



Rock Steady

Rock Steady Presentation



CLICK TO LAUNCH SIZZLE REEL

PASSWORD: **RS2021**

RICHARD "CRAZY LEGS" COLÓN

A group of young men in white t-shirts and red pants are performing a breakdance move on a wooden floor. One man is in the air, with his legs spread wide, while others are on the ground, some sitting and some standing. They are in front of a crowd of people, mostly young men, who are watching the performance. The background shows a building with large windows and columns.

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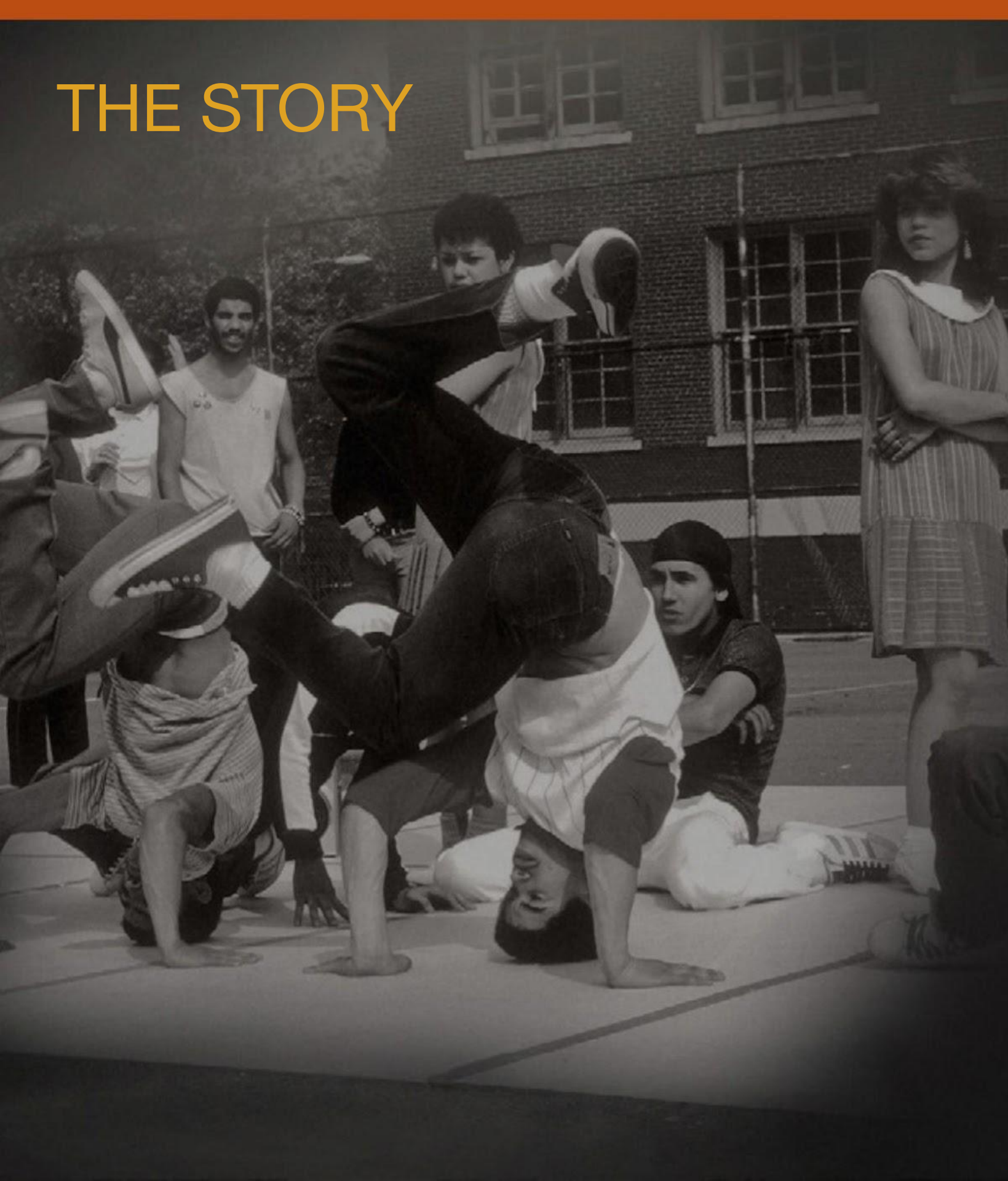
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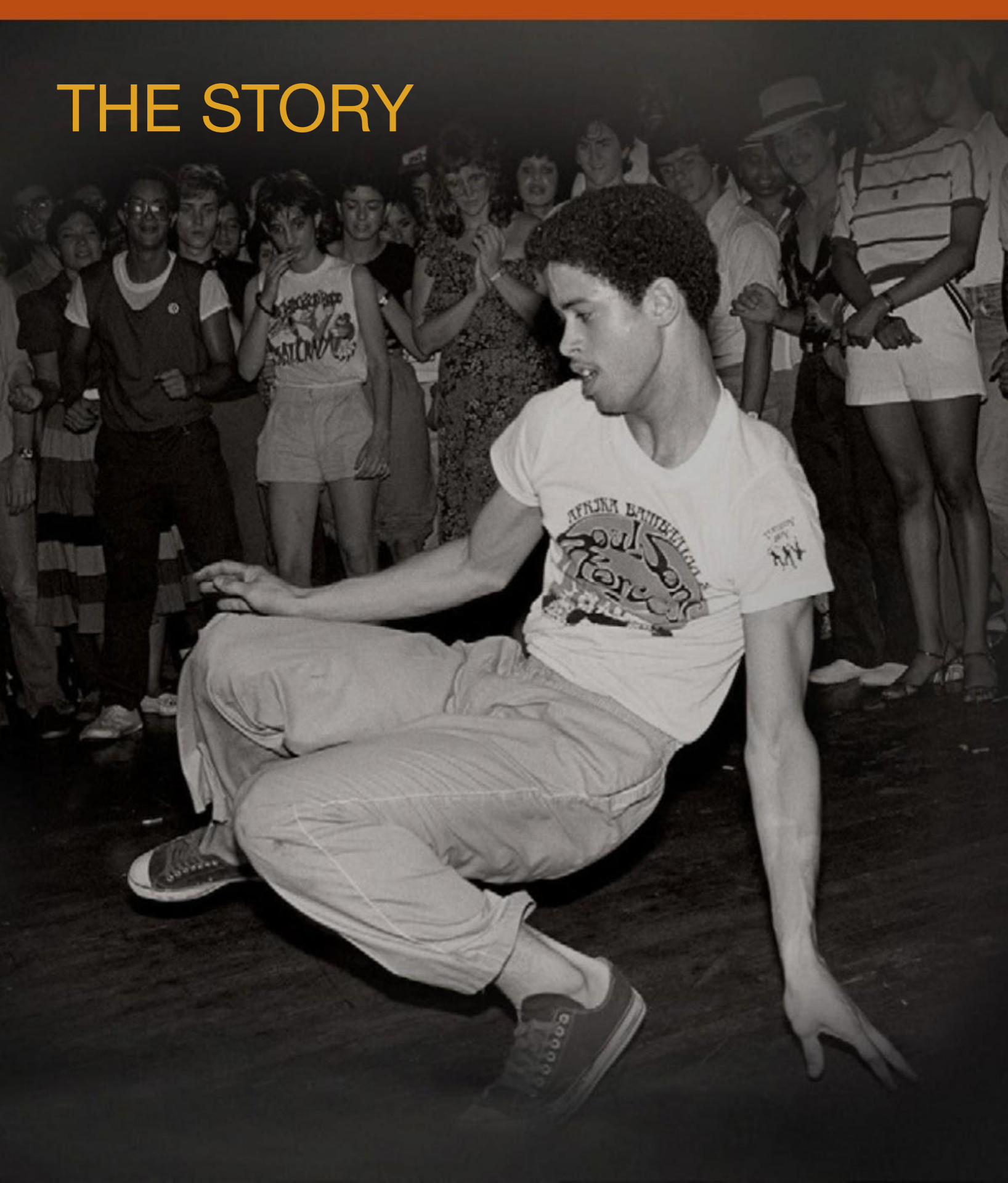
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THE STORY

