



The Recording Academy®

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NEWS RELEASE

GRAMMY U®'S SUMMER SCHOOL SERIES PRESENTS "ART OF THE CROSSFADE: LIFE ACCORDING TO THE MIX" WITH J.PERIOD, JOSH KUN AND ?UESTLOVE

*Multimedia Lecture and DJ Performance Will Stream Live Via Google+ Hangout and
Explore the Technical and Metaphorical Role of the Crossfader,
in DJ'ing and the World at Large*

SANTA MONICA, Calif. (July 24, 2013) — GRAMMY U® — a program created to help prepare college students interested in pursuing a career in the music industry — will present the **Art Of The Crossfade: Life According To The Mix**, a multimedia presentation/performance with Brooklyn-based Mixtape DJ, remixer and hip-hop producer **J.Period**, USC Professor of Music & Culture **Josh Kun**, and four-time GRAMMY®-winning musician, DJ, music journalist and record producer **Ahmir "Questlove" Thompson**. The educational program will take place **today (Wednesday, July 24)** from **5 – 7 p.m. PT** at the **Red Bull Headquarters in Santa Monica, Calif.**, and will stream live on Google + Hangout Session. This exciting new platform will offer participants from all over the globe the opportunity to log on, watch the performance, and participate in an in-depth panel discussion. To join, log onto "The Art of the Crossfade" at www.google.com/+TheGRAMMYS. For GRAMMY U coverage, updates and breaking news, please visit our social networks on [Twitter](#) and [Facebook](#).

The crossfader on a DJ mixing board is the horizontal sliding control that allows for seamless transition between two separate pieces of music. With this tool, the DJ can combine different sounds into momentary harmony, create musical collages, and weave songs into a story. The crossfader is the center of the DJ universe, the master control for merging sound. It is also a compelling new way to look at the world. This first-of-its-kind discussion will include a multimedia exploration of the crossfader, its technical history, its role in shaping the hip-hop genre, and its potential as a new metaphor for the "mixing" we all do in our increasingly diverse world. To bring this topic to life on stage, the Art of the Crossfade will engage in its own kind of "mixing" by combining an academic lecture with a live DJ performance to create a unique and groundbreaking educational and entertainment experience.

GRAMMY U's Summer School will then return August 15 with "Civil Rights Radio," celebrating the 50th anniversary of Dr. Martin Luther King Jr.'s historic "I Have A Dream" speech with an exploration of music's impact on society from Civil Rights through politically-charged hip-hop.

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @TheGRAMMYS on [Twitter](#), like "The GRAMMYS" on [Facebook](#), and join The GRAMMYS' social communities on [Foursquare](#), GetGlue, [Google +](#), [Instagram](#), [Pinterest](#), [Tumblr](#), and [YouTube](#).

GRAMMY U is a unique and fast-growing community of full-time college students primarily between the ages of 17 and 25, who are pursuing a career in the recording industry. The Recording Academy created GRAMMY U to help prepare college students for their careers in the music industry through networking, educational programs, and performance opportunities. GRAMMY U is designed to enhance students' current academic curriculum with access to recording industry professionals to give an "out of classroom" perspective on the recording industry. For GRAMMY U coverage, updates and breaking news, please visit social networks on [Twitter](#), [Facebook](#) and [Instagram](#).

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