

## THE SETTING

# IT'S ANOTHER HUMID SUMMER DAY...

A hot July morning in New York City. Already the city sweats as air conditioners drone, failing to keep pace with the rising thermometer. A 20-something influencer walks to the subway, facing another day on the job. On the corner he sees a normal bodega, but something is twisted. What looks like an advertisement for Sprite suddenly flips over in response to a kid walking by. It reads, “Now I’m in the limelight ‘cause I rhyme tight.” It’s a large flip dot board and people from the neighborhood gather around to swipe through classic rap lyrics and portraits of hip-hop idols, using their whole bodies to interact with the words and images. One side of the building has a huge mural featuring portraits of Biggie, the Wu Tang Clan and Nas. It proclaims, “We Run New York.”

## THE ATTRACTION

# YO! MICROPHONE CHECK ONE, TWO, WHAT IS THIS?

“What the?” He crosses the street. Under an awning, misters relieve passersby from the already smoldering day. Old dudes sit on crates, but with padded tops—a remix of the corner. While the bodega retains the rawness and grit of the city, it is also totally new, starting with messaging.