A black and white photograph of a B-boy performing a handstand in a street setting. The dancer is in the center, balancing on one hand with his legs raised high. He is wearing a light-colored t-shirt and dark pants. Several other people are visible in the background, some watching and others also in dance poses. The setting appears to be an outdoor area with a brick building in the background.

In 1976, a skinny Puerto Rican kid, using gravity-defying street hustle, grit, and footwork, helps to turn the music, dance, and art born on the burning streets of The Bronx into a global Cultural Revolution and weapon of change. Rock Steady tells the improbable story of Richard “Crazy Legs” Colón (‘Legs’) and the B-Boy gang he turns into a worldwide phenomenon, the Rock Steady Crew (‘RSC’). This feat of sheer swagger, ingenuity, and talent solidifies Legs’ place in the pantheon of Hip-Hop culture. Hardly what anyone expected of a shy welfare-kid from a home ravaged by domestic violence and substance abuse. When an invite to a street jam opens Legs’ eyes to his life’s calling, breaking becomes his refuge from the ghetto. He practices and perfects moves like his life depends on it. After each failure, each mistake, he finds a better, new way, and starts innovating moves like the Back Spin and the Windmill – future trademarks of the art form. Before long, he’s noticed by RSC leaders and earns a spot on the crew. Battling other area outfits, Legs is a force to be reckoned with. And with Legs’ leadership and talent, the RSC becomes the strongest B-Boy crew in the game. In the late 1970s, Legs hustles to promote and spread the RSC’s reputation and grow competitive B-Boying. Dynamic dance “battles” become an alternative to violence for settling conflicts and serve as a way to put some bread on the table and in the pockets of the best B-Boys - whose names are now household on the streets of New York. And no name is more significant than Crazy Legs. But he continues to struggle, living a double life as a stickup kid and performer. This criminal hustle highlights the conflict between self-respect and self-preservation that defines the story of Legs’ life.

THE STORY



Until 1982, when the RSC under Legs' leadership conquers a Manhattan club scene raging with decadence. It's a legendary party with sex, drugs, music, dance...and Legs, high on LSD, is at the center of it all. Then come world tours, dancing for dignitaries, and a blushing Queen of England. Pivotal roles in Hollywood films ("Wild Style," "Flashdance" and "Beat Street") thrust Legs, the RSC and Hip-Hop into the social and cultural stratosphere. The world is theirs, and the party is perpetual. Hip-Hop has arrived. A beacon of opportunity for kids of color, the mid-80's like Legs breaking RSC bread here. But as the money rolls in, the RSC breaks apart and almost as fast as it started, the party's over. The world-tours, money, highlife, and respect vanish. Desperate to preserve his lifestyle – no way he's going back to the ghetto - Legs plunges into the dark, dangerous world of gun running. His RSC brothers start a drug empire and a reign of terror over the 5 boroughs that puts Legs at the center of a bloody drug war where death and destruction lurk around every street corner. When the smoke clears, Legs is the only RSC original left. Everyone else is dead or in prison. After multiple near-death experiences, Legs dedicates himself to keeping the RSC and B-Boying alive. Taking a cue from his early days of innovating, he learns from his mistakes and reinvents himself as a mentor and community service ambassador. And finds a place where self-respect and self-preservation are no longer battling for dominance.

STORY ELEMENTS

THE BEGINNING

THE BREAKTHROUGH

THE FALL

REDEMPTION & LEGACY

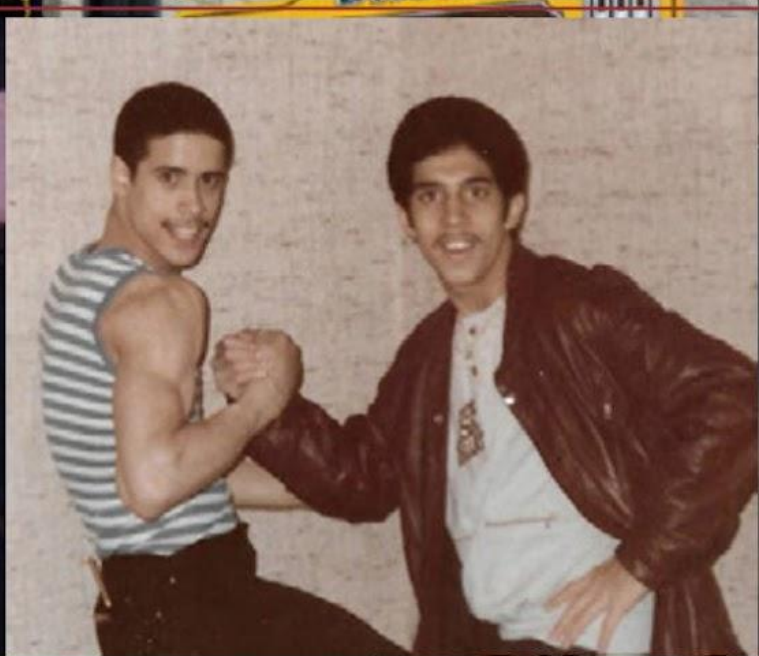
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1982

THE CREW



DIG DEEPER



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IN HIS OWN

WORDS

In unearthed audio recordings from 1991, Crazy Legs talks about growing up in the Bronx, the early days of breaking and his life in the Rock Steady Crew.

