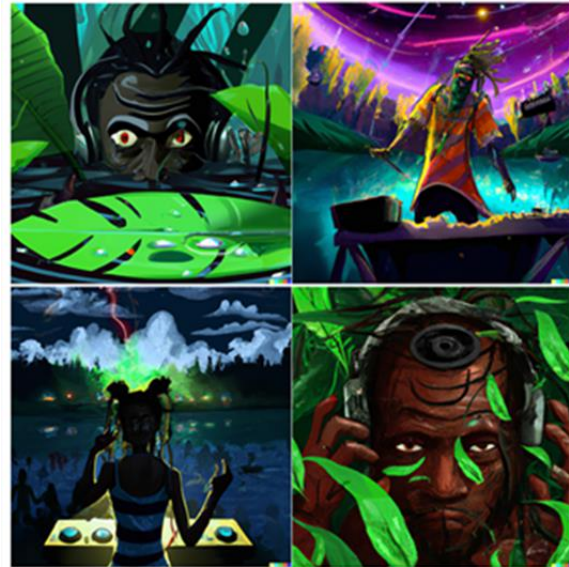


# Rumble in the jungle

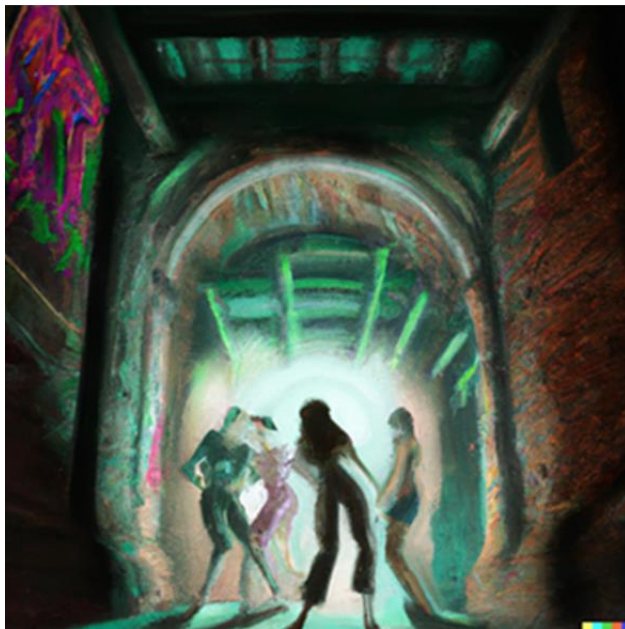
Zdravo / Здравствуйте / Hello / Hola / Salve / Halo / Wha Gwaan

The idea to build a reggae sound system in Belgrade city is nothing new. It's been around ever since djs started playing reggae in clubs around Belgrade, few decades ago. Sound system isn't just an idea, it's a statement of rebellion against commercialization of public spaces in the city, and lack of opportunities for young people to express their views and emotions, or just spend extra calories while dancing to music that isn't part of mainstream pop culture.

Until 15 years ago, Belgrade had reggae radio shows in Belgrade 202 and Studio B 2 (94.9MHz), while famous club Akademija



Ilustracija: DALL-E



Ilustracija: DALL-E – klub Akademija

(founded in 1961.), a place that literally nurtured generations of underground music fans from Flower power era to New Wave, was just too small for all the reggae fans coming every Tuesday to listen to their favorite tune by Israel Vibration, Peter Tosh or Burning Spear.

Today, club Akademija is still closed (even though restoration is in progress in June 2022), there aren't any reggae shows on public radio stations, reggae events happen just occasionally, and number of sound systems in Belgrade is way behind Bucharest, Sofia, Zagreb, Athens, and light years behind Barcelona, Sao Paulo, Munich or Geneva.

## Why reggae music?

This genre has directly influenced many modern genres such as hip-hop, drum n bass, trap, reggaeton. Many artists well known to local, regional and international audience have literally grew up listenin to reggae (read: Eyesburn, SARS, WhoSee, Rasta...)

