



Sugarhill's 1st Annual Rapper's Convention at 369th Regiment Armory

Date

1981

Primary Maker

Sugar Hill Gang

Medium

paper (fiber product); ink

Description

This black and white, photocopied handbill advertises Sugar Hill Records' 1st Annual Rappers Convention at New York's 369th Regiment Armory on May 9, 1981. Top billing for the conference went to the Sugarhill Gang, the first rap recording artists to achieve mainstream success with their 1979 single "Rapper's Delight." The group was assembled by Sugar Hill label owner, Sylvia Robinson, who was inspired by her son's enthusiasm for hip-hop, the New York music style popular in clubs and street parties in

the late 1970s. Also advertised on the handbill is the all-female MC crew The Sequence. Unusual in the hip-hop scene not only because they were female MCs, but also because they were from South Carolina and most performers, at that time, were from New York. Among the other top billed performers are the Crash Crew, Spoonie Gee, and the Treacherous 3. The R&B band T.S. Monk, led by Thelonius Monk, Jr., son of the legendary jazz performer of the same name, is also listed as a performer. Hip-hop handbills and posters, like this one, sometimes listed invited guests. These acts were not guaranteed to perform but listing them on the handbill gave the event added appeal. [A black and white handbill featuring a list of performers and special guests, date, and location collaged with photographs of the headlining performers]

Dimensions

Overall (HWD): 8 5/8 × 5 5/8 in. (21.908 × 14.288 cm)