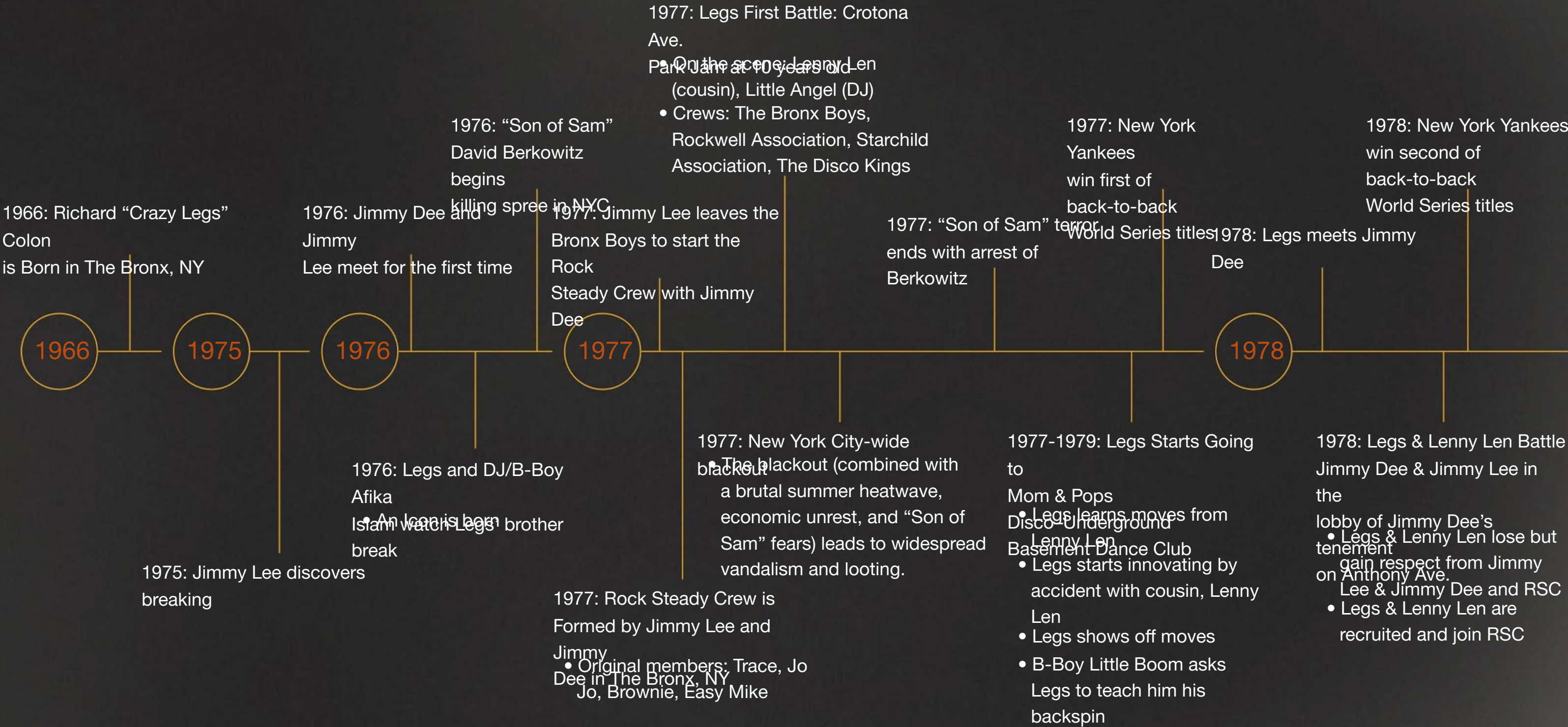
CHARACTERS



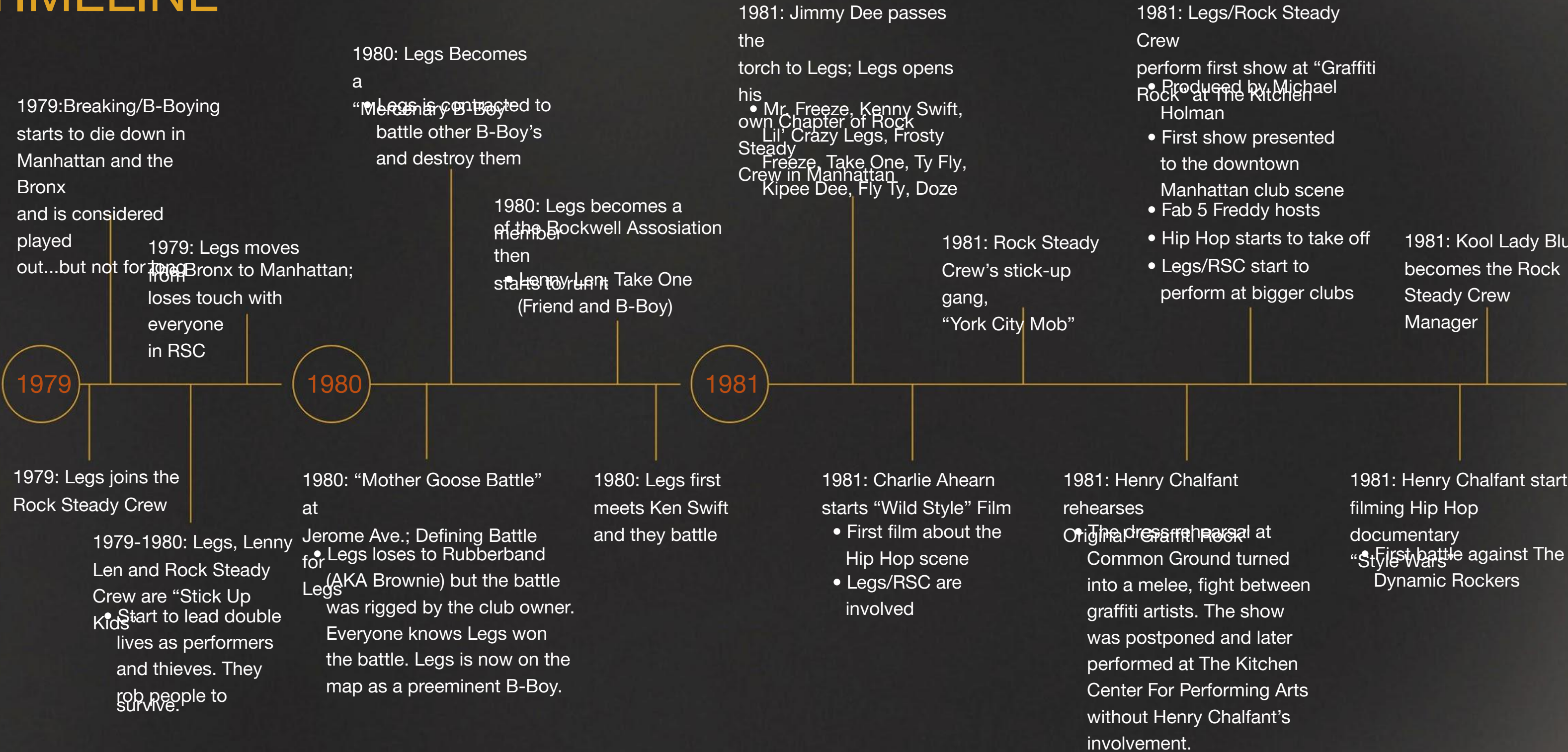
Grandmaster Caz is smart, devastatingly handsome and quick to let you know it. His nimble fingers on the turntable coupled with his easy rhyme and flow shield him from the struggle of the South Bronx environment. A leader, entrepreneur and self-promoter, he connects with Legs on many levels, friend, confidant and DJ spinning for the Rock Steady Crew's downtown Manhattan invasion.

RICCHARRDD COOLLÓNN
“Craazzy Leeggs”
BB--BBooy//LLeaaddeerr RRoocckk SStteeaadd
Creeww
CATHY MARTINEZ
Legs’ mom
LEONARD NUÑEZ
“Lenny Len”
B-Boy Rock Steady
GABRIEL MARCANO
“Buck 4”
B-Boy Rock Steady Crew
RUZA BLUE
“Kool Lady Blue”
Roxy NYC owner; early RSC
manager
HENRY CHALFANT
Photographer; Hip Hop
documentarian
LORENZO SOTO
“Kuriaki”
B-Boy Rock Steady
Crew
KENNETH GABBERT
“Ken Swift”
B-Boy Rock Steady
CURTIS FISHER
“Grandmaster Caz”
Rapper/Songwriter/D
J

TIMELINE



TIMELINE



TIMELINE

1981: Legs/RSC famous battle at Lincoln Center
Hip Hop and B-Boying officially goes mainstream and gains worldwide exposure

- Battle and beat The Dynamic Rockers in the follow-up to the “Style Wars” battle
- Covered by “National Geographic”
- Featured in “Village Voice”
- Featured on “20/20”

1981: Jimmy Dee and Jimmy Lee
• Jimmy Dee joins the Navy; serves for 25 years
• Jimmy Lee goes off to jail

1982: Legs/RSC perform at “Studio 54” for the famed artist
• First time Mr. Wiggles “Antonio Lopez” performs with RSC

1982: Buck 4 and Kuriaki join RSC

1982: Kool Lady Blue promotes The Roxy
The Roxy becomes the epicenter of an enlightened convergence of sub-cultures; Punk, Pop, Rastafarians, and Hip Hop, coming together in a rush of creative energy, peace and love. Legs/RSC develop into the main attraction as this legendary party scene of sex, drugs, music and dance rages.

