

PRESS KIT



MUSIC VIDEO LAUNCH

CAN COMMUNITY
ARTS
NETWORK



City of Stirling
City of Choice



Australia
Council
for the Arts

Department of
Local Government, Sport
and Cultural Industries





Now Sounds workshop with young people from Kununurra // credit CAN team

PRESS CONTACTS

Michelle White

Platforming and Partnerships
Community Arts Network
michelle@can.org.au
+61 410 845 885

Scott Griffiths 'Optamus'

Producer
Hip Hop Artist
optamus@y7mail.com
+61 439 916 399

Shenali Perera

Associate Producer
Community Arts Network
shenali@can.org.au
+61 430 463 303

BRIEF SYNOPSIS

Your Way is a vibrant new hip-hop song and video clip produced collaboratively by students from First Nations and multicultural backgrounds as a celebration of their diversity.

The song is also unique in that its creative development spans almost 3000 kilometres - from the Perth suburbs of Cannington and Balga, to as far north as Kununurra.

Connecting together participants of Indigenous Australian, Pacific Islander, African, Asian, European and Latin American heritage, the project's content is cross-cultural and multilingual;

building intercultural friendships, and celebrating the experiences and ambitions of Western Australia's diverse communities.

Now Sounds is a flagship community youth hip-hop project proudly produced and delivered by Community Arts Network in partnership with a team of leading West Australian artists.



Now Sounds workshop with students from Balga Senior High School featuring Optamus, Flewnt, and Mubanga Culture
// credit CAN team

ABOUT THE PROJECT

Now Sounds is an intercultural dance, music, lyric writing and video project delivered by Hip-Hop artists Optamus (Scott Griffiths) and Flewnt (Josh Eggington), Afro Dance Choreographer Mubunga Culture, Musical Artist Anesu (Anesu Matondo), Artist Jayla Davey, Cultural Consultant and Curator Nawoola Davey, Director and Videographer Bernice Jiang and Cover Art by Rubeun Yorkshire.

The project involved a series of creative workshops facilitated at local schools and community centres in each of the three regions of the project.

“The students developed a range of skills, including beat-making, lyric-writing and rapping, dance, choreography, performance and music video making, while collaboratively producing a song and music video.” Said Associate Producer Shenali Perera.

Over a period of six months and under the gentle guidance of the Now Sounds team, students wrote, recorded and helped produce an original hip-hop song that was then elevated with an accompanying video clip produced by Bernice Jiang.

The song is called *Your Way* and the scale of it is epic!

6 rappers, 70-80 singers, 3 drummers, 1 bass player, 3 guitarists, 2 keyboardists, 5 ableton producers, 40 djembe players, 50 percussionists and 1 whistle flautist!

Now Sounds is supported by the Department of Local Government, Sport and Cultural Industries, the Australia Council for the Arts, the City of Canning, the City of Stirling, Alexandra & Lloyd Martin Family Foundation and the launch is proudly supported by Event Cinemas.



Now Sounds launch event (top row L to R): Singers Khoi, Angel, Aaliyah and artistic facilitators Shenali Perera, Mubanga Culture (bottom row) Singer Jimin and artistic facilitator Anesu Matondo // credit Edwin Sitt

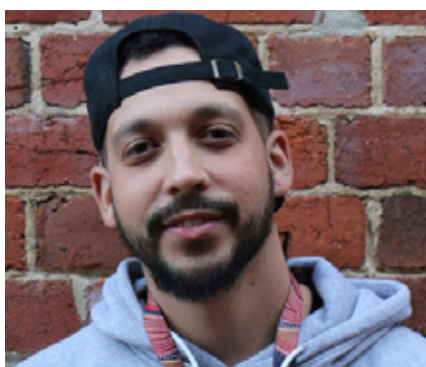
ARTISTS



Scott Griffiths Optamus
Producer / Artist

A renowned music producer, youth worker, and award-winning rapper who is part of beloved hip-hop group Downsyde. Scott is the lead artist and producer.

Scott has 17 years experience working in youth centres, prisons, schools and remote communities in Australia.



Joshua Eggington Flewnt
Artist

Josh "Flewnt" Eggington a Noongar and Wongi man, activist and hip-hop artist is empowering and educating Indigenous youth and the wider Australian community on culture and truth-telling through hip-hop music.



Anesu Matondo
Artist

Born in Zimbabwe & raised in Perth, Anesu is a transgender hip-hop artist that draws influences from both those worlds. Performing with a live band, Anesu uses thoughtful storytelling to explore themes of queer & cultural identity.



Mubanga Culture

Artist

Mubanga is a Zambian-born dance teacher, choreographer and youth worker who teaches 'Afro-fusion' – a unique style of African dance that blends various tradition.



Bernice Jiang

Film Director and Videographer

Bernice Jiang is a Chinese Australian director and photographer based in Boorloo (Perth) and Gadigal Land (Sydney) Australia.



Shenali Perera

Associate Producer / CAN Community Development Manager

Shenali Perera is a Sri Lankan-Australian visual artist and writer. She is motivated by healing, community and voicing truth to power.



Jayla Davey

Artist



Rubeun Yorkshire

Illustrator: Cover Art



Nawoola Davey

Kununurra Cultural Consultant and Curator





Now Sounds launch event (L to R) featured singers Khoi, Aaliyah, Angel, Jimin and Abbas // credit Edwin Sitt

NOW SOUNDS PARTICIPANTS

FEATURED SINGERS

Angel
Aaliyah
Khoi
Jimin
Shan Shan
Kohi

BEATBOX

Abbas

DRUMS

Brayden
Korbin

PRODUCER/BASS

Innocent

PARTICIPANTS

Aaliyah Nestoridis
Abbas Yossef
Alfred Kamara
Ali Ibrahimi
Alisa Pilipitsevich
Angel (Ira) Hill
Asingwe Luwange

Batull Adem
Beer Jodo Omot
Brayden White
Breeanna Johnson
Connor-John Stephen (Will)
Darlington Muteyanga
Dyc Anh Khoi Nguyen
Ehlaular Soe
Fatimah Meisam
Florence Machingura
Gemwil Baldomar
Hayden Couch
Hayley Bucar
Hniang Tha Cing Melody
Htee Klay
Iman Idris
Innocent Bizimana
Jamie White
Jazila Muhwezayi
Jimin Pham
Justine Nshimirimana
Korbin Mynard
Lachlan Bucar Lai Minh Jlieu
Laura Harrison
Lenny-Travis Reid
Luusam (Lulu) Biriya Birhane

Ma Say Blat
Munira Ridwan Abdulhakim
Nakita Rugumeza
Natchaya Khohan
Nazwan Narahmad
Oleh Shalko
Paige Kidd
Phuoc Dai Tran
Quce Tran
Rahela Ahmadi
Samaa Salih
Samuel Williams
Seed Kafesu
Shakila Naibi
Sher Nattu
Simon Tual Mang Hat Zanh
Srinighi Shrestha
Stephen Siang Lian Thery
Sununtha Sing-Se
Tikarerei Dan Ekebati
Trieu Quoc Nguyen
Uyen Trang (Aries) Ngo
Valentina Pimenta Goncalves
Vianecile S Rojar
Youda Yvette Bocaig Keane
Zuhur Ali Abdall



Now Sounds Launch Event, Angel Hill // credit Edwin Sitt



Now Sounds Launch Event, Seed Kafesu // credit Edwin Sitt



Now Sounds Launch Event // credit Edwin Sitt

MEDIA LINKS



[Music Track and
Core Information](#)



[Media Photos](#)



[Cover Art by
Rubeun Yorkshire](#)