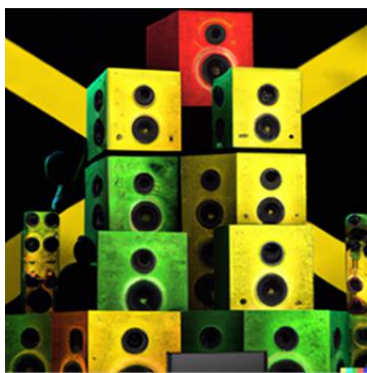
Reggae is still one of the most influential music genres, and some of the internationally recognized names that made reggae records are Rolling Stones, Sting, Drake, Rihanna, Gwen Stefani or Dua Lipa.



Ilustracija: DALL-E

So if modern Germany has dozens of reggae sound systems, while concerts of reggae stars are attended by 50.000 people, and everything is broadcasted by WDR, we can't see why Belgrade city should't have at least a sound system, if not even a reggae festival broadcasted by RTS.

## Reggae in Belgrade



Ilustracija: DALL-E

In short, Belgrade isn't new to reggae, as it's been around ever since first vinyl records were exported from Jamaica, so from 60s in last century. As Serbia progressed towards internet expansion in early 2000s, this genre quickly became very popular, mostly with younger generation.

Compact disks with mp3 music with full discogrphies by artists such as Burning Spear, Culture, Wailing Souls, Abyssinians were being sold on public pirate market in front of Student cultural center (SKC) in Belgrade.

If you were one of those students in 2000s, you know that every Tuesday was reserved for Reggae Power FM, aired on Studio B 2 radio, and then club Akademija to attend one of the famous reggae parties, that brought all the fans of this genre at one place and at one point, there was more than 400 people in the club. On those parties, you'd see students, artists, ambassadors and even upcoming rock and hip-hop stars.

In dark, smokey basement of Faculty of fine arts, known as club Akademija, fans were listening to hits of Don Carlos on repeat (rewind my selecta), while Capleton, Morgan Heritage and Gentleman made the crowd ecstatic.



Ilustracija: DALL-E

Thanks to all this, many new young selectors rose on the city scene, playing reggae in many other clubs around the city. However, it wasn't all so cool,, as clubs were not paying royalties to SOKOJ, while many of djs from new generation weren't actually buying any music, so producers and artists weren't making a single dime.

Off course, not even selectors made money, as most of the time, they were working for percentage from booze sales, and had to cover expenses of renting additional sound system, design and print of promotional material and program.

## Why there aren't any sound systems in Belgrade?

To give you a simple answer to this question, we'd have to first ask why people in Serbia can't afford a sound system.

Yes, this is a fact, that never in history, Belgrade had a real local sound system, but instead, a commercial PA's were used, and was usually owned by clubs or rented just for the purpose of these events.

There were couple of shows with custom built sound systems, but these were rigs that were brought from abroad just for single occasion only.

So, you'll agree that reggae party isn't the same if you play King Tabby's dubs on mediocre sound system in local pub or pastry shop, where you'd get a chance to see another show just if enough baklavas and lemonades are sold.

So, since club Akademija closed its doors, there is no single place in Belgrade, where you can listen to reggae music throughout all year, in the ambient that closely resembles authentic sound system parties from anywhere in the world.



Ilustracija: DALL-E



Also, Serbia is still small and underdeveloped country, where officially 28.8% of young people is unemployed (with 51.9% inactive), and until they find a decent and well paid job, they are no longer young anymore (legally you are not considered young after 30).

And then when they do get a job, they start a family, renovate their family home, so there is just less and less money for hobbies.

If you happen to work for lower salary, there isn't much you can do, unless you eat less, drink less and smoke less for a longer period of time.

