

THE NEW YORK OBSERVER: March 10th, 2003

THE OBSERVATORY



MARCH 5, 2003 - MARCH 12, 2003

SATURDAY

8TH

Fo shizzle mah nizzle! Ever wanted to throw down on the ones and twos? Have no idea what the h*** we're talking about? Time to matriculate at the **Scratch D.J. Academy**, founded by **Rob Principe** and **Jam Master Jay** (now spinning on that big turntable in the sky). Yes, the class is called "**D.J. 101**"; it runs for six weeks and is taught by a different celebrity D.J. each week. Beware of **Goldman Sachs** and **Citigroup** tighties trying to get in touch with their "urban side." "We always have a couple of real power investment bankers. They come in their suits," said Mr. Principe. "One guy who works for a hedge fund wants to quit and become a full-time D.J.!" Three hundred bones buys you lessons in basic blending, mixing, scratching—and a doctorate in "turntable-ism." (Do they know about this at Yale?)



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