

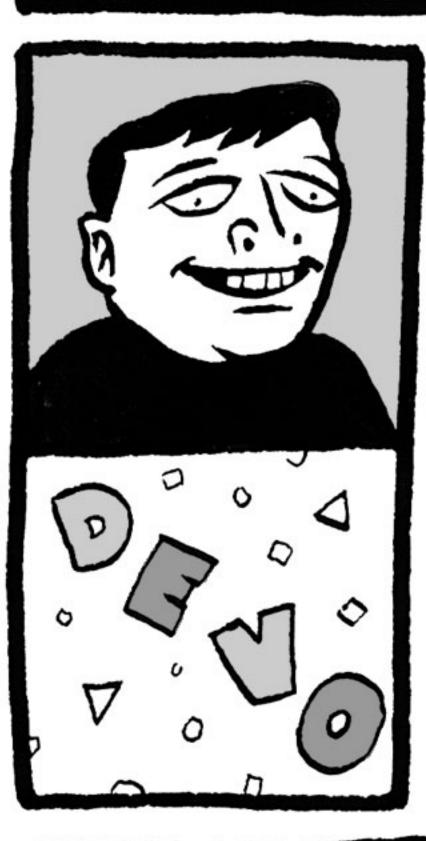






WITH EVERY GOOD JOLT, THE NEED BECOMES GREATER.





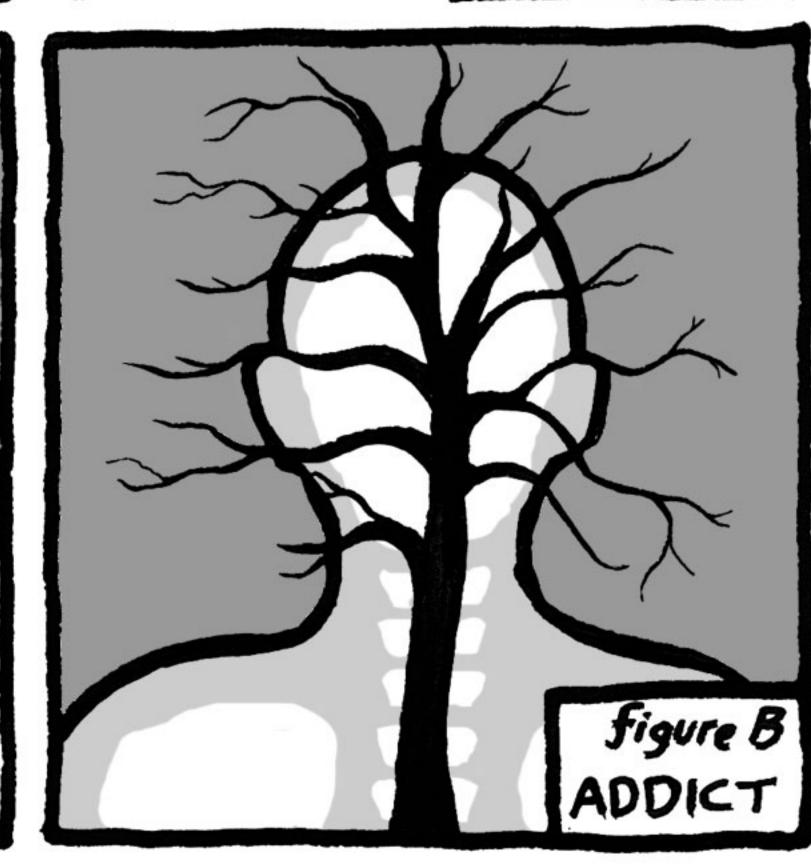






THE ADDICT'S CRAVING SPREADS THROUGH THE BRAIN. NORMAL SUBJECTS ARE CONTENT WITH WHAT'S GIVEN TO THEM, LEAVING THE MUSIC CEN-TER OF THE BRAIN UN-DEVELOPED AND STUCK ON THE FAMILIAR OR SENTIMENTAL.





## ADDICTS ACTIVELY SEEK NEW WAYS TO EXPERIENCE THE WORLD THROUGH MUSIC.











grind ~ hip-hop

beats

noise

Jazz

THOSE UNAFFECTED CONCERN THEMSELVES WITH THE FASHIONABLE ASPECTS OF MUSIC.



AS TRENDS FADE, ADDICTS CLING TO THE MUSIC OTHERS DISREGARD.



15-YEAR-OLD MIX TAPES
RESURFACE AND E-BAY
BUYING FRENZIES ENSUE.







ONCE AN ADDICT HITS ROCK BOTTOM,
THE ONLY THRILL LEFT IS TO GET OTHERS
HOOKED - THUS SPREADING THE DISEASE.



