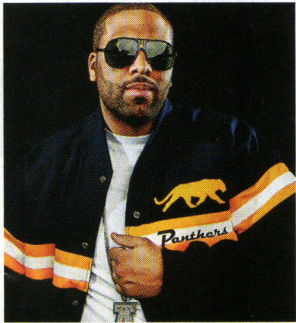


# FORWARD MOTION

FIVE PRODUCERS SHAPING THE SOUNDS OF TOMORROW

WORDS JESSE SERWER



## Don Cannon

**GOV'T NAME:** Donald Cannon **AGE:** 28  
**REPPIN':** Atlanta (by way of Philadelphia)  
**NOTABLE CREDITS:** Young Jeezy's "Go Crazy," 2005; Busta Rhymes's "Cannon" (feat. T.I.), 2006; OutKast's "The Art of Storytelling Pt. 4," 2007; Ludacris's "Undisputed," 2008  
**CURRENTLY WORKING ON:** Tracks for Jay-Z, Keyshia Cole, Wale, The Cool Kids, Willie the Kid and Asher Roth  
**LABEL:** Aphilliates Music Group/Asylum Records  
**SOUNDS LIKE:** DJ Premier meets DJ Toomp  
**SIDE HUSTLES:** Running Aphilliates Music Group with DJ Drama, co-hosting Gangsta Grillz Radio on Atlanta's Hot 107.9, guest hosting BET's *Rap City*, producing the *28 Grams* mixtape series  
**THE FUTURE OF HIP-HOP IS...** "everybody going back to their own selves' definition of real."



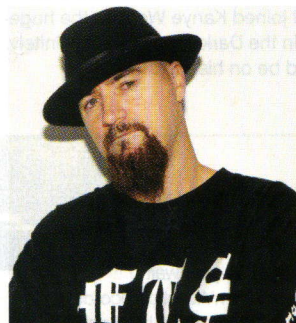
## Terrace Martin

**GOV'T NAME:** Terrace Martin **AGE:** 27  
**REPPIN':** Los Angeles  
**NOTABLE CREDITS:** Snoop Dogg's "Gangbangin' 101," 2006, and "Neva Have to Worry," 2008; his own mixtapes, *Signal Flow*, 2007, and *Locke High*, 2008  
**CURRENTLY WORKING ON:** Tracks for Quincy Jones, Kurupt, and Melrose, his new group with rapper Murs  
**LABEL:** Warner Brothers  
**SOUNDS LIKE:** Dr. Dre meets Herbie Hancock  
**SIDE HUSTLES:** Running Jakai Music Group and a dog kennel, T Pro Kennels; independently producing and directing *Grayline Blood*, an upcoming documentary on the American pit bull terrier  
**THE FUTURE OF HIP-HOP IS...** "a big question mark. If we birth more innovators and real producers, I think we're going up. If we birth more reducers, I think we're going down."



## J.U.S.T.I.C.E. League

**NAMES, AGES:** Kevin "Colione" Crowe, 30; Erik "Rook" Ortiz, 29; Kenny "Kenny B" Bartolomei, 23  
**REPPIN':** Atlanta (by way of Tampa)  
**NOTABLE CREDITS:** Young Jeezy's "Don't Get Caught," 2005, and "Bury Me a G," 2006; Mary J. Blige's "No One Will Do," 2005; Rick Ross's "Billionaire" and "Maybach Music," 2008  
**CURRENTLY WORKING ON:** Tracks for Dr. Dre, Jay-Z, Mary J. Blige and 50 Cent  
**SIGNED TO:** Warner/Chappell Music  
**SOUNDS LIKE:** Just Blaze meets Cool and Dre  
**SIDE HUSTLE:** Running recently founded label JL Records  
**THE FUTURE OF HIP-HOP IS...** "these younger artists that are coming out," says Colione. "The children are the future."



## Jim Jonsin

**GOV'T NAME:** James Schaffer **AGE:** 38  
**REPPIN':** Broward County, Florida  
**NOTABLE CREDITS:** Trick Daddy's "Let's Go," 2004; Jamie Foxx's "Unpredictable" (feat. Ludacris), 2006; Lil Wayne and Birdman's "Leather So Soft," 2006; Lil Wayne's "Lollipop," 2008; T.I.'s "Whatever You Like," 2008  
**CURRENTLY WORKING ON:** Tracks for Beyoncé, Slim Thug, Rick Ross, Trick Daddy, B.o.B, and Momma's Mustache, his new group with Bubba Sparxxx and Yellowolf  
**LABEL:** Rebel Rock Entertainment  
**SOUNDS LIKE:** Mannie Fresh meets Lynyrd Skynyrd  
**SIDE HUSTLES:** Running Rebel Rock Entertainment, through which B.o.B is signed to Grand Hustle/Atlantic, in a joint venture  
**THE FUTURE OF HIP-HOP IS...** "in the 12th round, against the ropes, and needs B.o.B."

DON CANNON: HANNIBAL MATTHEWS; J.U.S.T.I.C.E. LEAGUE: TERRANCE TYSON; JIM JONSIN: RAY TAMARRA/GETTY IMAGES



# Bangladesh

From the Lil Wayne original to the endless array of Internet freestyles, hip-hop fans and practitioners just couldn't get enough of Shondrae "Bangladesh" Crawford's "A Milli" beat this summer. But while the 29-year-old Iowa native seemingly became the current "it" producer on the strength of just one track, "A Milli" is just the latest entry on a résumé that includes Ludacris's breakthrough single "What's Your Fantasy," Kelis's "Bossy" and M.I.A.'s "Hit That."

"Everything I do is a single, brotha."

Bangladesh says of his exotic yet accessible, sample-free sound. "And if it ain't, that's just because they was slippin' on their pimpin'."

Born and raised in Des Moines, Iowa,

the former barber started making beats in 1998, three years after moving in with family in Atlanta. One customer at his A-Town barbershop happened to be Ludacris, who gave him his entrée to the game by scooping beats for his 2000 debut album, *Back for the First Time*. While Luda's sophomore effort, *Word of Mouf*, also featured four beats from Bangladesh, it wasn't until 2004 that his sound really began to circulate, via album work for Ciara, Shawna and 8Ball & MJG.

"I really developed my niche when I did that Ball and G shit," he says of the five tracks he produced for the Memphis duo's *Living Legends* album. "That's when I started putting that 'Bangladesh' [drop] in the front of the

beats, and I seen what people liked."

Having added his touch to upcoming music from Missy Elliott, Busta Rhymes, Beyoncé and Tay Dizm (for his debut single, "Beam Me Up"), Bangladesh is currently working on projects with Atlanta foursome Charlie Mackenroe and alternative R&B diva Muffy—the first two acts signed to his Bangladesh Production Company. After that, he'll be looking to shine the light on himself with the release of an as-yet-untitled solo album in 2009.

"When I make a beat for somebody, instead of exchanging money, I just have them do something for my shit," he says. "So everything's looking lovely right now."