1983: Legs/RSC appear in “Flashdance”
• Big moment; their popularity is rising

1983: Legs’ mom remarries; Franklin Sanchez becomes Legs’ Father figure and brings normalcy

1983: Legs/RSC are featured in famous “Buffalo Girls” video by Malcolm McLaren

1983: Legs/RSC perform for Queen Elizabeth II
• While meeting The Queen, all Legs could think about was the emeralds on her neck and how he wished he could snatch them and run

1981-1982: “Wheels of Steel” Tour. Legs and Rock Steady Crew perform and battle weekly at The Negril Club,
• On the scene: Michael Holman (co-promoter and producer of Common Grounds and the Kitchen early events at Negril with Kool Lady Blue); Kool Lady Blue (RSC manager and publicist, she coined the phrase “Break Dancing”); Henry Chalfant (“Style Wars”); Rock Steady Crew and New York City Breakers (later known as New York City Breakers)

1981: Legs/RSC embark on The Kitchen Tour

1982: Legs/RSC Join Afrika Bambaataa’s Zulu Nation
• On the scene: Afrika Bambaataa

1982: RSC split up into two groups—half go to film “Flashdance”; half film an “Antonio Lopez” film “Portfolio” that no one sees

1982: Legs and Ken Swift get into an argument at Rock Steady Park; they battle it out
• Ken Swift impresses but too close to call

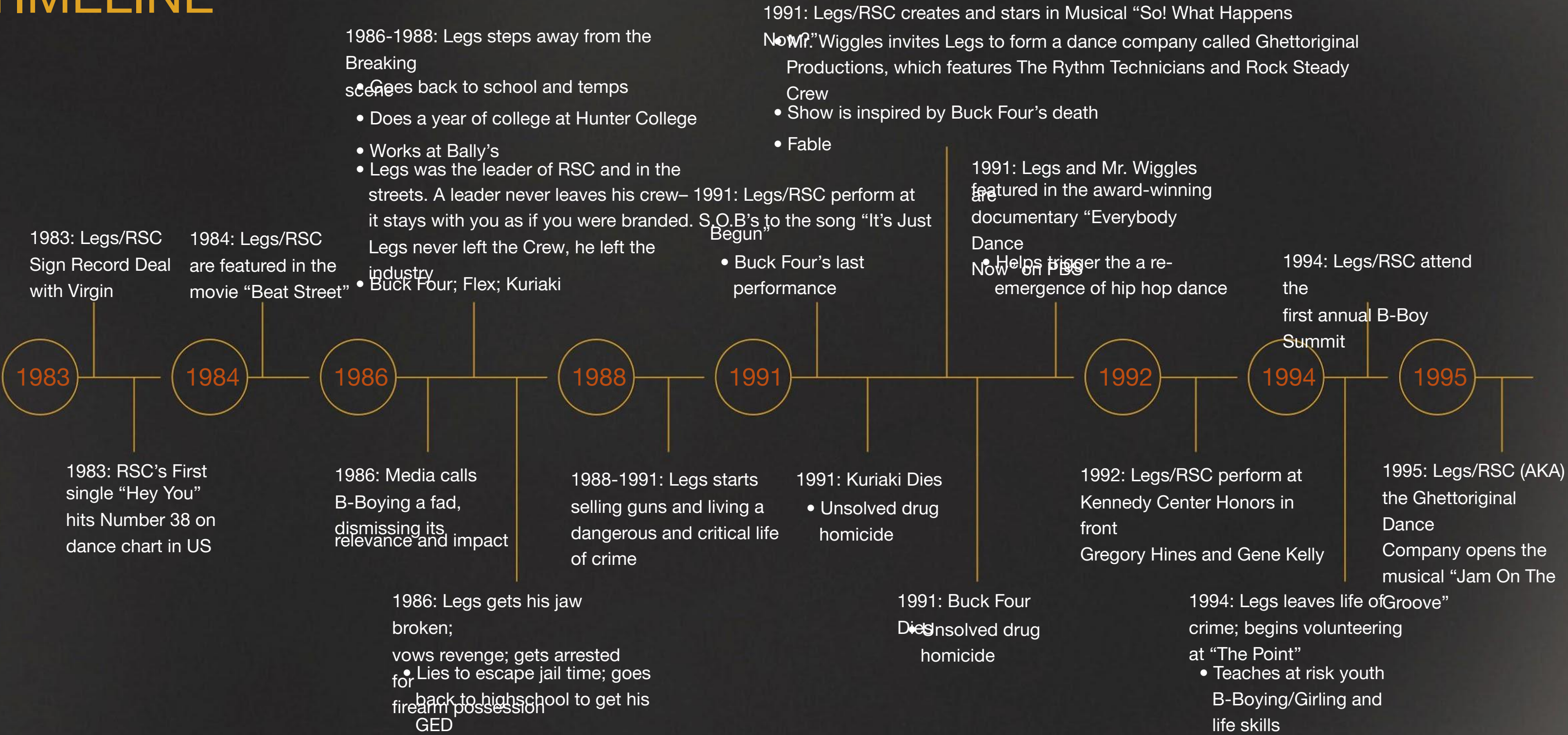
1982: Legs /RSC embark on The New York City Rap Tour
• Kool Lady Blue
• Afrika Bambaataa tours with them

