### Graduate Student Project Funds Application: Entry # 939

#### Requestor Information

**UCInetID**

mrvilleg

**Name of Requesting Student:**

Mark Villegas

**Requesting Organization:**

Culture and Theory Graduate Student Association

**Contact Email Address:**

mrvilleg@uci.edu

**Contact Email Address (repeated):**

mrvilleg@uci.edu

#### General Program/Event Information

**Program/Event Name:**

Empire of Funk: What is the Future of Filipino American Hip-Hop?

**Description of Program/Event:**

This nationwide, multi-partnered conference will be the first academic gathering that examines the three decades long phenomenon of Filipino American hip hop cultural production. A joint partnership with the Culture and Theory Graduate Student Association, The Humanities Collective, the Department of Asian American Studies, Student Affairs, Kababayan at UCI, Hip Hop Congress's Urban Arts Festival, and more pending organizations, this conference promises to attract a community of graduate students from UCI and outside campuses.

The day of panels will be topped off by a performance show featuring the same artists who will be speaking on these panels. The majority of funds being raised from various organizations, including AGS, will be dedicated to this show.

In light of the new anthology series Empire of Funk: Hip Hop and Representation in Filipino America (Cognella Academic Publishing), the event will bring into conversation the editors of the anthology—Mark Redondo Villegas (PhD candidate, Culture and Theory, UCI), Candice Custodio-Tan aka DJ Kuttin Kandi (program assistant, Women's Center, University of California, San Diego), and Dr. Roderick Labrador (assistant professor, Ethnic Studies, University of Hawai`i, Manoa)—and a growing intellectual and artistic community who are taking seriously the cultural and political phenomenon of Filipino American involvement in hip hop. We will attempt to synthesize ongoing conversations about Filipino American cultural productions and performances, especially as they relate to the racial and sexual politics of this group’s involvement in hip hop. As UCI has a storied relationship to hip hop dance, this campus is the appropriate space to host the event.
Graduate Student Project Funds Application : Entry # 939

Of note, Jeff Chang, the executive director of the Institute for Diversity in the Arts + Committee on Black Performing Arts at Stanford University and author of the acclaimed Can't Stop Won't Stop: A History of the Hip-Hop Generation (2005), will be making the opening speech and moderating a panel. In October, Jeff will be releasing his new, much-anticipated book Who We Be: The Colorization of America (St. Martin's Press, 2012), Youth (Picador Big Ideas/Small Books series). As an author in Empire of Funk, we are honored to have him be an integral part of this conference.

Program

10am - Opening Speaker: Jeff Chang (executive director of the Institute for Diversity in the Arts + Committee on Black Performing Arts at Stanford)

10:30am - Panel Discussion: "Regional Scenes of Filipino American Hip Hop" moderated by Jeff Chang and Dr. Robyn Rodriguez (Asian American Studies, UC Davis)

12 noon - Lunch

1pm - Panel Discussion: "Translocal Cultural Flows" moderated by Dr. Christine Balance (Asian American Studies, UC Irvine)

2:30pm - Panel Discussion: "Filming the Funk" documentary screening program facilitated by Mark Villegas, PhD candidate (Culture and Theory, UC Irvine)

4pm - Dinner on your own

7pm - Concert at Student Center featuring Bambu and Geo as "The Bar," DJ Icy Ice, DJ Kuttin' Kandi, Ruby Ibarra, and Marjorie Light

Location of Program/Event:

Humanities Gateway 1030, HG 1080, Student Center

Date of Program/Event:

05/23/2014

Start Time of Program/Event:

10:00 am

Expected Attendance

Number of UCI Graduate Students Expected to Attend:

40
**Graduate Student Project Funds Application : Entry # 939**

**Number of UCI Undergraduate Students Expected to Attend:**

110

**Number of UCI Admin/Faculty/Staff Expected to Attend:**

20

**Number of Other People Expected to Attend:**

30

**How are you predicting the attendance numbers listed above?**

I hosted a book launch for *Empire of Funk* at the UCI The Hill bookstore in February to a full room of over 40 people in the Hillside Lounge. For the *Empire of Funk* conference in May, we are planning for a much larger turnout for both the conference during the day (60) and the concert at night (200). Graduate students from UCI from Dance, Culture and Theory, DECADE, Film and Media Studies, Visual Studies, Literary Journalism, and other programs are invited, given that the speakers of the conference are very much related to their fields and goals. Since graduate students are asked to present their research, we anticipate their colleagues and collaborators to be present. As well, the concert will surely draw a large undergraduate crowd, but graduate students will also be a target audience.

