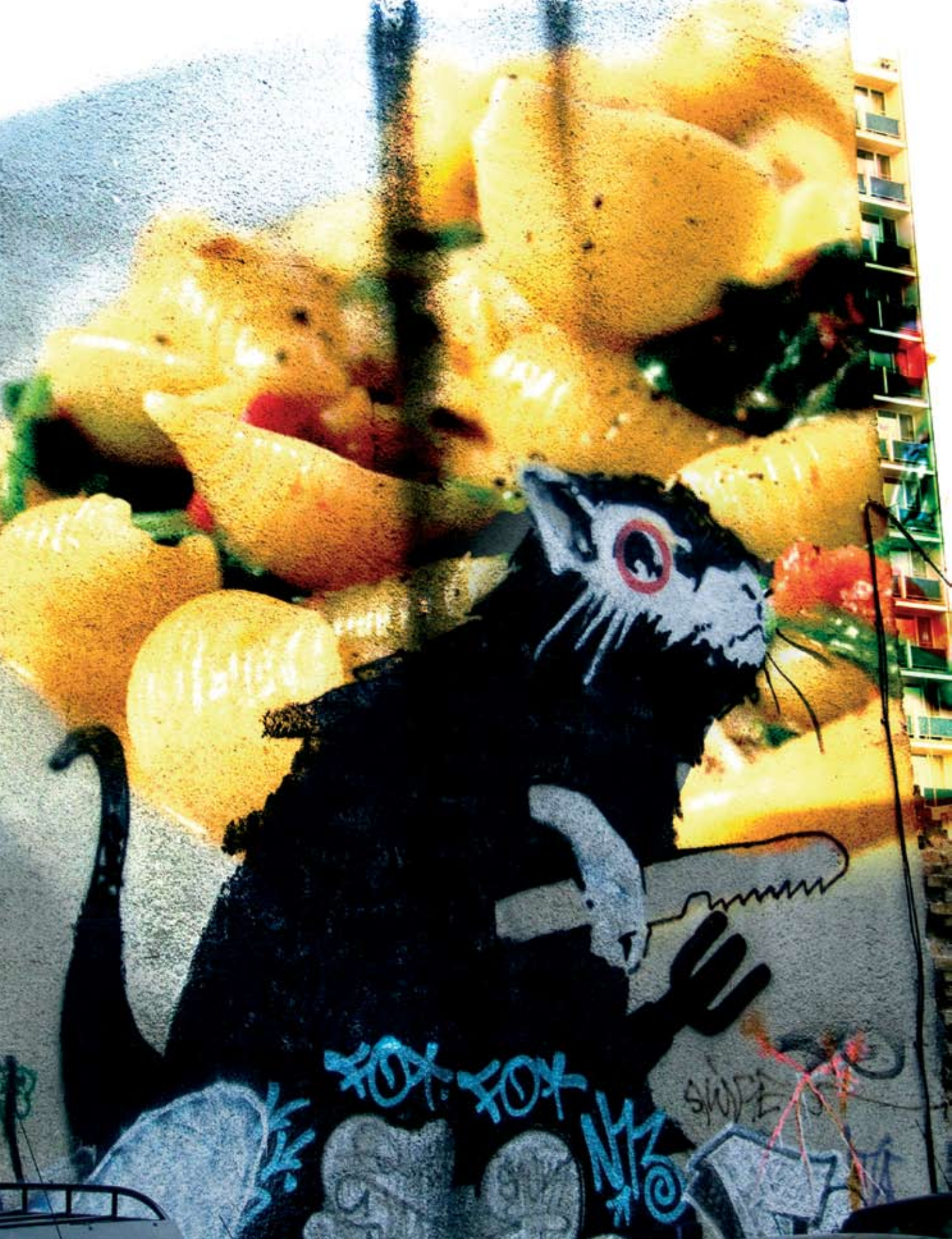


**CREATIVE RECIPES
FOR THE GRAFFITI
GENERATION**

The URBAN COOK BOOK

**King
Adz**

Thames & Hudson





THE URBAN COOKBOOK

50 Recipes 25 Urban Talents 5 Cities

KingAdz

CONTENTS

6 Introduction
10 KingAdz
THE AUTHOR

NEW YORK

- 16 **The City**
- 24 **Rodney Smith**
SKATEBOARDER
- 28 **Creating authentic skate products**
BY RODNEY SMITH
- 30 **Boogie**
PHOTOGRAPHER
- 34 **John Setzen**
ILLUSTRATOR/GRAPHIC ARTIST
- 38 **Tristan Eaton**
TOY DESIGNER
- 42 **How to create genius toys**
BY TRISTIAN EATON
- 44 **Wooster Collective**
STREET ART WEBSITE
- 48 **LES ROYALE BERGER**
- 50 **MEATLOAF**
- 52 **PENNE IN VODKA SAUCE**
- 54 **MEATBALLS IN RED SAUCE**
- 56 **3-EGG OMELETTE**
- 58 **BEEF IN BLACK BEAN SAUCE**
- 60 **RAJAD'S PERFECT STEAK**
- 61 **CHILLI CON CARNE**

BERLIN

- 64 **The City**
- 72 **Rinzen**
ILLUSTRATOR/DESIGNER
- 76 **Creating original design/illustration**
BY RINZEN
- 78 **Studio K7/Juan Vandervoort**
RECORD LABEL
- 82 **How to sign talent**
BY K7
- 84 **E-boy**
DIGITAL ARTIST
- 88 **Martin Eberle**
PHOTOGRAPHER
- 92 **Akim Walter**
HIP HOP MOGUL/PUBLISHER
- 96 **SWEET & SOUR FISH**
- 98 **HANSA SALMON**
- 100 **TRINCHADA**
- 101 **LAMB STEW WITH BEANS**