1983: Legs and Ken Swift perform and are interviewed by David Letterman
• Ken Swift was strung out on PCP the night before

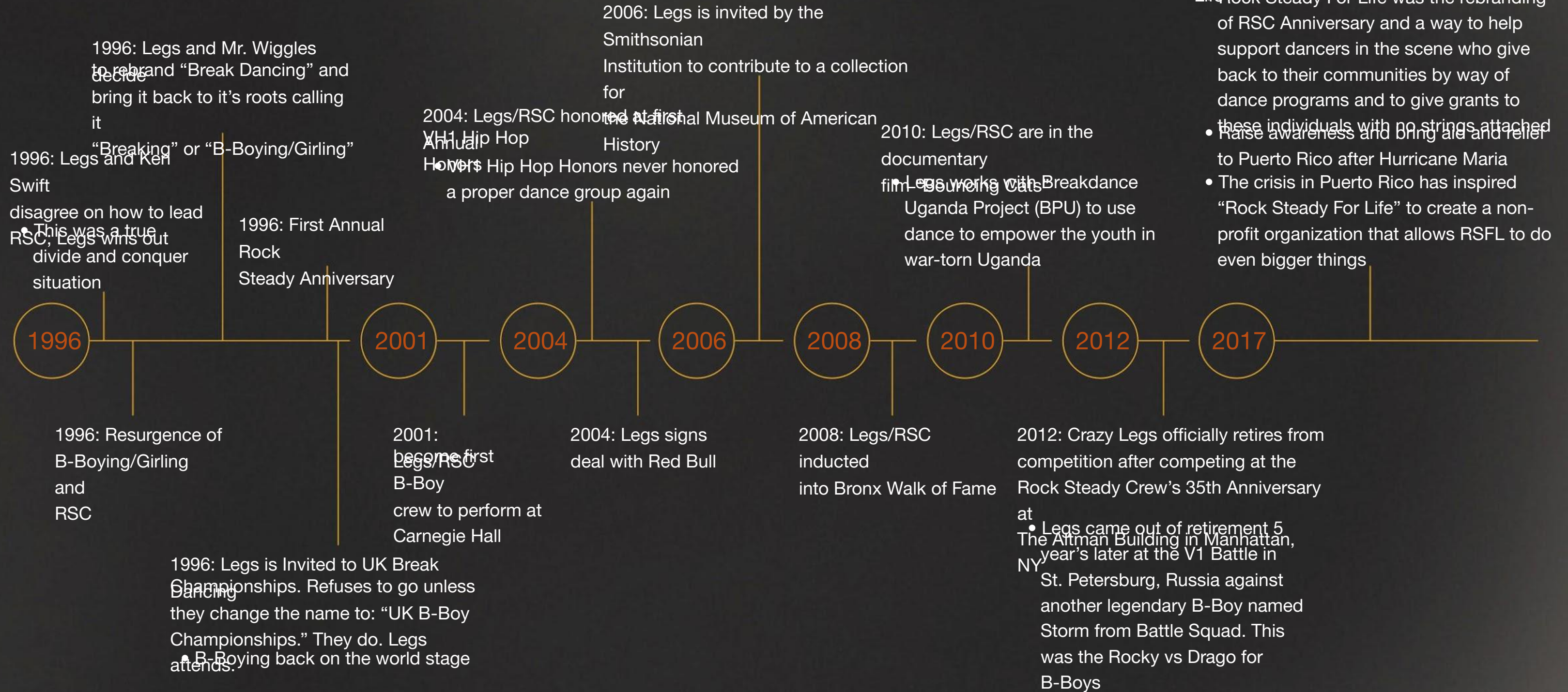
1983: Legs battles Lil Lep. Famous B-Boy battle
• Battle took place at a well known club (First Class) in the Bronx. Legs battled Lil Lep for his disloyalty and leaving RSC for New York City Breakers

