



Nipsey Hussle as depicted by ARCHERONE, head designer at Nipsey Hussle's The Marathon Clothing.

Every Day is Still A HUSSLE

A tribute from friends and fans to the iconic musician and community activist Nipsey Hussle on the first anniversary of his tragic passing.

PRODUCED BY ALLISON BERG AND JOANNE KIM

GROWING UP, I ALWAYS thought Los Angeles looked so shiny through the TV screen: swaying palm trees lining glimmering beaches, celebrities swearing by their favorite new vegan restaurant. Was it beautiful? Yes. Realistic? For some.

When the stories of our community were told by outsiders, one could not expect to see much more than a South Central synonymous with gangs, violence and poverty. We came to rely on our hood ambassadors to be seen. John Singleton movies and West Coast hip-hop lyrics told the stories of how the other half—my people—lived. These stories strengthened my identity as an LA native. They echoed the lives and lessons of my parents and grandparents. I eagerly adopted a flair for hustle and swag as part of my persona.

I first started listening to Nipsey in 2008, when “Hussle in the House” hit the streets with an authentic LA vibe that had the whole city buzzing. His music spoke for a generation of black men growing up in LA trying to survive by any means, but when you listened closely, the message of community ownership and power rang clear. At the time, I was in high school, and I was more focused on going to parties with my friends and the latest sneakers than enacting structural, systemic change. I cared about what was going on in my community, but I didn’t yet have the language or knowledge necessary to fix its broken parts.

It wasn’t until college that I found myself radicalized by the injustices I saw around me. Nipsey’s early wisdom planted seeds of revolution. Like Nipsey, I had come

to learn that real change would not happen overnight, but by focusing on the slow grind, the marathon, we could build our city up—for us, by us.

My high school self never could have imagined that I would get to work with Nipsey, doing the very work that he inspired me to do so many years prior. He was humble and genuine. When you met Nipsey, you met us, South Central on his back, on his tongue and in his walk. We entered the room alongside him, our collective betterment tied to his own. He had an innate understanding that the best things about himself were inherent in both the light and darkness of his people.

That’s the thing about Nipsey; he saw us, and we saw him. No matter where we were on our marathons, whether hustlin’, bingin’, clocking-in or in the books, he saw us

INTRODUCTION BY KRISTEN GORDON, Economic Development Deputy for Council Member Marqueece Harris-Dawson, Council District 8



Works by @archerone

beyond our circumstances and gave us the tools to transform our realities. He showed us the true definition of self-determination. His words gave us language for what we experienced, humanizing it when others did not fully understand.

We never thought we’d have to run “The Marathon” without you. We grew up with you, our Neighborhood Nip. We met you on Crenshaw and Slauson while you were passing out your mixtapes. We celebrated you, swagged your T-shirts and rejoiced in your success when we saw you pull up in the Champagne Mercedes SL and then the Maybach. You greeted everyone with love and respect, no matter who they were. There was no use hating on your success because

we knew that no matter how far you went, you were bringing us with you.

While the world defined success as leaving the hood and selling out, you showed us that real success is staying down and staying true to yourself and your people. True success is about operating with integrity, hustling through the setbacks and prioritizing love for your family and community. You showed us that success was about ownership, not just of material things, but of your destiny. Our destiny. It was about doing something bigger than yourself, moving with a larger purpose in mind. You taught us not to run from our dark moments or our scars, but rather to embrace them as part of our journey.

