



MEDIA ALERT

Legendary audio engineer, Gimel “Young Guru” Keaton to lecture at MIT

***Hip Hop Speaker Series Part 1. Young Guru: Design and Destruction* lecture on March 6**

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Media must RSVP by noon March 5

Legendary audio engineer and DJ, Gimel “Young Guru” Keaton, one of the men behind the iconic sound of world-renowned artist Jay-Z, will present a lecture to MIT students on Friday, March 6, 2015. This lecture is the first in MIT’s new “[Hip Hop Speaker Series](#)”, with more names to be announced for April and May. The series is presented by the [Arts at MIT](#) and [TapTape](#), an MIT-based music startup (winner of the [MIT Creative Arts Competition](#) in 2014), and brings together leaders in hip hop with leading faculty and students at the Massachusetts Institute of Technology (MIT) in Cambridge, Massachusetts.

Young Guru: Design and Destruction

Young Guru will speak about how there is a growing gap between the intentions, final execution of innovation and the ultimate execution as design, as and how tech continues to create and recreate new realities. Young Guru will shed light on how design and innovation changed music and how that impact is now spreading to other aspects of design, innovation and tech as it relates to humanity.

An introduction to Young Guru will be made by Christopher Nolte. Nolte is an MIT graduate student and is the CEO and Co-Founder of TapTape which was the winner of the 2014 MIT \$10K Creative Arts Competition. The moderator of the talk will be an MIT professor.

About Young Guru

Over the course of the last twenty years Guru has become one of the most influential minds in audio engineering. Initially known for his award-winning audio mixes on some of the most successful commercial releases in the history of modern music, he is also highly regarded for his unique ability to communicate complex technical terms, not only to students but to creatives and business professionals alike. Most recently he completed mixes for the A\$AP Mob and for veteran artist Common for Nobody’s Smiling which debuted #1 on Billboard charts. In addition, Young Guru is currently an artist in residence at the University of Southern California. This will be his first lecture at MIT. [young_guru](#) (twitter); [youngguru763](#) (instagram); [#eraoftheengineer](#)

About the Arts at MIT

The arts at MIT connect creative minds across disciplines and encourage a lifetime of exploration and self-discovery. They are rooted in experimentation, risk-taking and imaginative problem-solving. The arts strengthen MIT's commitment to the aesthetic, human, and social dimensions of research and innovation. Artistic knowledge and creation exemplify our motto - mens et manus, mind and hand. The arts are essential to MIT's mission to build a better society and meet the challenges of the 21st century.

<http://arts.mit.edu> @artsatmit (twitter, facebook and instagram)

About TapTape

TapTape is a music platform that works with labels, allowing fans to co-invest in record deals of up and coming artists. The company was founded at MIT in 2014 with a mission to connect the right artists with the right fans to give talented musicians financial freedom and artistic flexibility. In May 2014, TapTape won the \$10K Creative Arts Prize, awarded to an arts-focused team participating in the MIT \$100K Entrepreneurship Competition finale. The company is backed by Lyor Cohen, ex-CEO of Def Jam Records, Warner Recorded Music, and founder of 300 Entertainment. www.TapTape.com

Event Details for Media:

Lecture Title: *Young Guru: Design and Destruction*

Date: Friday, March 6, 2015 / 7:00 PM, doors at 6:30 PM

Location: MIT room to be provided after RSVP

NOTE FOR MEDIA: Media must RSVP by noon March 5 to LEAHT@MIT.EDU

The lecture is open to students with MIT ID only with RSVP to Eventbrite

<https://www.eventbrite.com/e/young-guru-design-destruction-tickets-15883841999>