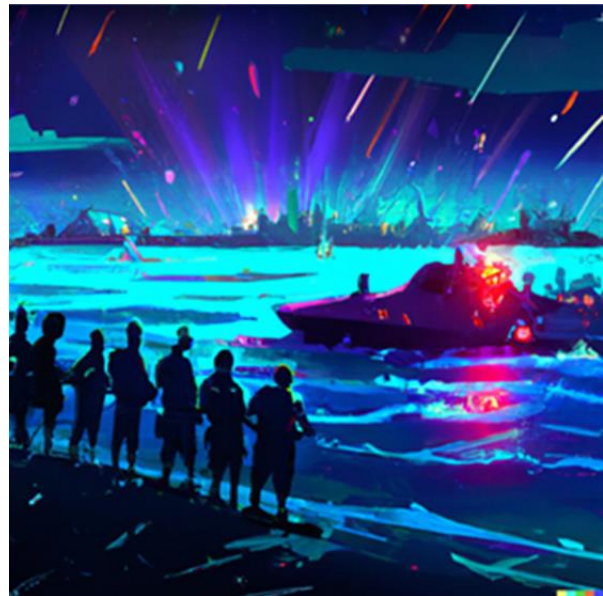
## The system vs sound system

Additional problem for reggae events in the city of Belgrade are the new rules related to noise pollution, that literally makes it impossible to throw a reggae sound system party in proximity of populated areas.

Sound systems use speakers that emit subsonic frequencies below 40Hz (usually between 28-32Hz), and they easily go through any obstacle in proximity of few hundred meters, and sometimes can be heard even few kilometers away.

One of solutions is to use special design of speaker boxes, just like it's done by Jamaican sound system operators, as they also have issues with subsonic frequencies heard miles away.

Off course, real solution is to make as many open air parties in Belgrade suburbs, so more young people can enjoy fresh air and learn something about rural parts of their city.



Ilustracija: DALL-E

## Why Belgrade and Vinca?

Way back in 1954, Haile Selassie, last emperor of Ethiopia, visited Belgrade city and village of Vinca. Belgrade city later hosted famous summit of Nonaligned movement in 1961, which was attended by Ethiopia as well (Jamaica join the movement in following years)



Ilustracija: DALL-E

Village is located on the banks of river Danube, near the nature reserves, forest and plains of South Banat. Location of events that we plan is in safe distance from all populated areas, and about 10km from Belgrade downtown.

Unlike city center, Vinca is surrounded by hills, swamps, forests and river Danube, and it's connected to South Banat directly through ferry operating across the river (one of just 10 ferryboats on Danube in Serbia).

Vinca is also a hometown of famous Neolithic archeological site (and less famous Vinca nuclear institute), that is dubbed as Europe's first urban settlement.

As new Touristic space is being established in Vinca, that would cover most of Danube coast near the village, and this is something that we're very enthusiastic about, as we're also active in the field of ecology and tourism through Exospace project.



## What are the milestones?

- Build a sound system in the suburbs of Belgrade
- Create open air parties each month during spring, summer and autumn
- Respect legislation related to noise pollution
- Buy music directly from legit distributors from around the world
- Pay royalties to SOKOJ

## What do we offer to you?

- All donations are eligible of 100% money return program, in form of tickets (valued to match your donation) for upcoming events

- **As a DJs that are part of generation that grew with piracy, we'll open our vaults and let you enjoy over 100.000 tunes on our newly built sound system**
- **Authentic sound system experience with reggae scene veterans. We'll make sure to create ambient and experience as close as possible to that of Dub Club in Kingston Jamaca, with singjay (vocal) style that many had a chance to enjoy over the past decades in Akademija, Plastic or open air parties in Ada (lake) or Kosutnjak (forest).**
- **We'll start artist residency program and let you enjoy artists from Europe and the world**
- Through cooperation with city museums and touristic organizations, we'll promote cultural and industrial heritage of Belgrade, through exhibits in public spaces such as museums, archeological sites, and those of industrial heritage such as ferries, bunkers or factories.

## Plan of activities:

- Buy all the material required to build speaker boxes
- Build speaker boxes
- Buy speakers and amplifiers
- Buy mixers and preamps
- Buy CD players and turntables
- Buy a power generator

### Next phase:

- Organize a series of events titled "Rumble in the jungle"
- Organize various cultural events

### Bonus plan:

- Buy a van to transport the sound system

Support the project here: <https://www.paypal.com/paypalme/nonalignedart>

by direct payment to NLB Banka, Serbia 205-00708000477-04

We will keep you updated with progress of the project

For all inquires and additional information contact us via:

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