



**Expedia and Cash App to Sponsor VICE Media Group Immersive Hip Hop Experience at Art Basel Miami Beach along with Community Partner Hip Hop Public Health**

**Three Days and Nights of Performances, Art, Roundtables and Parties at the Carl Fisher Clubhouse to Feature Smino, JPEGMAFIA, Sudan Archives, Kimberly Drew, Darryl DMC McDaniels, Odell Beckham Jr., Timeboy, and More**

**Kicks off VICE's Celebration of Hip Hop's 50th Anniversary and its Next 50 Years through an Immersive Look at its Influence on Art and Culture**

Brooklyn, NY (November 21, 2022) - Expedia and Cash App will sponsor Vice Media Group's 72-hour takeover of the Carl Fisher Clubhouse at Art Basel Miami Beach, along with community partner Hip Hop Public Health. The three-day event, titled "Not A Test," runs November 30 - December 2, and kicks off VICE's upcoming celebration of the 50th anniversary of Hip Hop and its next 50 years. Not a Test will feature live performances, art and cultural programming and parties, featuring Smino, JPEGMAFIA, Sudan Archives, *Black Futures* co-author and curator, Kimberly Drew, Grammy®-Winning Darryl DMC McDaniels, Odell Beckham Jr., culinary collective Ghetto Gastro, visual artist and VJ, Timeboy, and other talent still to be named.

The three-day program will include:

- An evolving art installation from Los Angeles-based multimedia artist Timeboy (AKA John King) exploring the next foundations of Hip-Hop as they're being shaped.
- *Black Futures*' Kimberly Drew in conversation with the future movers, shakers, and thought-leaders of all things Hip-Hop culture.
- A socially conscious dialogue pairing two generations of artists, Darryl DMC McDaniels and JPEGMAFIA, breaking down health inequities and exploring the positive power of Hip-Hop on the neurological benefits of the brain and body on Hip-Hop with Neurologist and health disparities expert, Dr. Olajide "Hip Hop Doc" Williams.

- A star-studded, VIP kick off reception featuring St. Louis neo-soul rapper, Smino and LA's premiere dj duo, Donovan's Yard .
- A night dedicated to the global transcendence of Hip-Hop: from Afrobeat to Amapiano, GQOM to AfroPop, highlighting Africa's new sounds and its inescapable influence on Hip-Hop headlined by Sudan Archives and Uncle Waffles.
- A night showcasing artists whose music resides at the intersection of art and sound; creators pushing the boundaries of visual and sonic interaction, performances by They Hate Change and 454 with a headlining performance by JPEGMAFIA.
- A daily showcase of Hip-Hop's emerging DJ talent; a special music listening session, additional showcases for fashion, food, and brand collaborations.

Art Basel Miami Beach is the leading art fair of the Americas, which celebrates its 20th anniversary this year and will feature 282 exhibitors from 38 countries. Not A Test is the first installment in a slate of programming from VICE celebrating the 50th anniversary of Hip Hop and its next 50 years. It follows VICE's successful collaboration with the New York Exhibit *Jean-Michel Basquiat: King Pleasure*, which included a series of events promoting emerging artists connecting Basquiat's era and our own.

Not A Test will take place November 30 - December 2 at the Carl Fisher Clubhouse (2100 Washington Ave, Miami Beach, FL). RSVP to [notatest.vice.com](https://notatest.vice.com).

## **ABOUT EXPEDIA**

Expedia® is one of the world's leading full-service travel brands, with a mission of helping travelers get the most out of every trip they take by providing everything they need all in one place, ensuring they are getting the most out of every trip they take, and above all else, feel supported every step of the way.

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## **ABOUT CASH APP**

**Cash App** is the money app. It's the easy way to spend, send, store, and invest money. Sending and receiving money is free and fast, and most payments can be deposited directly to a bank account in just a few seconds. With Cash App, customers can also invest in their favorite companies with as little as \$1, buy and sell Bitcoin instantly, get a paycheck deposited right to the app, create a unique \$cashtag to share with anyone to get paid fast, and use the Cash App

Card to spend the money anywhere VISA is accepted. Cash App Card is issued by Cash App's bank partner(s). Download Cash App for free at [cash.app/download](https://cash.app/download)

### **ABOUT HIP HOP PUBLIC HEALTH**

Hip Hop Public Health harnesses the transformative power of music, art, culture and science to improve health literacy, inspire behavior change and promote health equity in communities of color. An internationally recognized non-profit (501c3), Hip Hop Public Health was founded in Harlem in 2006 with the mission to empower youth and families around the globe with the knowledge and skills to advocate for their health and make healthier choices. Through a research-driven developmental process created by Columbia University Neurologist Dr. Olajide Williams (a.k.a. the "Hip Hop Doc"), Hip Hop Public Health works with socially conscious artists, public health leaders, and educational experts to create scalable, highly engaging, culturally relevant music and multimedia health education resources. All of Hip Hop Public Health's music, videos, comic books, video games and educator tools are available for free online. Learn more at [www.hhph.org](http://www.hhph.org) and follow us on social at [@HHPHorg](https://twitter.com/HHPHorg)

### **ABOUT VICE MEDIA GROUP**

VICE Media Group is the world's largest independent youth media company. Launched in 1994, VICE has offices in cities across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy®-winning international television network; a Peabody award-winning NEWS division with the most Emmy®-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency with offices around the world. VICE Media Group's portfolio includes Refinery29, the leading global media, and entertainment company focused on women; PULSE Films, a London-based next-generation production studio with outposts in Los Angeles, New York, Paris, and Berlin; i-D, a global digital and bimonthly magazine defining fashion and contemporary culture; and Garage, a digital platform and biannual publication converging the worlds of art and design

### **ABOUT ART BASEL**

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, Hong Kong and Paris. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded beyond art fairs through new digital platforms and a number of new initiatives such as the Art Basel and UBS Global Art Market Report, Intersections: The Art Basel Podcast and the BMW Art Journey. Art Basel's Global Media Partner is The Financial Times. For further information, please visit [artbasel.com](http://artbasel.com).