



## Hip-Hop flyers

Born in the Bronx in the 1970s, hip-hop spread through New York through block parties, park jams, and rec center battles before larger venues and performance sites took note. Hand-drawn or made with Letraset rub-down letters and photocopiers, the flyers from this era spread the word and the vibe. Pioneers like Buddy Esquire and Phase 2 merged graffiti aesthetics with disco-era glamour in their designs, creating bold and futuristic graphics and typography that captured the raw energy of hip-hop's beginnings.

New York hip-hop flyers, ca. 1974–1989, Designers unknown unless otherwise noted, Offset lithographs, screenprints, photocopies, ink on card, Courtesy of Brandon Himmel

1. Black Spades, The Birth of Hip-Hop, 1973
2. Kool Herc, 1974
3. Pete D.J. Jones, 1975
4. Boat Ride, 1977
5. Queensbridge, 1977, Designed by DJ Baby J
6. Grand Master Flash, 1979
7. DJ Smokey, Kool Herc's Nemesis, 1975
8. National Freak Dance, 1978
9. Hip Hop Anniversary, 1982, Designed by Phase 2 (Michael Lawrence Marrow) (American, 1955–2019)
10. Big Bucks Battle!!, 1981, Designed by Phase 2 (Michael Lawrence Marrow) (American, 1955–2019)
11. Harlem World, 1982, Designed by Buddy Esquire
12. The Wild Style Party, 1984, Designed by Buddy Esquire
13. LL Cool J, The Fat Boys, 1985, Designed by Kenneth "Salsa Kenny" O'Banyoun
14. Run DMC, 1986
15. Doug E. Fresh, 1987
16. Eric D., 1986
17. Super Jam, 1987
18. Boogie Down Productions, 1987
19. Slick Rick, 1989