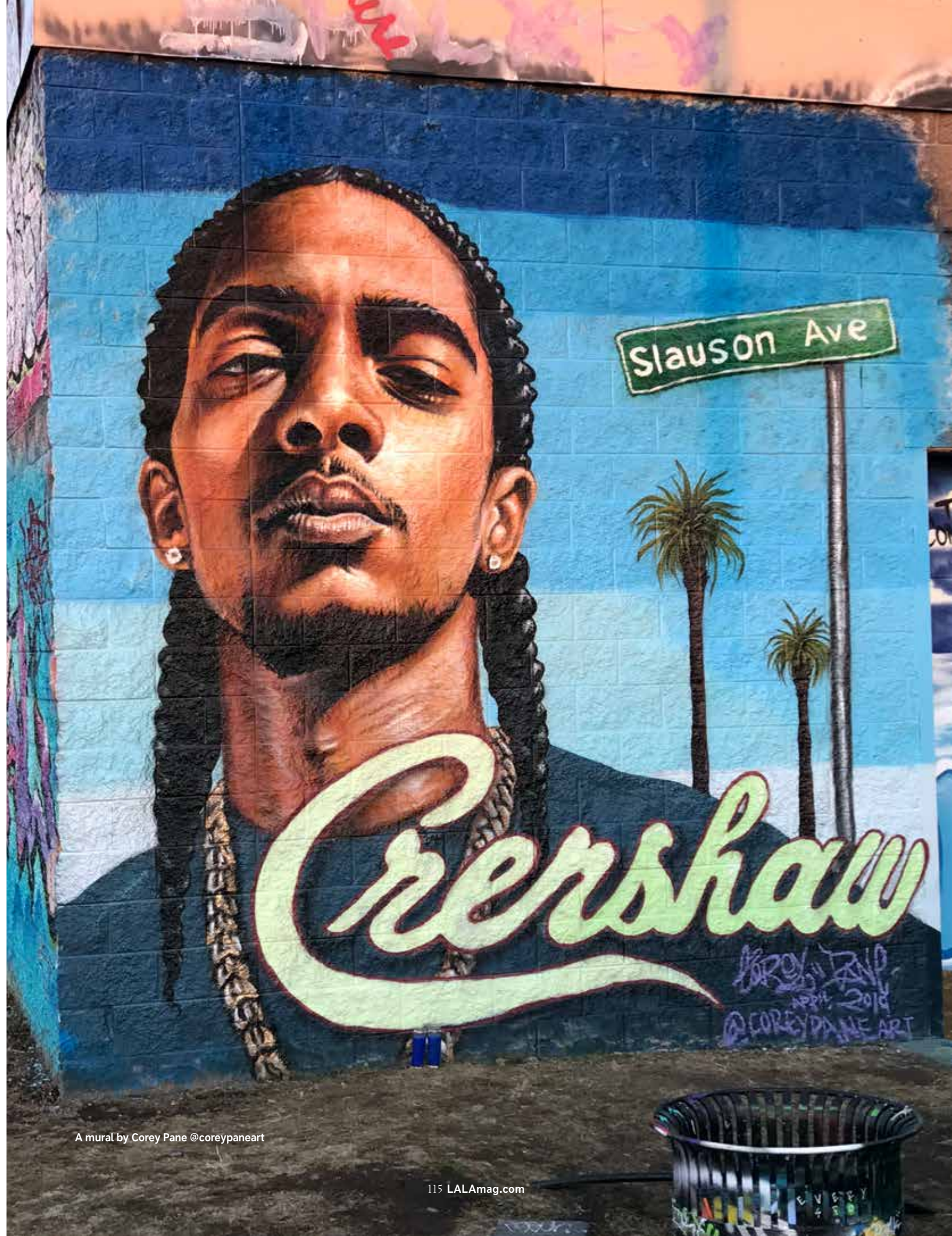
Thank you, Nipsey Hussle, for bringing us along for the marathon and making our LA experience real for people across the world. We gon’ take the baton and keep it going. We will continue what you started in your name, in our name.

“Hoping as you walk across the sand you see my shoe print And you follow, til it change your life” - Nipsey Hussle

Nipsey, we saw you; we love you; and we miss you. We pray for healing for your family and loved ones. The Marathon continues...

With Love,

Kristen Gordon



A mural by Corey Pane @coreypaneart



“Nipsey stands out because when he became very successful, he chose to still live in the community, still work in the community, still be seen in the community.”

-Tafarai Bayne, Community Advisory Council and Chief Strategist to CicLAvia

Council Member MARQUEECE HARRIS-DAWSON On NIPSEY HUSSLE



Nipsey speaking at a community meeting for Destination Crenshaw

NIPSEY WAS A VISIONARY WHO SAW CRENSHAW'S potential. In a meeting, he once pointed out that the metro railcar from LAX airport to downtown and the beach intended for Crenshaw to be a passthrough. He understood that it can and should be a destination, not just for Los Angeles, but for the world. He had begun to build that even before Destination Crenshaw formalized as a project.