- 102 **KEDGEREE**
- 103 **KOFTA**
- 104 **PREGO STEAK ROLLS**
- 106 **CHICKEN CHIPS**
- 108 **BEEF STROGANOFF**

PARIS

- 112 **The City**
- 120 **Invader**
STREET ARTIST
- 124 **JR**
PHOTOGRAPHER
- 128 **Pliex**
DIGITAL ARTISTS
- 132 **How to make a film**
BY PLIEX
- 134 **Elisabeth Arkhipoff**
ILLUSTRATOR/GRAPHIC ARTIST
- 138 **DJ Cam**
PRODUCER/MUSICIAN
(TRIP HOP LEGEND)
- 142 **How to make a classic record**
BY DJ CAM
- 144 **CRABMEAT & SWEETCORN SOUP**
- 145 **COUSCOUS**
- 146 **PERI PERI CHICKEN & SPICY RICE**
- 148 **RAS EL HANOUT LAMB**
- 150 **CONRAD'S CHICKEN LIVER PÂTÉ**
- 152 **DEEP FRIED CHICKEN WINGS IN OYSTER SAUCE**
- 154 **BIRYANI**
- 156 **SPICY HOT BEEF SALAD**

AMSTERDAM

- 160 **The City**
- 168 **Helmut Smits**
ARTIST
- 172 **DJ Lennox/MC Lenny Len**
DJ, PROMOTER, WIDEBOY
- 176 **Miss Blackbirdy**
FASHION
- 180 **Creating original fashion**
BY MISS BLACKBIRDY
- 182 **Eric Kessels**
ADVERTISING EXPERT
- 186 **How to get ahead in advertising**
BY ERIC KESSELS
- 188 **Nina Koll**
AMSTERDAM FILM EXPERIENCE
CURATOR OF BOOKED
- 190 **LAHMACUN**
- 192 **FRIKANDEL**
- 194 **ITALIAN VEGETABLE STEW**
- 196 **VEGGIE PASTA**
- 198 **MINCE CURRY & PEAS**
- 200 **MIA'S SPARE RIBS**
- 202 **MASALA STEAK**
- 204 **POTJIEKOS**

