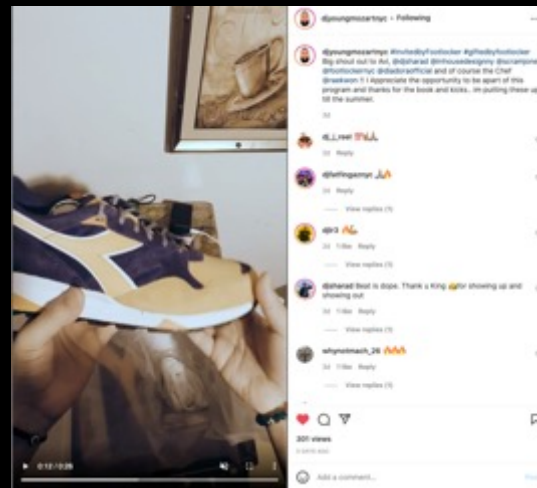
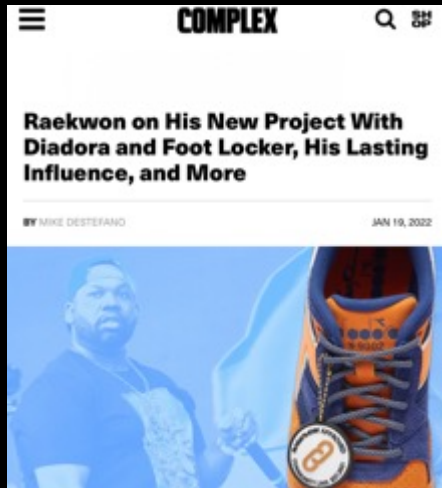
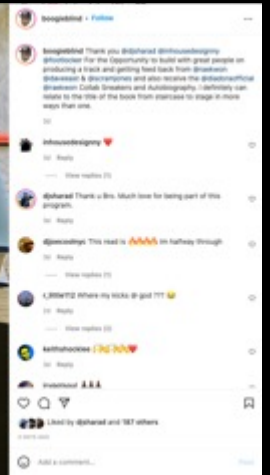
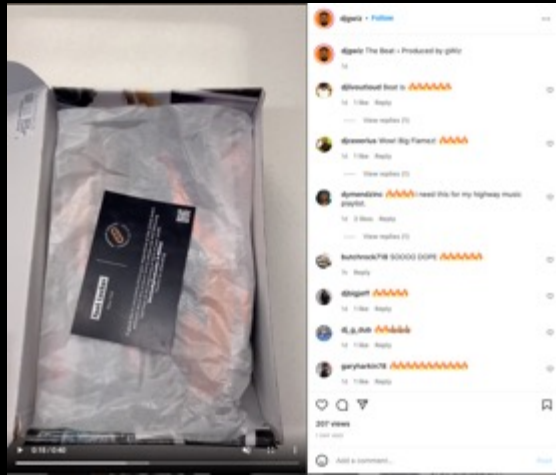


PROGRAMMING PIVOT

- Due to the severe weather, and out of an abundance of caution the in store activation was shifted to a virtual activation via Zoom
- All 18 participants had the opportunity to play their final beat for Raekwon and Dave East virtually and receive feedback in real time
- Upon completion of the virtual activation, each of the 16 participants were delivered and gifted their pair of sneakers by the InHouse team. (Target date: January 30th) The delivery will be captured by InHouse's content team and will be put together in a content piece that will also incorporate the previous 5 virtual sessions.
- The highest rated producer had a 1 on 1 Facetime with Raekwon.
- Participants were notified of this programming change at the start of our final session on Thursday January 27th, 2022.



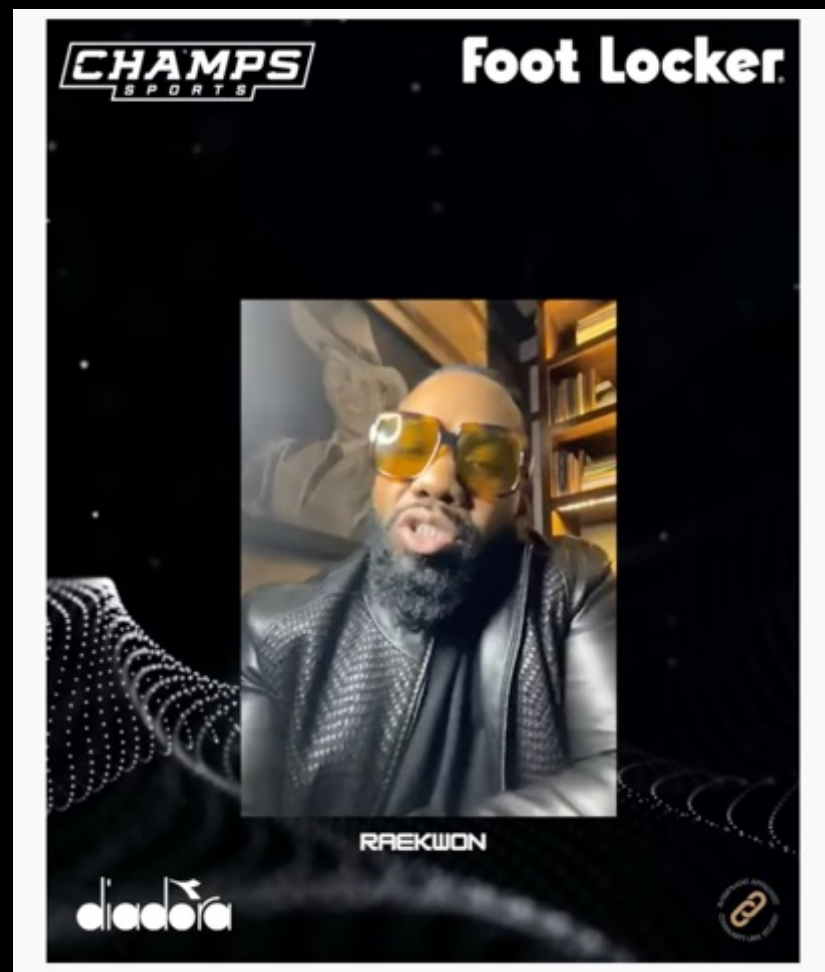
ENGAGEMENT



Can you speak a little bit about this new project you have going on with Diadora and Foot Locker? Foot Locker and Diadora, I feel like, is part of hip-hop culture and sneakers. Diadora has definitely been a brand that I grew up on and this whole project that we are doing is to empower our community and just give back to these kids in a way where fashion and culture meet. Basically, just give opportunities to these youngsters and make these youngsters have entrepreneurial dreams and visions of doing the things they love to do. So that's pretty much what we came together for. This was a project that I was deeply impassioned by and I brought the idea to Foot Locker and Diadora. They loved that I was going with it and they wanted to be a part of this journey.



RECAP REEL



Click image to view video

RAEKWON & DIADORA PRESENTS: "COMMUNITY LINX" NYC EDITION - 1.6.22 - 1.29.22



CONTACT US

Sharad Bhavnani

Project Lead

sharad@inhouse.design

Arun Datta

Production Management

arun@inhouse.design

Avi Vaswani

Project Management

avi@inhouse.design

InHouse

18 Cain Drive

Plainview, NY 11803

516.496.2217

[@inhousedesignny](https://www.instagram.com/inhousedesignny)

Rohan Samtani

Creative

rohan@inhouse.design

Karan Jaspal

Logistics

karan@inhouse.design

Nisha Bhavnani

Business Development

nisha@inhouse.design

