

BOND/
360 presents

SHAKE THE DUST

directed by Adam Sjöberg

executive produced by Nasir "Nas" Jones

featuring music from Common, Talib Kweli & Nas



85 mins

www.shakethedust.org

Publicity Contact

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"What these kids are doing around the world reminds me why I fell in love with hip-hop and how important it is as a creative and constructive outlet. After hearing Adam's vision for this project and hearing the stories, I was incredibly excited to help bring the film to global audiences who need to hear this surprising message of empowerment." **Nasir "Nas" Jones**

SYNOPSIS

SHAKE THE DUST is a feature documentary film from director and photographer Adam Sjöberg and rap superstar Nasir "Nas" Jones about breakdancing and hip-hop culture in the most unlikely places. Ugandan b-boy Karim narrates this visually stunning tale that weaves a colorful, cultural tapestry of dance, music and stories from the drug-and-poverty battered streets of Cambodia, the untouched wild landscape of Yemen, the almost utopian hip-hop scene in the underground of Colombia, and the embattled and poverty-stricken streets of Uganda.

SHAKE THE DUST serves to illuminate the complicated but transcendent history of hip-hop itself. The story follows groups of b-boys, b-girls and hip hop artists in each of these struggling cultures who have surprisingly yet refreshingly found a voice of empowerment, resistance, and community strength in the world of hip-hop.

Hip-hop music, and the acrobatic breakdancing culture that arose in tandem with it, may have started on the streets of The Bronx, but its reach is now decidedly worldwide. **SHAKE THE DUST** chronicles the influence of breakdancing, exploring how it strikes a resonant chord in the slums, favelas and ghettos of the world and far beyond with a universally-appealing energy.

With an all-embracing soundtrack of international hip-hop samples (including original music by Nas created for the film) and some of the most jaw-dropping breakdancing moves ever committed to film, **SHAKE THE DUST** is an inspiring tribute to the uplifting power of music and movement. By highlighting the stories and moves of some of the most talented breakdance crews in the poorest urban neighborhoods of Colombia, Yemen, Uganda, and Cambodia, Sjöberg weaves together the stories of rappers, DJs, and b-boys across three continents, revealing how breakdancing today acts as a positive force for social change.

DIRECTORS STATEMENT

Over the past several years I've had the opportunity to travel globally on both personal and professional film and photography projects that have taken me to over 60 countries. Through the course of my travels, I've seen a great deal of human suffering. I've commuted through the dark streets of Northern Uganda with children that were avoiding abduction at the hands of rebel armies. I've seen the atrocities of the Southeast Asian human sex trade. I've photographed Burmese refugees and listened to their stories of oppression, sat with North Korean refugees, and spent time in Haiti in the wake of the recent quake.

Paradoxically, I've also witnessed great hope and endurance in the midst of such suffering. I've seen joy and camaraderie in the face of adversity, and resilience amidst complete uncertainty of survival.

Many filmmakers enter into a place of crisis, and, with a multitude of motives good and bad, endeavor to capture nothing but agony and despair. My goal with **SHAKE THE DUST** is to demonstrate that suffering is indeed present in these third-world countries, but it is not the majority of what is there. When we are able to glimpse the whole of their experience— to taste their daily life, and seek to understand their culture, we can then truly show compassion. This, I believe, will be the catalyst to stir us into action.

SHAKE THE DUST uses breakdancing to show commonality in cultures that are affected by war, disease, and poverty. It seeks to paint a picture of the struggles the characters have— but only as a backdrop to the real story— one of hope and beauty.

I began small, filming in the Bronx in New York, and immersing myself in the hip-hop community, modern dialogue, and culture. The first major chunk of production began over a two month period when I traveled to Uganda, Egypt and Yemen to document small communities of breakdancers who were changing their cities and countries for good through their dance, words, and, more importantly, their social consciousness that hip-hop has a way of awakening the soul. The project eventually took me to Colombia and Cambodia as well.

As grassroots interest in the film began to grow, so did media interest in the project. BBC World News, GOOD Magazine, WIRED Magazine and many hip-hop media outlets covered the film-in-progress, and TEDx even highlighted the film. Eventually hip-hop pioneer and rap superstar, Nas, was compelled by the project and jumped on board as a creative executive producer.

