



SCHOOL DAYS

SCRATCH DJ ACADEMY GIVES ASPIRING DJS THE CHANCE TO HONE THEIR CRAFT

In case you haven't noticed, mainstream America has begun to shine mad light on the art of DJin'. Last year, Heineken spoofed the birth of scratch in one of its commercial spots, and Winter Fresh gum used a scratchin' cashier in a recent ad. As DJing increases in popularity, more and more people want to learn the craft. With that in mind, Rob Principe, along with Reg E. Gaines, author of *Bring in da Noise*, *Bring in da Funk*, and Run-DMC's Jam Master Jay created the Scratch DJ Academy, a legitimate production and educational institution that focuses on DJing.



Hands-on experience

Based in New York City, the school offers a wide array of classes with both hands-on training and lectures. Course topics range from battling and producing to performing. As an added bonus, the classes are taught by celebrity jocks like Evil Dee, DJ Kaori and Mista Sinista (formerly of the X-ecutioners). According to Principe, the concept for the academy was spawned after witnessing an electrifying performance by DJ Kid Capri. "I was moved by [Capri's performance] like one is moved by a piece of art," reflects Principe. "I thought about buying turntables but [thought] who would teach me?"

A specific list of classes is posted on the school's website (www.scratch.com). Students are charged \$50 a class and a full semester runs about \$270. "I went to a school like this in Australia and thought this would be great back home," says Jay, who started DJing at the age of 12. "This is a gift from God. DJin' is my life, and we are offering people the chance to learn from some of the best." —ALEXANDRA PHANOR



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