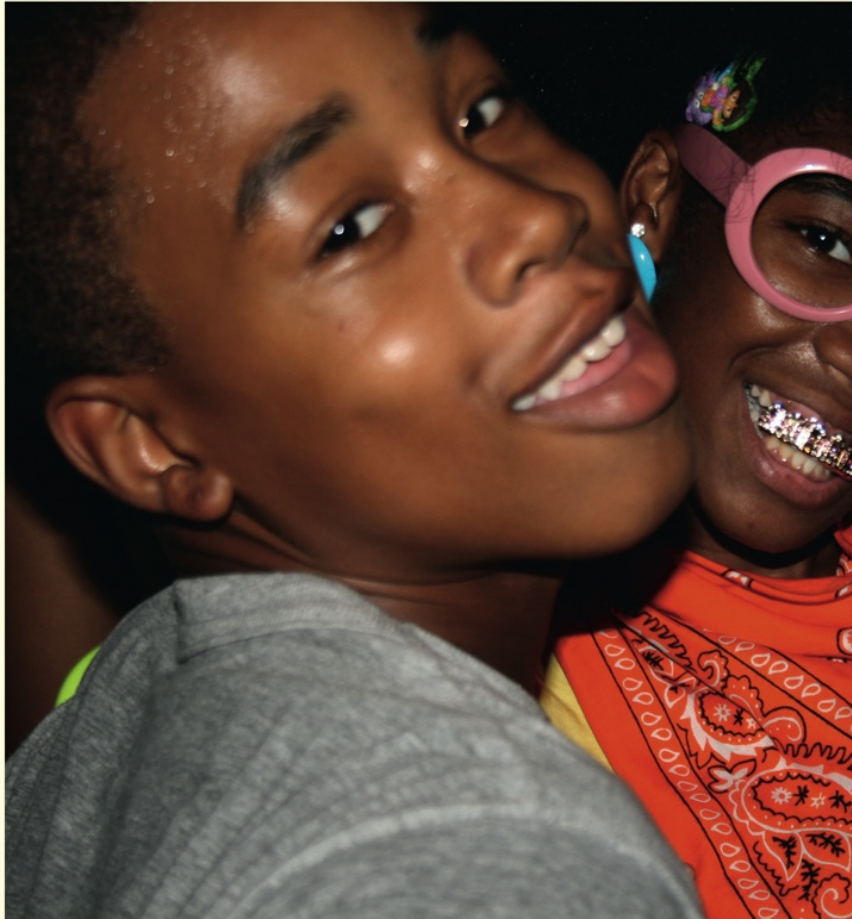


Goofing around: DJ SEGA & DIPLO



Philly's DJ Sega is at the forefront of a teen scene that gives ghetto kids a chance to rave and get goofy. With Diplo's backing, he's about to bring his crunked-out club jamz to a party near you...

Every Friday evening in west Philadelphia, hundreds of high school kids don nerdy Steve Urkel-esque day-glo outfits – mismatched shoes, fake goofy glasses and orange whistles – and head for the hottest under-18s party in town.

Once there, the kids throw down killer dance moves like the Wu-Tang and the D-Mac and jack their arms in time to banging Philly Club tracks – *High School Musical* this ain't. In fact, this is one of the only places you will ever hear Papa Roach's "Last Resort" cut up with Lil' Jon crunk tourettes. It all goes down at a rollerskating rink called Jamz, commanded by ambitious 20-year-old Robert Taylor Jr, aka DJ Sega.

"This is the new generation," explains Diplo, famed of course, for his captaincy of the city's older culture-vulture club vanguard. "They're doing it even bigger and weirder. Sega just takes what he wants and fucks it up. I'm down with that."

"I started Jamz in January of 2005," says the precocious Sega, whose father is the long time Philly DJ,

Brother Rob. "I put out five mixtapes that year, and seven the following year. So many CDs got out there that it got to the point where kids all over the city had at least five songs that I had produced." Currently blowing up teen raves are Sega's surreal cartoon-sampling "Pinky And The Brain," and "Woo Hah! (Got You All In Check)" – a raw, nervous, deconstructed bomb of the floor-filling Busta Rhymes original. "If I'm doing a remix, I like it to have its own emotion," explains Sega, "I want the audience to react to the music in a way that people rarely do anymore."

Rockstarz Vs Clubheadz is Sega's latest, and, for the first time, internationally distributed mixtape – it was released at the end of 2007 on the 5151 label (an off-shoot of the local scene blog of the same name). It wasn't too long before Diplo witnessed the Jamz Fridays firsthand, and welcomed Sega (who also runs his own label Ol' Head with local tastemaker Dirty South Joe) into the Mad Decent massive, and onto his "Hollertronix" vinyl series.

"He's one of the in-house dudes now. We're doin' a 12" together for a new Baltimore artist called MzStreamz." The "Rockstarz" in the title of the mixtape is in reference to Philadelphia's Rockstarz movement which Sega and Jamz are indicative of – the neon, geek chic reaction to the patented hip hop look. "It's really about self-expression," says Diplo. "Most of these kids grow up in the worst neighbourhoods and are trapped in a state of mind that goes – school, hustle, cops, hustle... child support. They got YouTube and MTV on all day, so it's like they live outside the ghetto in their minds. There's not much to look forward to but a party."

"I don't know which is the best party I've ever played at," concludes Sega, pondering the tripped out John Singleton-meets-John Hughes teen scene. "All I know is that the parties keep getting bigger and way better!"

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"Hollertronix 8" on Mad Decent and Rockstarz Vs Clubheadz on 5151 are out now.

Photography by DJ Sega