BIOGRAPHIES OF KEY CAST AND CREW

Director, Adam Sjöberg

Photographer and filmmaker Adam Sjöberg has traveled to over 60 countries covering conflict and natural disaster, design and architecture, beauty and suffering, light and darkness.

His work is imbued with his unique personal touch – and an intimacy with his characters – and Adam’s voice as a storyteller has been recognized most recently as GOOD magazine’s GOOD 100 for storytelling. His projects have been featured by dozens of international outlets including BBC World News, WIRED magazine, PASTE Magazine, ESPN Magazine, the CBS Evening News and he has collaborated with a broad range of talent – from orphans and refugees, to the likes of NFL great Troy Polamalu and rap superstar Nasir (Nas) Jones.

He travels three quarters of the year but is based in Los Angeles.

Producer, David Jacobson

David Jacobson is an independent producer & entertainment executive who most recently produced the global breakdancing & hip-hop documentary **SHAKE THE DUST**, directed by Adam Sjöberg. The story follows groups of B-Boys and B-Girls on the streets of Colombia, Cambodia, Uganda, and Yemen and gives a fresh look at the power of community, dance, and hip-hop as tools for positive social change.

Prior to that, David was responsible for Co-Producing the high profile independent feature film, *Lee Daniels’ The Butler*, directed by Lee Daniels and starring Oprah Winfrey, Forest Whitaker, Robin Williams, Jane Fonda, John Cusack, Alan Rickman, Liev Schreiber, Cuba Gooding, Jr., Terrence Howard, Lenny Kravitz, and Mariah Carey. He was instrumental in structuring and raising over \$32-million in independent financing for the project, produced on-set through all of principal photography in Louisiana, and helped oversee post-production and delivery to The Weinstein Company, who bought the film in an auction scenario. The film has gone on to win number one in North American box office in its first three weekends and gross over \$175-million worldwide.

He also recently partnered with Dave Stewart’s innovative content, music, and tech studio, *Dave Stewart Entertainment*, as head of business strategies and to run development and production for the feature and TV division. Among other projects, David is currently overseeing the film *A Hole in the Fence* created by Stewart & Ringo Starr, a new music-competition format

at NBC, the film *Zombie on Broadway* written by Cole Haddon, and the development of the First Artist Bank (FAB), the first financial services platform built for the creative industries.

David was previously Director of Development at Laura Ziskin Productions based at Sony Pictures where he supported a diverse slate of film and television projects in the Studio & independent spaces including the development of *Madly in Love*, written by two time Academy-Award winning screenwriter Alvin Sargent; *Enron* based on the hit British play by Lucy Prebble; *Pioneer Woman* based on the popular blog; and a remake of the award-winning German film *The Robber*.

Prior to serving as an executive at the company David worked for 3 years as Laura Ziskin's assistant and worked alongside the producers on *The Amazing Spider Man*, directed by Marc Webb and starring Andrew Garfield & Emma Stone. He also worked on the two groundbreaking Stand Up 2 Cancer telethons which aired on ABC, NBC, CBS, FOX, HBO, Discovery, E!, Showtime and several other networks and helped raise over \$180 million towards accelerated cancer research.

Executive Producer, Nasir "Nas" Jones

Ever since a 17-year-old Nasir Bin Olu Dara Jones appeared on Main Source's 1991 classic "Live at the Barbeque," hip-hop would be irrevocably changed. Nas. Gifted poet. Confessor. Agitator. Metaphor master. Street's disciple. Political firebrand. Tongue-twisting genius. With music in his blood courtesy of famed blues musician father Olu Dara, the self-taught trumpeter attracted crowds with his playing at age 4, wrote his first verse at age 7 and, with 1994's *Illmatic*, created one of the greatest hip-hop albums of all time before he could legally drink. Two decades on, Nas remains an incendiary, outspoken and brutally candid rapper on the recently released *Life is Good*, his tenth album and sixth to debut at the top of the Billboard 200.

