

A close-up, low-angle shot of a person's face, likely a woman, with a warm, golden-brown color palette. The person's eyes are closed, and their expression is serene. A white silhouette of a city skyline is overlaid on the center of the image, containing the text 'B.RICKS & DJ HONES' and 'NUAMSTERDAM PROJECT' in a stylized, blocky font.

B.RICKS & DJ HONES
NUAMSTERDAM
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music



NU AMSTERDAM PROJECT

Separately, they are hip hop in its purest forms - two turntables and a microphone. Together they are the NU AMSTERDAM PROJECT, a new movement in hip hop formed by DJ/producer Hones[Ah-Nes] and MC, Barron Ricks. NU Amsterdam came about in mid-2000s, Hones was making noise as a DJ on the Manhattan nightclub scene and B-Ricks was coming off success as a former member of Cypress Hill/Call O' Da Wild. A chance meeting through mutual friends inspired the project. "I knew from the beginning that we were going to go a different way than what we were used to - out the box," says B-Ricks. "Collaborations between American rappers and European artists are happening more now than ever. As hip hop became more mainstream in the US, it also grew in the EU," adds DJ Hones.

The name, NU Amsterdam, is a nod to Harlem, the neighborhood where the two met and its European connection. But the NU in NU Amsterdam symbolizes so much more. "It's a NU day. Hell, it's a NU decade. And that's the approach that we taking with our music," says Hones. The music is a unique blend of old and new; grit and glamour; comedy and reality; rap and soul. NU Amsterdam's first single, "Clap", is a feel good club track with a 1950's California meets Uptown Harlem vibe.

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ON TOUR

“NU Amsterdam is all about a NU consciousness and fresh approach”, says Hones. “That consciousness extends to greening the sale of our music and promotion of our brand.” From the eco-friendly clothing they rock onstage to the manufacturing of their merchandise, the group is committed to reducing their hip hop footprint. “We are green rappers. NU Amsterdam is riding that earth wave”, adds B-Ricks. Their environmentalism inspired the track aptly titled, *“It’s Not Easy Being Green”*; a song that promotes bio-diversity and conservation to a beat that makes you dance.

And moving a crowd is the foundation of the NU Amsterdam Project. The live performances feature Hones’ infamous track twists coupled with B-Ricks whimsical storytelling and captivating filmscapes. Thus far, NU Amsterdam has debuted to audiences throughout Denmark and Austria with more tour dates and music are on the horizon. Log on to: www.nuamsterdamproject.com or www.facebook.com/nuamsterdamproject for updates.

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DJ HONES

DJ HONES is an international DJ/producer whose demand has led him to criss-cross the globe for over a decade. He supplied the soundtracks to parties for Elite Model Management, Dick Wolf Productions, U.S. Tennis Association, Patti LaBelle, Alicia Keys, Snoop Dogg, HRH Prince Fredrick of Denmark, and a host of others. He warmed up crowds across Europe for music superstars, N.E.R.D., Snoop Dogg, Mary J. Blige, The Outlawz, The Game, and Bobby Valentino. Hones has also had residencies at hot spots KUPE/TRAIN, No.8, A Porta and NASA. He has been featured in the *New York Times*, *Travel Savvy Magazine*, *ARD* (German Radio), and *Fujisankee TV* (Japan). DJ Hones currently splits his time between Denmark and New York City.

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B-RICKS

The NU Amsterdam Project marks the return of lyrical assassin, B -Ricks, a former member of Cypress Hill/Call O' Da Wild and Wu Tang Clan's Supreme Team. In the late nineties, he performed internationally on the Smoke & Grooves, Temple of Boom, and IV tours. His features on the Cypress hits "*Steel Magnolias*", "*Tequila Sunrise*" and "*Clouds of Smoke*" helped the singles soar up the UK and US charts. As a solo artist, he released "*Harlem River Drive*", collaboration with the Alchemist and toured with DJ Spooky and Ming FS. His voice was also sampled on the Rockwilder produced Jay-Z track "Do It Again (Put Ya Hands Up)" off of the *Vol. 3... Life and Times of S. Carter* album. Born and bred in Harlem, when he is not producing and rapping, B-Ricks teaches music and theater.

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