

Word: Customized Hype

in *SM: Sunday Magazine*—supplement to the *Sunday Tribune*
9 December 2007

SM Sunday Magazine
SUNDAY TRIBUNE
DECEMBER 9 2007

FEATURE: CHRISTMAS BOOK GUIDE

MC/RAP/HIP HOP

Word – Customized Hype by Creamy Ewok Baggends (Echoing Green Press): This local bundle of talent has thrown out a small pocket book, which is like an anthology of his thoughts, problems, wonderings, anger, humour, exasperation, motivation and saturation points. From the opening lyric “Curse the MIC” his feelings about the world, the country, his home town of Durban and, most importantly himself, are laid bare in a pacey and uniquely stylised explosion.

Divided into three sections titled “One Mind-One Mouth-One Mic”, “Spitfire” and “Extraz” respectively, Ewok’s verbal plays are at times sheer brilliance, such as from *Bullets for Babies*, “We turned weapons into toys for little girls and little boys to play with to play murderous games ’coz death pays these days so we let them play murder with plastic AKs playing games like ‘Hi jack, what you got in that backpack?’.”

If you have been lucky enough to see him perform, you will be pleased to know that the same commitment he oozes on stage can be found in this literary confession. It’s a great gift for those who share similar sentiments about our crazy world.

(CA)

