

Gonna Sip That Sip, Hit That Dip: The Emerging Queer Hip Hop Movement

A film by **CHASSON GRACIE** and **WILLYUM BECK**



Running time: 12:59

Website: www.graciemgtproductions.com

Link: www.vimeo.com/123702157

Production: Gracie Management Productions™ (USA)

Date of completion: March 2015

Country of filming: USA

Picture format: Color

Aspect ratio: 1.85 (USA)

Exhibition format: DVD, .MOV (Quicktime), BLU-RAY

Main dialogue language: English

Press contact

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Logline

This is a short documentary about an emerging scene, which is on the verge of becoming mainstream – the queer hip-hop scene. In addition to documenting the scene, we also wanted to challenge the assumption that the 'queer hip hop' movement is progressing solely because the US is more open to homosexuality compared to 10 years ago. The ethnographic/interview approach uncovered a plethora of other variables that can be attributed to the increased visibility and success of gay hip-hop artists and the broader movement.

Production notes

From being right in the house of two of the stars of the queer hip-hop movement as the exchanged banter about what has led us to the scene, to having Jay Boogie freestyle on a Manhattan street, and then have it become the basis for his underground hit "Go Joel" to having Stas THEE Boss wax poetically about mores and norms of society that have an impact on this movement, it was a ride, to say the least!

Director statement

There was a time when the US was a society very focused on a melting pot ideology, one in which people all melt into one, but as time has gone on, and we have become a more diverse society, we have moved more towards cultural pluralism, a structure in which smaller groups within a larger society continue to keep their identities and are accepted by the larger society, and thus producing a myriad of subcultures. "Gonna Sip That Sip, Hit That Dip: The Emerging Queer Hip Hop Movement" explores a subculture that, by all indications, is about to move from sub to some greater foothold in mainstream society. I was curious to understand what were the cultural norms of those who are part of the movement; I also needed to comprehend at a more macro level what has happened in society to allow these artists to flourish today. While there are traditional interviews in this documentary, much of it was done using ethnographic methods to gain insight into the queer hip hop movement. It involved participant observation and direct observation, which helped further reject the hypothesis that the success of the movement was simply about the acceptance of homosexuality today. While it plays a role, there is a plethora of other explanations.



Team

Chasson Gracie: Director, Editor

Chasson is an 11-time award winning market researcher/strategist, who has been lauded in various industries for the use of innovative research techniques to obtain deep human understandings and expose cultural truths that are not always evident. Being inspired by the various subcultures that now exist in American society, along with the move towards cultural pluralism at a societal level, Chasson decided to start a series of short documentaries, using visual anthropological techniques, to bring various subcultures to life for a broader audience.

Willyum Beck: Art director, Collaborating director

Willyum is an Art Director and designer born in San Francisco. Primarily influenced by fashion, music, technology and Internet culture, he often uses found images to allegorically enact personal memories, experiences, ideas and cultural contact using both traditional and nonconventional methods as a visual artist. His digitally-based works often take on a cinematic quality, which has led to an interest in film and video. He studied Graphic Design at The Art Institute of Portland and Photography at Grady College of Journalism and Mass Communication at the University of Georgia in Athens. He has exhibited internationally in galleries on and offline including The Wall at the Photographers' Gallery in London, UK, The Joy Of GIF Internet Exhibit and to.be's Pop-up Market for The Emoji Art & Design Show.

Marcel Salas: Producer, Cinematographer/DP

Marcel is a proud native of Brooklyn, New York. She is currently obtaining her PhD in Cultural and Visual Anthropology at New York University. She is interested in studying the racial discourse of American media industries such as marketing and advertising. In doing so, Marcel seeks to understand the role that marketing industries play in shaping broader societal concepts of race. When she's not studying, you can find Marcel either watching a documentary, eating pizza or doing yoga.



About company

Gracie Management Productions™, a division of Gracie Management™, is a contemporary production firm that focuses on documenting how American society is changing from the philosophy of a melting pot to one of cultural pluralism, and we look to document this change, and what it means, in our productions. If you would like to contact us to learn more or hire Gracie Management Productions to help with your storytelling needs, you can send us [here](#) or fill out this [form](#).

Programming descriptors

Type: Movie (Theatrical)

Categories: Documentary, Short

Genres: Documentary, Music

Niches: African American, Black, LGBTQ

Credits

Artists: Cakes Da Killa, Contessa Stuto (CUNT MAFIA), Jay Boogie, Nappy Nina (Post-Traumatic Slaves), Ryann Holmes (bklyn boihood), Stas THEE Boss (THEESatisfaction)

Creative Director: Chasson Gracie, Willyum Beck

Art Director: Willyum Beck

Producer: Marcel Salas

Creative Assistant: Chad Hammer

Editor: Adam Shalz

Research: Chasson Gracie, Marcel Salas

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