LONDON

- 208 **The City**
- 216 **Steak Zombies**
ART/FASHION/CRAFT
- 220 **D*Face**
STREET ARTIST
- 224 **The art of self-promotion**
BY D*FACE
- 226 **Anne-Faye Townsend**
MEDIA/INTERNET GURU
- 228 **Jonathan Olley**
PHOTOGRAPHER
- 232 **How to take a pukka photo**
BY JONATHAN OLLEY
- 234 **Skinnyman**
RAPPER
- 238 **ASPARAGUS & CHILLI SOUP**
- 240 **FISH BALL SOUP**
- 242 **CHICKEN BICKEN**
- 244 **RICE & PEAS**
- 246 **JERK CHICKEN WITH HOT PEPPER GRAVY**
- 248 **SPAGHETTI PIE**
- 250 **SPINACH & GOAT'S CHEESE PASTA**
- 251 **FISHERMAN'S PIE**
- 252 **GREEN THAI CURRY**

Any copy of this book issued by the publisher as a paperback is sold subject to the condition that it shall not by way of trade or otherwise be lent, resold, hired out or otherwise circulated without the publisher's prior consent in any form of binding or cover other than that in which it is published and without a similar condition including these words being imposed on a subsequent purchaser.

First published in the United Kingdom in 2008 by Thames & Hudson Ltd, 181A High Holborn, London WC1V 7QX

www.thamesandhudson.com

A dedicated website has been established to accompany this book:

www.urbancookbook.tv

© 2008 King Adz

All Rights Reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any other information storage and retrieval system, without prior permission in writing from the publisher.

British Library Cataloguing-in-Publication Data
A catalogue record for this book is available from the British Library

ISBN 978-0-500-[tbc]

Printed and bound in [tbc] by [tbc]



INTRODUCTION

This is for everyone. Urban cookery (street food) is the most accessible form of cooking there is. Just as street art has brought the beauty of art into the lives of the masses, street food is all about making diverse and tasty food available to all, using simple recipes that are quick and easy to follow. There is no mystery, no special secret. Just turn the pages, check out the talents, follow the recipes and soon you'll have opened up a whole new world of food and culture.

Street food is anything that is cooked on BBQs, grills or braais, in cafés, diners, snack bars, chip-pies, takeaways, booths, cabins and food vans, and it has to be good, ethnically diverse and fresh – not fast or junk.

The one constant in my life and travels over the last twenty years has been my love of this street food. OK, so I've gone through a few career changes (from art director and animation director to film maker, culture vulture and travel and food writer), and I've lived and worked in four different continents (Europe, Africa, North America and Asia) but I've always been dedicated to the search for something new to eat on whatever street I happen to be schlepping along. It's like this: I spot an opening, a window of opportunity, and I'm like – surprise me! So I rock up, study the menu and order something I've never eaten before. If the food is good I spend the rest of the day working out how to cook it at home so I can recreate the taste that I experienced on the street. This usually takes a couple of

attempts (and this is worth remembering), as it's all a matter of taste. Once I think I've cracked it, then I invite my crew around and make a meal of it!

Creativity in the street is all about expanding skills and knowledge and expressing ideas through urban culture. And food unites people the world over: we all have to eat, no matter what rules we live, work and play by. Travel is the only way to truly broaden your outlook. And urban life is all about the culture and the shared experiences of city people all over the world. So in many ways, this book is about getting together to break bread and share stories and talents. *The Urban Cookbook* therefore unites three concepts: creativity through urban culture, cooking and travel.

Most of the recipes in this book are from my most recent road trip, but some of them I've collected and developed over many years. They're not just cooking recipes, though: some of them are creative recipes, explaining how to make street art, sign a record deal or create original fashions. You can check out all of these recipes and ideas at www.urbancookbooktv.com [confirm URL when live/confirmed]. So get your friends together, cook a meal from this book and talk all night long about urban creativity.

King Adz
November 2007

My creative journey

Back inna day, I was going to be a chef, and although as a kid I loved advertising and mail order catalogues, and was always 'designing' cars and writing stories, I enjoyed cooking most of all (probably because my mum was not the best cook in the world).

I never got on very well at school and so as a fifteen-year-old I signed up to become an apprentice at a much hyped restaurant that my old man was involved with. But the restaurant opening was delayed for a couple of years and so I went to art school instead. I ended up at Central Saint Martins studying graphics (advertising) but was expelled in the final year and went to work for Bone Idol – a skate- and surf-wear company.

