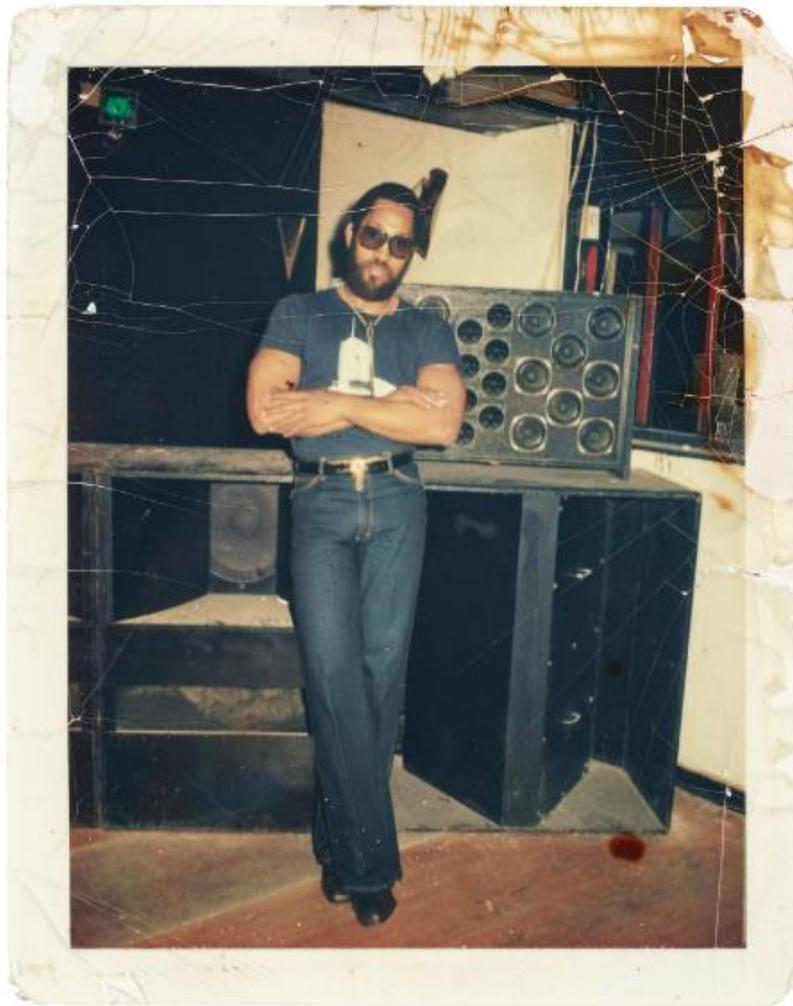


CHRISTIE'S

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CHRISTIE'S PRESENTS DJ KOOL HERC & THE BIRTH OF HIP HOP



NEW YORK — On August 11, 1973, 18-year-old **Clive Campbell** known as **DJ Kool Herc** and his younger sister **Cindy** decided to celebrate the end of summer with a back to school party. Held in the rec room of their apartment building at 1520 Sedgwick Avenue in the Bronx this party has since been recognized as an iconic moment in the history of music and popular culture—those in attendance witnessed **the Birth of Hip Hop**. Half a century later, this legendary party lives on as a transformative night in the global arc of modern art history and culture. The technical innovations of a young, gifted Black man of Jamaican descent sparked a cultural moment that has blossomed into the most potent and influential global musical culture of our time.

This August, Christie's, in collaboration with Payal S. Parekh, is thrilled to announce **DJ Kool Herc & the Birth of Hip Hop**, a single-owner sale of the collection of a man who became known as the **Father of Hip Hop**. The collection comprises a phenomenal selection of over 200 items that will transport you to the beginnings of Hip-Hop at its birthplace in the Bronx: original vinyl records Herc spun in the 1970s; the iconic sound systems used at the 1973 party and thereafter; one of the most extensive holdings of hip-hop fliers in private hands; period clothing and jewelry, Polaroids of Herc and friends, and numerous awards of recognition for his contributions to musical and pop culture. The sale will take place online August 4–August 18, with an exhibition in Christie's Rockefeller Center galleries from August 5–August 12, as part of Hip-Hop Recognition Month in New York City.

DJ Kool Herc remarks: *"At our parties in 1970s New York, it was about something that was bigger than ourselves. Hip-hop is both an American immigrant story and a global story—it belongs to everybody. And we can still see and feel it today. It is great to work with Christie's on continuing to honor the story of hip-hop and celebrate its impact on the art world."*

Cindy Campbell AKA the First Lady of Hip Hop remarks: *"Hip-Hop was created from a humble beginning in the Bronx. It has evolved into an International Culture and way of life for a multitude of people, along with the genre of music. Hip-Hop has broken many barriers among nationalities, classes and races. Hip-Hop sees no color or gender, it radiates LOVE. I am pleased to know that Christie's is acknowledging this epic historical piece of American history."*

Darius Himes, Christie's International Head of Photographs, remarks, *"For far too long, our country has neglected to celebrate the contributions of Black Americans to the extent that is deserved. The spirit of the parties that Herc and Cindy would throw were always about inclusion—people from all races and cultures across New York's many neighborhoods would come to hear the best new music played loudly on Herc's famous sound system. From the depths of Planet Rock, aka the Bronx—came a fire and energy that first captivated the 5 boroughs, and then permeated every facet of the globe. There isn't a country today whose youth haven't been influenced by this movement. And it all started here, in New York City, by a talented Black American with very few resources."*

The innovative brilliance of DJ Kool Herc is timeless and as pervasive as ever within music and popular culture today. Among Herc's many stylistic inventions, isolating the percussive nature of the 'breakbeat' is the greatest. As a teenager in the early-70s, Herc noticed that during the 'breaks', when the drumbeat was isolated, the crowds would hit the dance floor. This led to a technique now called 'The Merry-Go-Round' in which the music would shift quickly from song break to song break. The terms 'breakdancing,' 'b-boy,' and 'b-girl' can all be traced back to Herc's influence and innovation. Additionally, what is understood today as the commonplace term 'rapping' began with Herc and friends like Coke la Rock. They would speak rhythmically over the music—"To the beat y'all" and "You don't stop!"—coaxing the breakdancers and party-goers to give it their all.

Peter Klarnet, Christie's Senior Specialist, Americana, Books & Manuscripts, remarks, *"The depth of material represented in this collection is unsurpassed. From the original speakers and technical gear, including amps, mixers and turntables, vinyl records that Herc spun at those early parties, to a wealth of early fliers and posters, we are able to see the birth of a culture that has transformed our world. There is something here for everyone!"*

Payal S. Parekh, Art Advisor, remarks, *"When we think of Hip Hop, we must shine the light on the dynamic duo, DJ Kool Herc and Cindy Campbell - the originators, innovators, and artists that birthed a movement that forever changed the world. We celebrate and honor the Father and First Lady of Hip Hop in this historic auction."*



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About Christie's

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Christie's [auctions](#) span more than [80 art and luxury categories](#), at price points ranging from \$200 to over \$100 million. In recent years, Christie's has achieved the world record price for an artwork at auction ([Leonardo da Vinci's *Salvador Mundi*, 2017](#)), for a 20th century artwork ([Andy Warhol's *Shot Sage Blue Marilyn*, 2022](#)), for a single charitable collection sale (the [Collection of Peggy and David Rockefeller, 2018](#)), and for a work by a living artist ([Jeff Koons' *Rabbit*, 2019](#)).

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