

WU-TANG CLAN



WU-TANG IS FOR THE CHILDREN -O.D.B

Coming from Staten Island, New York the Wu-Tang Clan burst into the hip-hop scene in 1993 with their hit album "Enter the Wu-Tang (36 Chambers)" in an era where the world of hip-hop was overtaken by Dr. Dre's G-funk. With the debut of this album, the Wu-Tang Clan has turned the concept of a hip-hop crew inside out which is one of the reasons why they are the most revolutionary rap group of the mid 90's. New York rap's sound was boring in comparison to the west coast's G-funk sounds led by Dr. Dre and Snoop Dogg. But the New York rap scene changed when a band of nine rugged rap rebels with kung fu inspired names released their first single independently titled "Protect Ya Neck". This rap group was built as a loose congregation of eight MC's named RZA, GZA, O.D.B, Method Man, Raekwon, Ghostface Killah, U-God, Inspectah Deck. The group was not only built to succeed as a group but also individually and this became a reality when members of the group succeeded with their own solo albums. After the success of their debut album, the Wu-Tang clan went on and released a total of seven studio albums as a group up to this day. Wu Tang clan will also go on and influence the rappers of the future like no other group before them. Rappers like Jay-Z, and Kanye West are among the many known rappers of today to have shown the Wu-Tang influence in their music.

The Wu-Tang clan's ventures are not limited only into the music industry. The great rap group is one of the first ones to have their own fashion line called "Wu wear". This fashion line was carried and sold in major department stores as well as their own official outlets. A limited-edition Wu-Tang clan shoe was also released through the sneaker giant Nike. The rap group also took on the video game industry when the video game called "Wu-Tang Clan: Shaolin Style" was also released for the Sony PlayStation console in 1999. With all of their success in various industries and the fact that the clan is still together making music to this day, the Wu-Tang Clan has proved that they are the most versatile rap group of the 90's. I chose to do this project about the Wu-Tang Clan not only because of their significance in the whole hip-hop culture but also because of their longevity and tenacity in the music industry. The group has proved time and time again that Wu-Tang really is forever. My research went very smoothly for this project because there is a lot of available information about this rap group. I chose the font Bard for their name logo to stay true and authentic to their brand. I used Futura for the body text in the poster because it works really well with the design. Blow Brush and Juice fonts were also used which are graffiti fonts to stay true with the 90's hip-hop feel because hip-hop and graffiti are synonymous with each other in the 90's. Finally, I used Grissom free which is an insect typeface. This font was used for the bee value off the typeface because the Wu-Tang Clan were also known as killer bees.



90'S HIP-HOP

