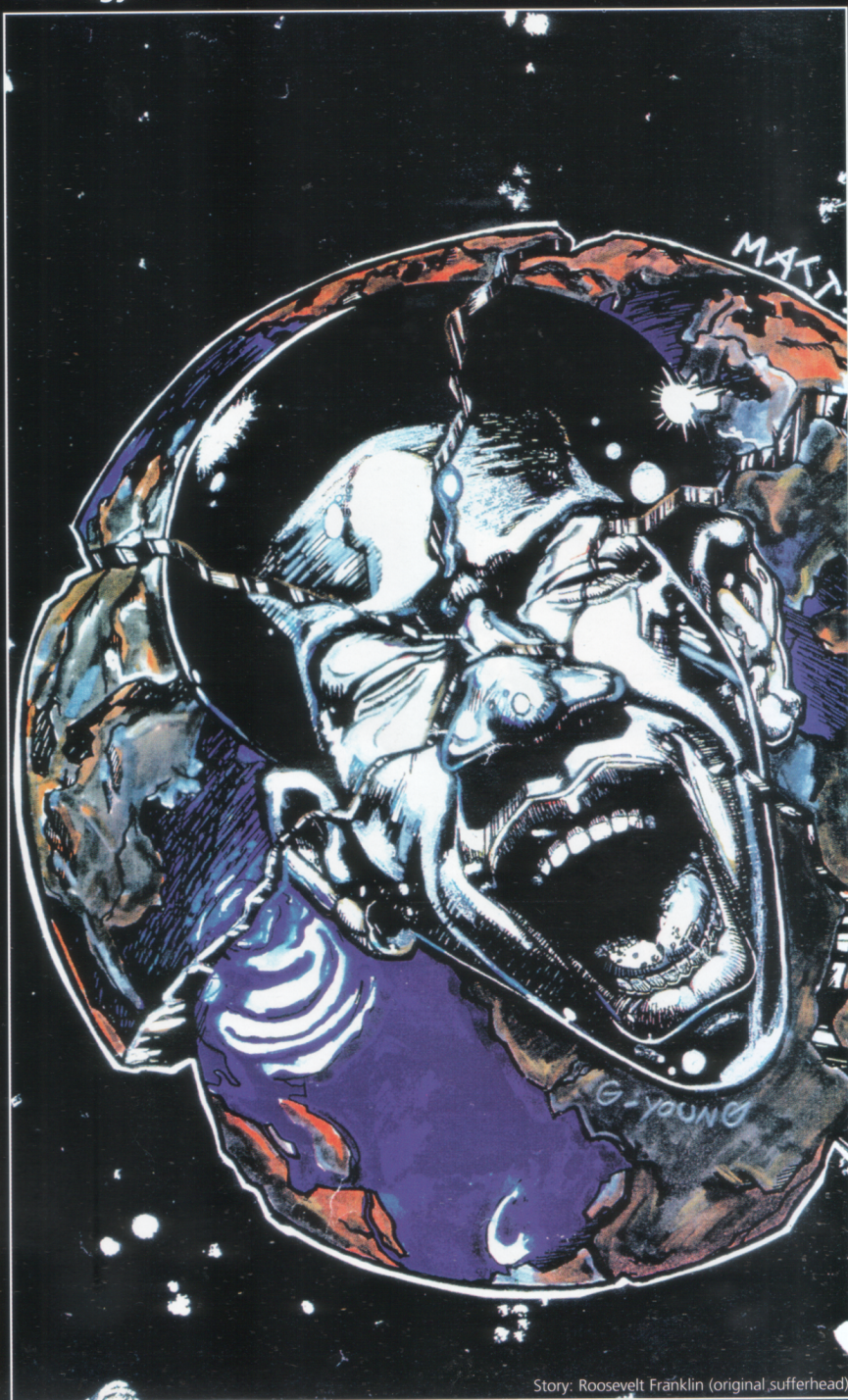
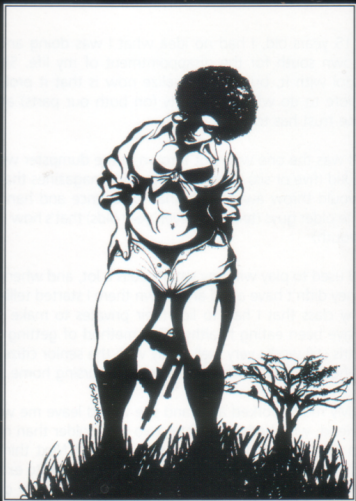
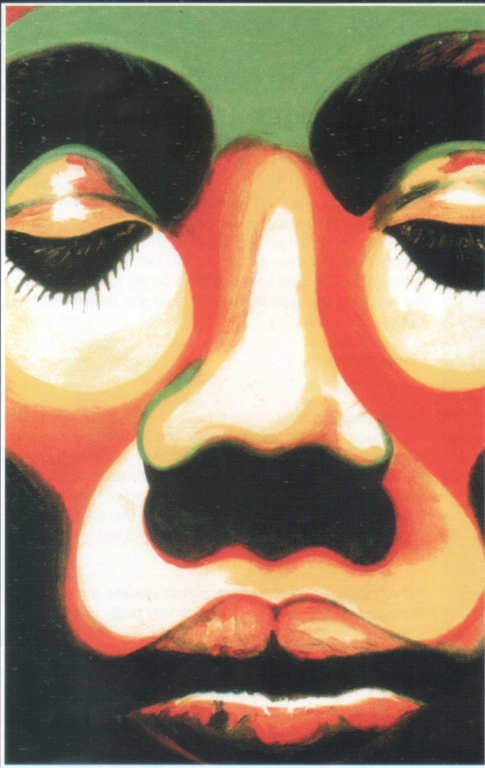