He was a **DISRUPTOR** in many ways, but first and foremost because he placed his business on the Crenshaw Corridor at a time when retailers were moving away from brick and mortar and had long since decided to move away from communities of color, especially black communities. Nipsey was going in the opposite direction and proved that direction could add to your success.

Nipsey got community buy-in because of his **AUTHENTICITY** and reputation for delivering quality products. If Nipsey said he was going to do something, it got done. And if he said he appreciated something or if something had value to him, other folks could look at it and see it had value as well.

I think his most important **LEGACY** is authenticity and work ethic. He understood that putting forward who you are, showing up as you are, having a dream, fastening that dream to a plan, and fastening that plan to habits is how you realize really anything your mind can conceive.

"RIP Neighborhood Nip" written by Brandon "Stix" Salaam-Bailey aka Watts Stix and transcribed by Keke Loc and Glasses Malone

Everyday is a HUSTLE
NO, every day is HUSTLE
What breeds success?
See, you can't have time for Rap
Nixxas last time that I checked
When you're just a young Nixxa
growing up in the rough streets
of South LA
you got to have dedication if you
want to succeed
especially when you become a
product of your environment
and add those blue laces to your
sneakers;
What I learned is that you get a Hustle
and motivate the next generation
because when you're a status symbol

Nipsey Hussle and Watts Stix

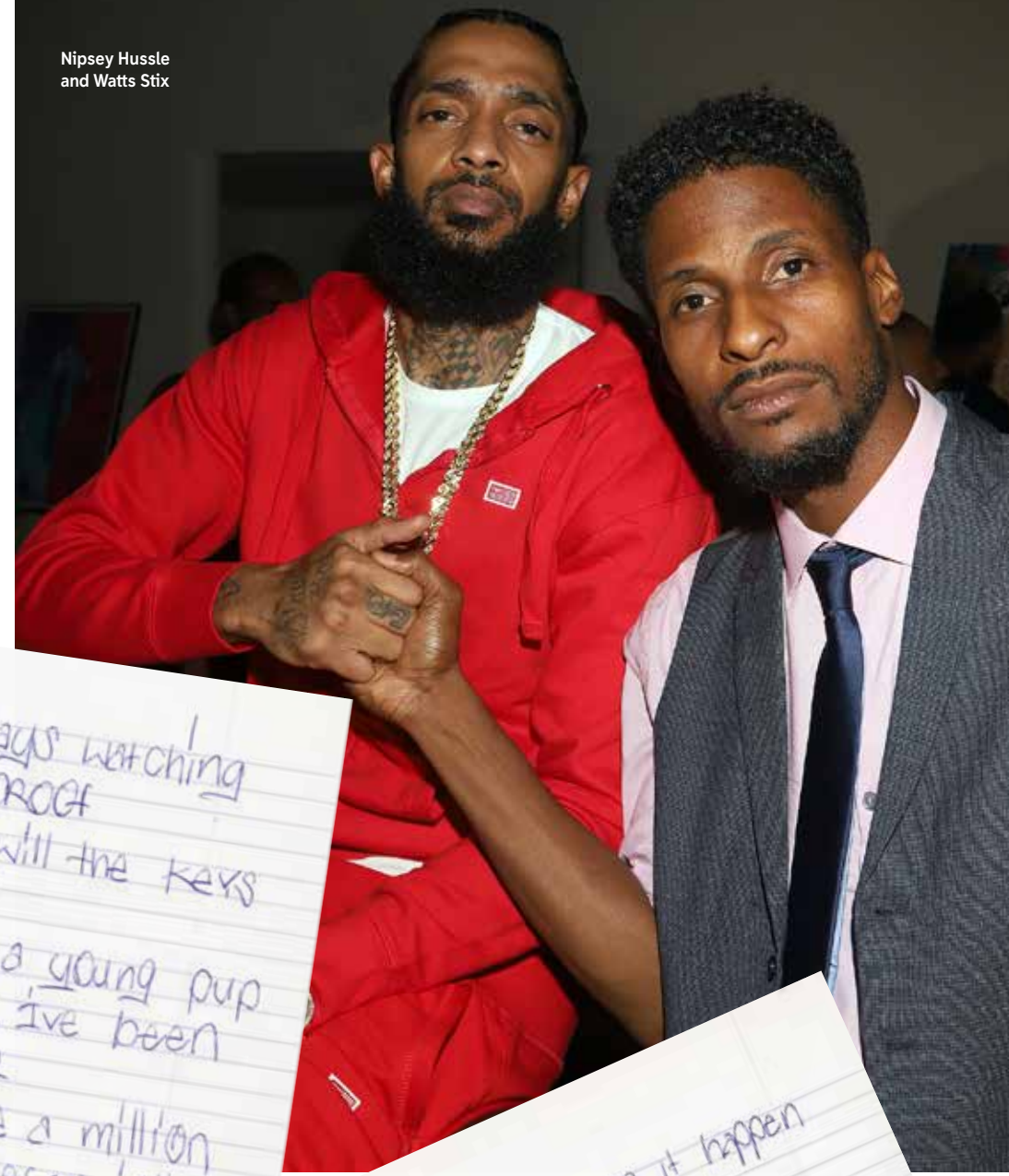


PHOTO BY: ARNOLD TURNER

the youth is always watching
so stay success proof
and in time you will the keys
to city
Ever since I was a young pup
growing up in Watts, I've been
grinding all my life
The goal is to make a million
while you're young; especially
when there are opportunities
on the table; I call that loaded
Basses
That's how you do it Real Big

and just don't make it happen
once
double up on the water
execute the game I just checked
keep your right hand to God
and enjoy your victory lap
written by Brandon "Stix" Salaam
aka Watts Stix
#The Marathon Nip
Think Watts

Close friends Adam Andabrhhan (Nipsey's cousin), Prosper Conley (A&R), Nipsey, Shawlot Dirty (A&R), Killa Twan (musician)



“MY FIRST IMPRESSION OF NIPSEY: SUPERSTAR. HE’S GOING TO BE AMAZING.”
—Darnell “Prosper” Conley

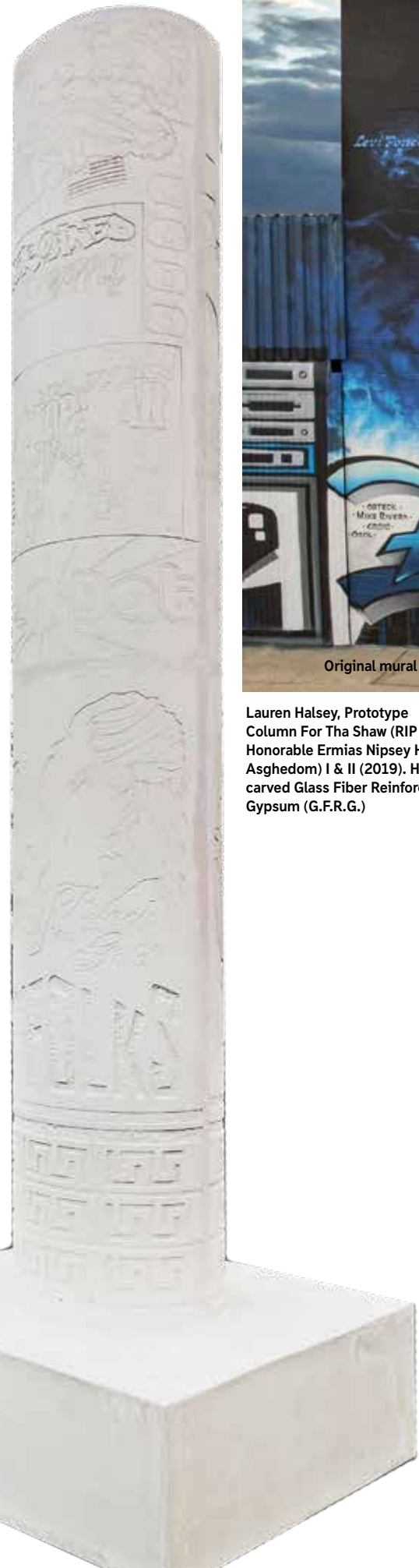
Lauren Halsey, Prototype Column For Tha Shaw (RIP The Honorable Ermias Nipsey Husle Asghedom) I & II (2019). Hand-carved Glass Fiber Reinforced Gypsum (G.F.R.G.)

