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// Rue Melo

She's half French, half Uruguayan, she has a kick ass band, and she sings in three languages (English, Spanish and French). Her name is Rue Melo and she's poised to be music's next big thing... even if she just barely breaks five feet in height. Rue's music is something she defines as "Urban Pop," which is actually an intricate melding of R&B, Latin, Reggae and even a little bit of Hip-Hop, all stirred up by Rue with the help of bassist Bryan Bush, guitarist Claudio Tomasello and drummer Idris Tate. The unique sound is a perfect representation of the multifaceted Melo.

Rue and her crew have been touring America non-stop throughout 2008 and her video for "This Is My House," which is off of her self-titled debut album, can now be seen on MTVu. If you want to hear what all the buzz is about head over to www.ruemelo.com and give her a listen.

-Adam Bernard



// SwiMP3

After years of watching joggers getting to enjoy their favorite jams during exercise, now music loving swimmers can rock out during their morning laps with SwiMP3, which is a waterproof mp3 player that utilizes some kind of sound transfer technology that allows you to listen to music with the same clarity you'd expect from normal everyday music listening. While other mp3 players use water or air to transmit sound, SwiMP3 uses bone conduction, sending the sound vibrations directly from the cheek bone to the inner ear, creating a truly out of water experience. www.finsinc.com.

-Matt Kott



// Website Entrepreneurs Make Millions

Back in 1997, CEOs "Grouchy" Greg Watkins and Chuck "Jigsaw" Creekmur launched their website allhiphop.com, which covers a broad array of topics, ranging from news and features to gossip and reviews. The site has become increasingly popular over the years, currently boasting an average of five million unique visitors per month. The heavily trafficked site is currently the world's most visited hip-hop/urban news provider on the web due to their heavily imitated formula for success. As they recently observed their 10th anniversary,



Watkins and Creekmur inked an exclusive multi-year advertising deal with Interactive One, Radio One's digital unit. While some have accused the entrepreneurs of going corporate, Watkins sets the record straight, "While we are thrilled to be working alongside Radio 1, Chuck and I still have creative control over the magazine. We weren't able to manage our advertising revenue on our own and so we partnered up with them and so far it's been great." With a check well into the seven figures for the rights to the advertising portion of their website, Watkins and Creekmur have plenty to celebrate.

-Noah Gorsky