is a feature length documentary film that delves deep into the making of Nas’ 1994 debut album, Illmatic, and the social conditions that influenced its creation.
ILLA FILMS IN ASSOCIATION WITH BALANCE OF EXTREMES AND WISDOM BODY INC. PRESENT

TIME IS ILLMATIC
DIREC TED & PRODUCED BY ONE9
WRITTEN & PRODUCED BY ERIK PARKER

MUSIC COMPOSER: BRIAN SATZ
DIRECTOR OF PHOTOGRAPHY: FRANK LARSON

RUNNING TIME - 74 MINS

WORLD PREMIERE

PUBLIC SCREENING SCHEDULE       DATE       TIME       VENUE
1st Screening                    4/16/14     7:30PM     Beacon Theater
2nd Screening                    4/18/14     6:00PM     AMC Loews Village 7-1
3rd Screening                    4/25/14     4:00PM     AMC Loews Village 7-2

VENUES
Beacon Theater 2124 Broadway, New York, NY 10023
AMC Loews Village 66 3rd Ave., New York, NY

North American Sales
Submarine Entertainment, Josh Braun
917 687 3111
josh@submarine.com
SYNOPSIS

Time Is Illmatic is a feature-length documentary film that delves deep into the making of Nas’ 1994 debut album, Illmatic, and the social conditions that influenced its creation.

Twenty years after its release, Illmatic has become a hip-hop benchmark that encapsulates the socio-political outlook, enduring spirit, and collective angst of a generation of young black men searching for their voice in America.

Time is Illmatic tracks the musical legacy of the Jones family, handed down to Nas from his jazz musician father, Olu Dara. It also examines the social conditions and environmental influences that contributed to Nas’ worldview.

Along the way, Time Is Illmatic shows how Nas—with the support of his Queensbridge neighborhood crew, the loyalty of his younger brother Jabari “Jungle” Jones, and sacrifices of his mother, Ann Jones—overcame insurmountable odds to create the greatest work of music from hip-hop’s second golden era.
DIRECTORS STATEMENT

When Writer/Producer Erik Parker first mentioned the idea of creating a “Illmatic DVD” based on Nas’ life to me in 2004 I jumped at the opportunity to work on what I considered the best lyricist work of our generation. Our first interview was with Nas’ father Olu Dara. Over the course of that 3 hour interview we came away with an understanding of the how the history, music and culture shaped the lifes of not only Nas but the Jones family history. It was at that point that we knew that we couldn’t make a music DVD but had to think about a bigger story that would go on to span generations and capture the essence, soul and history of what we considered to be the greatest Hip Hop Album of all time.

In order to keep with Illmatic’s raw gritty musicality and lyricism we decided to tell the story through the lens of Nas, his brother Jungle and their father Olu Dara. The stories and experiences we captured shape the narrative arcs based around the socio-economic issues that faced the Jones family and how they used their rich cultural legacy to break down barriers with music, wisdom and unrestricted freedom to express themselves to survive as complete artists.

With regards to the my directorial approach to the film, I wanted to capture their emotions with extreme close ups archival photos and intimate vertex moments. Over the course of several years of making the film we collected a vast amounts of photographs and super8 footage that captured the family in rare moments that expressed a time period that our subjects could speak on. Using time period music that represented a specific era was important tool in our edits to capture specific moments in Nas’ life.

Working with Nas over the course of that last several years we were able to learn more about a violent past of where the conditions surrounding him have shattered many of his friends dreams and lifes through death, drugs and jail in a on going viscous cycle. We learn how music has become the vessel that takes Nas out from his enviroment but also keeps his presence alive as he considered a voice for the voiceless.

This is a film that shows how Nas—with the support of his Queensbridge neighborhood crew, the undening loyalty of his younger brother Jabari “Jungle” Jones, the wisdom and talents of Olu Dara and sacrifices of his mother, Ann Jones—overcame insurmountable odds to create the greatest work of music in Hip Hop that inspires generations past and present.