1983: Legs/RSC seen in “Wild Style,” “Hip Hop and Breaking” movies
• First “Hip Hop and Breaking” movies

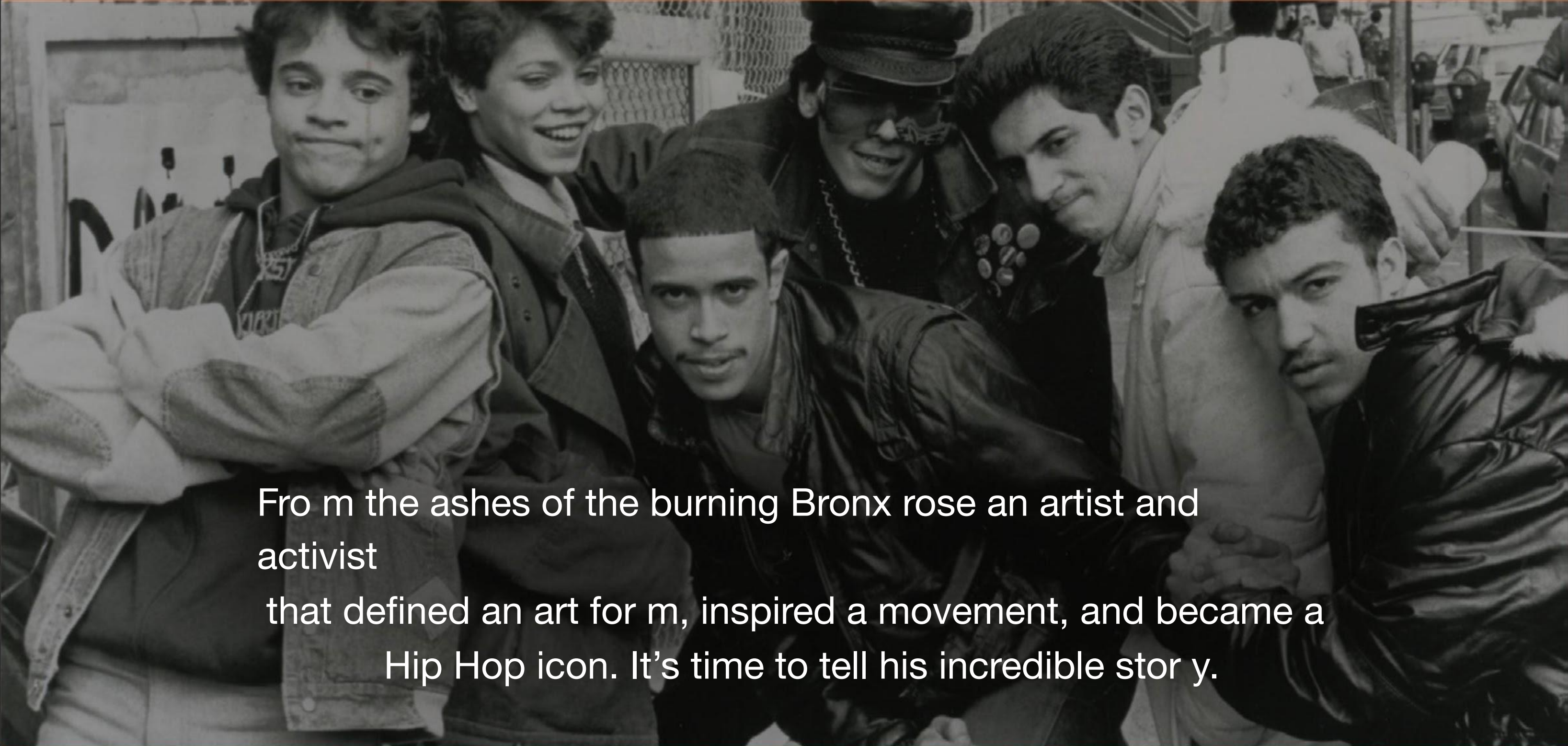
TIMELINE



TIMELINE



THANK YOU



From the ashes of the burning Bronx rose an artist and activist that defined an art form, inspired a movement, and became a Hip Hop icon. It's time to tell his incredible story.