Around this time I started a creative collective called 100proof and set about developing the print advertising for Bone Idol. One thing led to another and soon I found myself working in South Africa as the art director of the DDB advertising agency. One of the directors there worked with me on the creative for a soft drink aimed at women, and in the process he changed my career forever: his faith in my work encouraged me to design print ads featuring European-style street art. When I

found that there was nobody capable of producing the finished art work or TV spots in South Africa, I knocked out the images myself and ended up creating and directing the TV ads too. But in the end, my ideas didn't appeal to the conservative Afrikaner clients: DDB lost the account, the creative was 'shelved' (read 'binned') and I was gutted. But on the bright side, I now had some experience and was able to convince a mate, who was creative director of another ad agency, to let me direct something for Smirnoff. Which led to TV spot number two. And I then found another job in an ad agency in New York.

I had developed a taste for directing, however, so I moved back to England to work as a full-time director. Since then I've made music videos, commercials, indents, film titles, interstitials, short films, animated children's TV shows and documentaries. I still work in advertising from time to time, and if a brand needs an 'edgy', 'street' or 'urban' feel, then I'm your man. You do get pigeonholed and type-cast. So my advice is to find yourself a niche and eventually, hopefully, the work will come your way.



Urban Creativity



How can you inspire creativity? How do you even define what it is? A tune, a painting, a sound, a view, a tag, a stencil, a dish, a move, a face, a look, a thought or a feeling... Everything and anything can inspire your creativity.

You need to walk the streets with your eyes open, love your fellow (wo)man and take time to hang with your nearest and dearest. Share your talents and spread the words (whatever they are).

I carefully researched and selected the talents featured in this book and sent them a short list of questions. Inspired by their answers (though they didn't all answer everything), I visited each one to check out their life, work and attitude to all things urban. Here are the questions I sent out before I got to know any of the talents involved. And just so you know where I'm coming from, I'm going to answer them myself first...

When were your formative years?

From 1985 to 1995.

Nearest city while growing up?

London.

Who, or what, has had an urban influence in the following areas?

MUSIC: Men at Work, The Beat, DJ Shadow, DJ Cam, Lupe Fiasco and Lee 'Scratch' Perry

ART: Andy Warhol, Keith Haring and Banksy

DESIGN: Nathan Reddy, Saul Bass, Neville Garrick and Garth Walker

ADVERTISING/MEDIA: Tony Kaye and Malcolm McLaren

FASHION: Vivienne Westwood, Shawn Stussy, Adidas and Skateaware

FILM: Krzysztof Kiełowski, Werner Herzog, Lars von Trier and Hype Williams

LITERATURE: Martin Amis, Hunter S. Thompson and Tama Janowitz

CITY/PLACE: London, Johannesburg and New York

How have you made your mark on urban culture?

I make films and books and PDFs about creativity, and try to inspire others to live in peace with fellow humans.

What made you realize that urban culture was changing?

When I went to a street art show and paintings were selling for £16,000. And when Banksy was first mentioned on CNN.

When was that?

In 2007.

Who should be recognized in this project?

All the shorties coming up in the world, flexing their street art and creative muscles for the first time, trying to earn a little respect, trying to flip it to another level; all those who try to create something new, when all they hear is: 'Everything's been done before.' Peeps like Blend UK, Maya Deren and The Killer Gerbil.

What is your favourite food?

Anything Cape Malay, braaivleis (roasted meat) and masala dosa.

NOW EVEN MORE NOISE!



CHEEKY MONDAY
LENNOX SINISTAR
DETAIL



Hans Brinker
Budget Hotel
Amsterdam
31 20 6220687



☾ + ✠ = ♥

SHUT

A



STEAK ZOMBIES
Brew & Well Done



APRIL
FESTIVE
45 LUD S

night



dj calm underground vibes



January
fifth

OK BAZAARS
Where South Africa meets
JOHANNESBURG



WHAM!
100 proof



G R

SUPPLIED FOR THE PUBLIC SERVICE



SHUT
skates

HAPPY JOURNE

602276

numbers



TALEK KESSELS
13

TALEK KESSELS
72



of 7-2-02 448 2
JOURNEY FROM RESERVATION TICKET