One9, April 2014
PRODUCTION TEAM

**ONE9**  
Director | Producer

One9 is a multi-award winning multimedia artist, director, producer, and editor. His clients have included Google, PBS, Viacom, Sony Music, and several non-profit organizations. As an artist, One9 was selected by the Barclays Center in Brooklyn, New York to create an original series of artwork presented to their selected music talent in 2013-2014. Time is Illmatic is One9’s feature length directorial debut. One9 was born in Washington DC and lives in Brooklyn, New York.

**ERIK PARKER**  
Writer | Producer

Erik Parker has worked as a music journalist for over fifteen years. He served as music editor for The Source and VIBE magazines where he covered hip-hop music culture and politics. He has written for XXL, Rolling Stone, The Village Voice and other print and online outlets. Parker is a graduate of Kean University and the Columbia School of Journalism with a concentration in political reporting. He is always on the lookout for a good story to tell.

**FRANK LARSON**  
Director of Photography

Frank Larson spent years fetching lenses on movie sets until a few people were kind enough to let him touch the camera. Since then he has shot for Breaking Bad and Nike. He lives in New York. This is his first feature.

**B. SATZ**  
Original Music

B. Satz is a bassist, composer and musical director from the Bay Area, California. Recent film scores have included Brooklyn Castle, Best Kept Secret, The 2 Escobars and P-Star Rising.
DAVID ZIEFF
EDITOR

For nearly three decades filmmaker David Zieff has been rotating hats in the film industry—producer, director and editor. A lively spirit permeates his projects, such as the Independent Spirit Awards Best Documentary winner Crazy Love, the landmark Metallica: Some Kind of Monster as well as the Oscar winning doc The Cove.

MARTHA DIAZ
ASSOCIATE PRODUCER

Martha Diaz is a community organizer, media producer, archivist, curator, social entrepreneur, and an adjunct professor at New York University’s Gallatin School. She is also the founder and director of the Hip-Hop Education Center. Diaz has been dedicated to innovating communities, advancing social justice and human rights, cultivating leaders and artists, and mentoring youth for 20 years. In 2012, Diaz became the first Hip-Hop Scholar-In-Residence at The Schomburg Center for Research in Black Culture - NY Public Library. Diaz recently served as a Senior Fellow at the Lemelson Center for Invention and Innovation at the National Museum for American History - Smithsonian Institution.
A FILM BY ERIK PARKER & ONE9
AN ILLA FILMS PRODUCTION IN ASSOCIATION WITH BALANCE OF EXTREMES AND WISDOM BODY INC

DIRECTOR
One9

WRITER
Erik Parker

PRODUCERS
Anthony Saleh
One9
Erik Parker

DIRECTOR OF PHOTOGRAPHY
Frank Larson

EDITORS
David Zieff
One9
John Kanellids

ASSOCIATE PRODUCER
Martha Diaz

MUSIC COMPOSER
B. Satz
ADDITIONAL CINEMATOGRAPHY
Ben Kutchins
Ari Issler
David Joseph
Eddie Ojeda

AUDIO SUPERVISOR
Donny Tam

CAMERA OPERATORS
Jackson Glasgow
Brian Outland
Malik Buie
Katie Davison
Nicola Benizzi
John David Devirgiliis
Dori Cohen

STEADICAM
Jon Beatty

AERIAL PHOTOGRAPHY
Paul Callahan

SUPER 8
One9
Maleek Akil

1st ASSISTANT CAMERA
Nicalena Iovino
Kevin Akers
Cornelia Klapper
Noelle Kandigian
George Tur

MUSICAL DIRECTOR, BASS
Brian Satz

ADDITIONAL COMPOSITION
Mark Tewarson

ADDITIONAL COMPOSITION, PIANO
Ethan White

ADDITIONAL COMPOSITION
Ionic Furjanic

VIOLIN, VIOLA
Tarrah Reynolds

PIANO
Wynne Bennett

TRUMPET
Jonathan Powell

SOUND MIXERS
Fiona McBain
Daniel Nidel
Eric Perez
Daniel Powell
Ryan Haffey
Frank Coakley

GAFFER
Adam Lukens
Bryan Watchel

CONSULTING PRODUCER
Tuma Basa

RESEARCH
Maria Luisa Tucker
Shakira Ruiz
Bill Source

ARCHIVAL RESEARCH
Shana Bourne Kent
Jasmyn Castro

JONES FAMILY RESEARCH CHIEF
Ericka Blount