

FAHEY/KLEIN
G A L L E R Y



Janette Beckman

RUN DMC and Posse, Hollis Queens, 1984

"In 1984, the British style magazine *The Face* asked me to photograph the up-and-coming rap group called Run-DMC. In a time before cell phones and emails, I called the contact phone number they gave me (Jam Master Jay's home), and Jay arranged to meet me at the Hollis, Queens subway stop.

I took my Hasselblad camera on the train, backs ready-loaded. Jay met me at the station, and we walked over to meet the group and some friends on a tree-lined street. It was a middle-class neighborhood, houses with back yards, so different from the 'Boogie Down Bronx.'

Run-DMC and friends were perfectly styled, wearing Adidas, Kangol hats, and Cazal glasses. They were just hanging out on a spring day. I had my camera ready and started shooting.

The photo seems like a moment in time.

148 NORTH LA BREA AVENUE LOS ANGELES CA 90036

PH: (323) 934-2250 | FX: (323) 934-4243

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Russell Simmons said about Hollis:

"It's not quite middle-class but it's close. Everyone there has an upwardly-mobile attitude. No matter how middle-class it gets, though, there'll always be a street culture. The people from the neighborhood are real proud of Run-DMC."

This photo of Run-DMC is important, the times were changing in hip hop. A group could come from a middle-class neighborhood and rap about their lives. Different stories from the groups coming out of the Bronx."

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