ROOTS AND CULTURE

Ge-ology



Story: Roosevelt Franklin (original.sufferhead)



Why doesn't the rap industry use graf artists to design album covers for their releases? Funky illustrations and original artwork used to be the thing in the music biz up until the late 80s. Hip-Hop and corporate America just don't mix, which was supposed to be the point to begin with.

That's where my man Geology comes in. He don't rep graf like that per se, but the influence is unmistakable. Regardless, he's one of the few to graphically take Hip-Hop to that next level in the industry. Back in the early 90s, he and Matt Doo founded the ground breaking art and design company Dooable Arts. They did 'nuff illustrations for various magazines such as Vibe, Source, Stress and Ego Trip. They also got paid creating t-shirts for record labels like Tommy Boy and Bad Boy and designing clothing for Triple5Soul and Jada Pinkett's clothing line. What they were most well known for, though, was the LPs they masterpieced like my man LEE did whole cars on the subway.

Reminiscent of the cartoonish illmatics of greats like Pedro Bell who blessed classic album covers for Funkadelic, the duo created unforgettable art work for musicals from cats like Flatlinerz, Craig Mack, Company Flow and Organized Konfusion, among others.

Known back then in the art world as G-Young, he eventually went solo in '96 doing gallery exhibitions in Atlanta and elsewhere. The years of constant hustling and self-promotion came in handy when he decided to go for his as a rap producer. Playing music since elementary school, he's since made beats for Mos Def, Vinija Mojica, Sadat X, Talib Kweli, Pharoahe Monch, Apani B-Fly, Jigmastas and Bahamadia. Sometimes he'll even double dip. For the first Lyricist Lounge album, he not only produced the final track, he illustrated the cover for the first single "Body Rock" (feat. Q-tip, Tash, and Mos Def).

He's got a super-secret production album in the works which he won't tell me about, except to say he did all the beats and will have crazy cameos by your favorite elite conscious MCs. His spacey yet soulful funky jazzed-out musical concoction will also billboard his graf and hopefully set off another run of flavor album covers soon to come. What you see here is just a taste. For those who want to get in contact, you can e-mail geology360@aol.com. Axe him 'bout his Fela collection. He loves that shit.