

DJ ARTISTIC, A MAN ON A MISSION

DJ Artistic, a DJ, air-personality, producer and entrepreneur, has been a driving force not only in the San Diego hip-hop community, but has been expanding his influential brand in and around the music industry for nearly 15 years.

Circa 1994, he introduced the infamous "Breakthrough Hip-Hop Collective," known for its many MC and DJ battles—providing an outlet for new artists to exhibit their talent and wares in an Apollo Theater-styled environment. A virtual who's who of underground hip-hop artists have come through the "Collective" such as Aceyalone, Abstract Rude, Gaslamp Killer, Orco, Medusa, Living Legends, Beat Junkies, Mr. Brady, dancers Urban Dynamics, and a host of others.

As a producer and member of the super group Deep Rooted, collectively they have won two San Diego Music Awards for "Best Hip Hop Album" and "Best Hip Hop Group." They are reaping the success of their sophomore album, aptly titled, *Second Coming*.

Deep Rooted's self-titled third album is slated for release in the summer of 2008 and features tracks produced by DJ Artistic. The project includes the much-anticipated single, "California Sunshine," featured on the Urban Network's 20th Anniversary CD Compilation.

In addition to the success he is enjoying with Deep Rooted, DJ Artistic has been recognized for his DJ performances with legendary artists like KRS ONE, Supernatural, Ice Cube, and comedian Mike Epps. Other recent accomplishments include touring with X-Clan and Public Enemy throughout the United States as well as being named a 2007 nominee for Best Club DJ San Diego.

In 2008, DJ Artistic performed alongside DJ Z-Trip, Richard Vision, and hip-hop/DJ icon Kid Capri. That same year, Artistic DJ'd Urban Network's Music Summit, sharing the stage with an array of artists like Bizzy Bone, Lina, Trina, Bad News Brown, and Bun B, to name a few.

Artistic has been the official DJ at the Urban Network Music Summits over the past four years. Music industry vet Miller London, CEO of Urban Network, says that, "DJ Artistic knows how to keep the party going! After he DJ'd his first Urban Network Summit for us in 2004, we have never looked for a DJ again." Artistic is the son of Arthur Mitchell, Vice President of Business Development for the Urban Network.

DJ Artistic has branched out into the world of internet radio, broadcasting on not one but two high-profile shows. He can be heard on Jelly Radio (www.jellyradio.com), which can be heard on iPhones and has over two million listeners, and on the Urban Network radio station, "The Mix," (which can be heard at www.urbannetwork.com) boasting 1.5 million listeners in 86 countries.

"I am very happy about my radio affiliation with Jelly Radio," says Artistic. "We will be syndicated on satellite radio, while the expansion of Urban Network's audience continues to get me heard by even more millions around the globe."

DJ Artistic has been signed on to be a spokesperson for the new Double B clothing line—and will be an entertainment reporter for the website and will assist in the company's Southern California promotions campaign. The clothing and shoe company was launched by Christopher "Big Black" Boykin (MTV's Rob & Big). The website (www.doublebgear.com) is going to be an entertainment content driven site with music, videos and photos of Big Black, the Chunky Boyz, Deep Rooted, their friends and fans along with information of general interest. It will go live come June of 2008.

Double B is also going to be working with DJ Artistic to create a section on the website dedicated to the hip-hop scene—not only in Southern California—but across the nation, with articles, interviews and a calendar of key events.

For more info on DJ Artistic, visit www.djartistic.com or www.myspace.com/djartistic

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