BOND/360 PRESENTS

SHAKE THE DUST

A LOOSE LUGGAGE MEDIA AND REQUIRED READING PRODUCTION

AN ADAM SJÖBERG FILM

IN ASSOCIATION WITH
DAVE STEWART ENTERTAINMENT
CONTINENTAL MEDIA
WILD HAIR MEDIA

EXECUTIVE PRODUCER
NASIR "NAS" JONES

EXECUTIVE PRODUCERS
MATTHEW SHREDER
JAMES ANDREW FELTS

EXECUTIVE PRODUCERS
SEAN TABIBIAN
IRA & ANDREA LIPPKE
RYAN MILLSAP
MICHAEL P. GOMEZ
WINN & LINDYE GALLOWAY

PRODUCED BY DAVID JACOBSON

DIRECTED BY ADAM SJÖBERG

narrated by
KARIM LOKWA

edited by
MARIANA BLANCO
ADAM SJÖBERG
NOAM KROLL

music by
SEAN C. DIMOND

CRAWL

FEATURING

| | |
|----------------------------|---------------------------------------|
| DJ FRESH | Colombia |
| DON POPO | La Familia Ayara, Colombia |
| ABRAMZ TEKYA | Breakdance Project Uganda |
| AJ | Yemen |
| KK | Tiny Toones, Cambodia |
| SHORT | Tiny Toones, Cambodia |
| RAFAEL/B-BOY FUEGO KING | Kings of the Floor, Colombia |
| RODOMIRO/B-BOY ÑAÑA | Kings of the Floor, Colombia |
| ERICK/B-BOY FULL MOON | Breakdance Project Uganda |
| FAHAD/B-BOY SKY | Breakdance Project Uganda |
| MOHAMMED ALMANA | Blast Boys, Yemen |
| FARES/B-BOY FIFA | Blast Boys/Rock’N’City Crew, Yeman |
| B-BOY SLICK | Tiny Toones, Cambodia |
| B-BOY SUICIDE | Tiny Toones, Cambodia |
| CAMILLA/B-GIRL KILLER | NF/Estilogia Crew |
| B-GIRL TIBISAY | Kings of the Floor, Colombia |

Additional Photography

LAURA KASINOF

KIBUUKA MUKISA OSCAR

JAMES PEARSON

PATRICK MEADE JONES

ABRAMZ TEKYA

Production Manager –
Colombia

RACHEL GRAVES

Production Manager –
Uganda

ABRAMZ TEKYA

Production Manager –
Yemen

LAURA KASINOF

Production Manager –
Egypt

JESSICA RIVERA

Additional Music by

ZADOK WARTES

Key Colorist

CHRIS CHAMPEAU

Supervising Sound
Editor/Designer

NED DOUGLAS

Additional Sound Editor

SCOTT CAMPBELL

Main Title Design

RYAN WEHNER

Translation/Transcript

JESSICA HOWEN MCBRIDE

RACHEL GRAVES

THE FILMMAKERS WOULD LIKE TO THANK:

ABRAMZ TEKYA

FERNANDA BLANCO

ANTHONY SALEH

ALEX HOLMES

TOM FINN

RYAN SANABANI

SEANNE WINSLOW WEHRENFENNIG

JOE REHFELD

JASON REHFELD

TROY POLAMALU

NADIA ABDULAZIZ AL-SAKKAF

DAVE STEWART

Production legal services provided by
SHEPPARD, MULLIN, RICHTER & HAMPTON

Worldwide Sales by
CONTINENTAL MEDIA

MUSIC

“Get By”

Performed by Talib Kweli
Courtesy of Rawkus Entertainment
Under license from Universal Music Enterprises

“The Corner” (feat. The Last Poets)

Performed by Common
Courtesy of Geffen Records
Under license from Universal Music Enterprises

“Simplistic”

Performed by PraCh
Courtesy of Majestic Records

“Africaanthem”

Performed by Ruyonga
Courtesy of Ruyonga

“Masra7 Deeb”

Performed by Deeb
Courtesy of Mohammed el Deeb

“I Can”

Performed by Nas
Courtesy of Columbia Records

“Guns & Roses”

Performed by Vince Staples
Courtesy of Blacksmith Records

“Kyendi Kyendi”

Performed by Sylvester & Abramz
Courtesy of Abramz Tekya

“God Love Us Hood”

Performed by Nas
Courtesy of Columbia Records

“Alamna Marfou3”
Performed by Deeb feat Edd
Courtesy of Mohammed el Deeb

A special dedication is made to
CAMP BREAKERZ in Gaza City, who –
after several attempts to film in Gaza –
were not included in this story,
and to all the other B-boys and B-girls
around the world whose singular voice
this film attempts to amplify.

Filmed on location in Colombia, Cambodia, Uganda, and Yemen.

Edited in Los Angeles, CA, U.S.A.

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