Also, scholars and graduate students from across California and other parts of the nation will be in attendance to present their work, join as audience members, and network.

**Planned Methods of Advertisement:**

Original website creation, social media, departmental advertising in offices, departmental mass email, Student Affairs mass email, Humanities mass email, DECADE mass email (I am a Humanities representative of DECADE), partnered advertising with Hip Hop Congress's Urban Arts Festival.

In addition, in April, editors and authors of *Empire of Funk* will be presenting at the Association for Asian American Studies Annual Meeting in San Francisco. The audience and presenters will consist of scholars, graduate students, and artists from all over the country. This meeting in San Francisco will serve as a springboard for the *Empire of Funk* conference at UCI.

**Request and Budget**

**Amount of funding requested from AGS Project Fund:**

1400.00

**How much do you expect the event to cost in total?**

9,450.00

**Are you receiving other funding for this event?**
### Graduate Student Project Funds Application: Entry # 939

**Yes**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities Collective Grant (secured)</td>
<td>1500</td>
</tr>
<tr>
<td>Student Affairs (request)</td>
<td>3100</td>
</tr>
<tr>
<td>Multicultural Programs Funding Committee (request)</td>
<td>200</td>
</tr>
<tr>
<td>Campus Organizations Resources and Education (request)</td>
<td>50</td>
</tr>
<tr>
<td>ASUCI- Student Programming Funding Board (request)</td>
<td>3200</td>
</tr>
</tbody>
</table>

### Itemized Budget for Program/Event

<table>
<thead>
<tr>
<th>Items w/ Description and Quantity</th>
<th>Cost (in dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honorarium- DJ Icy Ice (AGS request)</td>
<td>400</td>
</tr>
<tr>
<td>Honorarium- Ruby Ibarra (AGS request)</td>
<td>600</td>
</tr>
<tr>
<td>Honorarium- Kuttin Kandi (AGS request)</td>
<td>340</td>
</tr>
<tr>
<td>Posters and printing (AGS request)</td>
<td>60</td>
</tr>
<tr>
<td>Rod Labrador-University of Hawaii- travel + lodge (Humanities Collective- secured)</td>
<td>870</td>
</tr>
<tr>
<td>Robyn Rodriguez-UC Davis- travel + lodge (Humanities Collective- secured)</td>
<td>270</td>
</tr>
<tr>
<td>1/2 Honorarium- Kuttin Kandi (Humanities Collective- secured)</td>
<td>360</td>
</tr>
<tr>
<td>Food (Gina's Pizza) (Multicultural Programs Funding Committee request)</td>
<td>200</td>
</tr>
<tr>
<td>Food (Gina's Pizza) (Campus Organizations Resources and Education request)</td>
<td>50</td>
</tr>
<tr>
<td>Honorarium- Bambu (same contract as Geo) (ASUCI- Student Programming Funding Board request)</td>
<td>2500</td>
</tr>
<tr>
<td>Honorarium- Marjorie Light (ASUCI- Student Programming Funding Board request)</td>
<td>200</td>
</tr>
<tr>
<td>Audio/lights/staff (ASUCI- Student Programming Funding Board request)</td>
<td>500</td>
</tr>
<tr>
<td>Honorarium- Geo (same contract as Bambu) (Student Affairs request)</td>
<td>2500</td>
</tr>
<tr>
<td>Honorarium- Jeff Chang (Student Affairs request)</td>
<td>600</td>
</tr>
</tbody>
</table>

### Has your organization received AGS Projects Funding in the past?

**No**