A collaborative mural by artists @hufr365, @Mlsteralek, @BigAnti_26

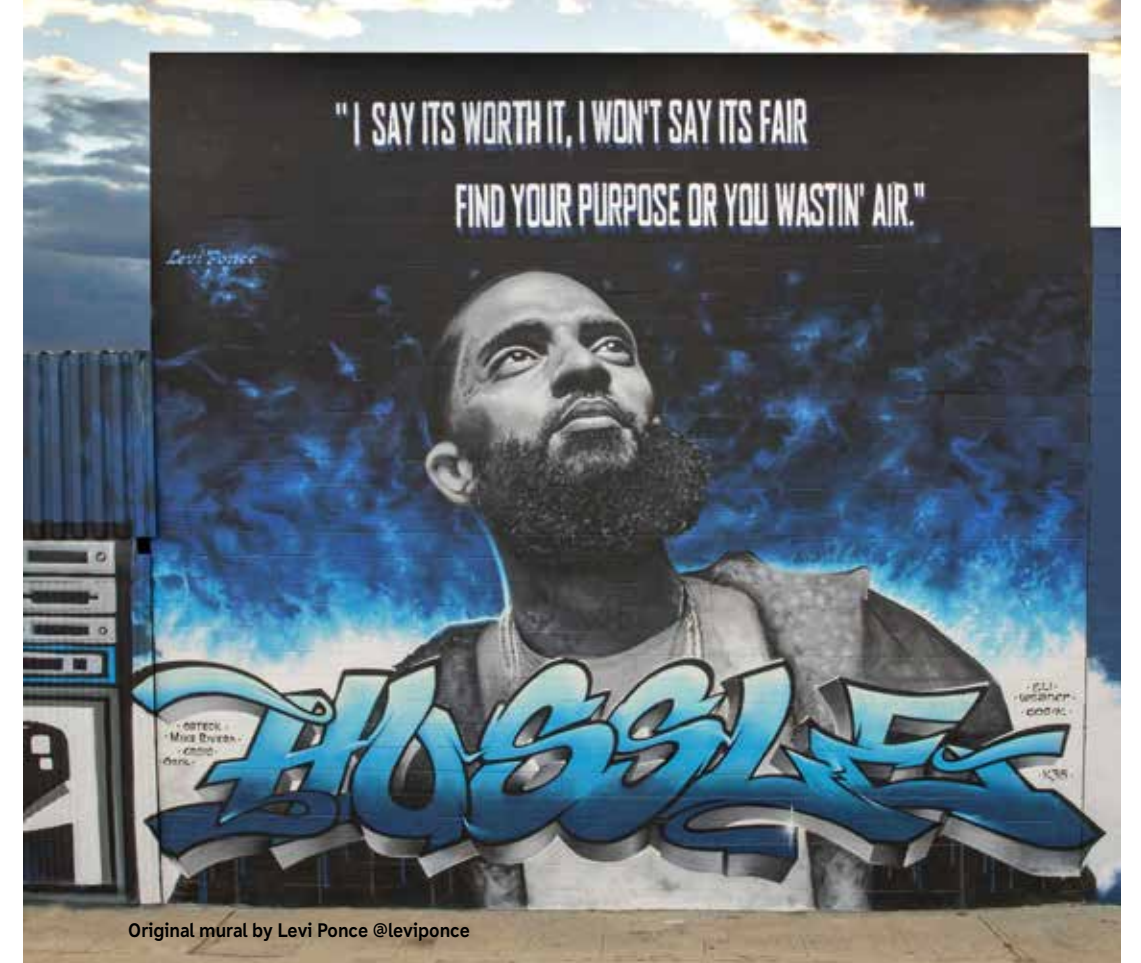


PHOTO BY: @JORGEPENICHE, @NOBERTOARCANIAMA

INSTALLATION VIEW, FRIZEE NEW YORK 2019 / COURTESY OF DAVID KORDANSKY GALLERY, LOS ANGELES; PHOTO BY: @THECHOPARKER



Lauren Halsey, Prototype Column For Tha Shaw (RIP The Honorable Ermias Nipsey Husle Asghedom) I & II (2019). Hand-carved Glass Fiber Reinforced Gypsum (G.F.R.G.)



Original mural by Levi Ponce @leviponce

GROWING UP IN SOUTH CENTRAL LA, I LEARNED early on how society saw us. We were throwaways. The city didn't care. The state didn't care. Our schools didn't care. We have had to fight hard for the little we've gotten. I believe many of us underestimate our skills and talents because of this. We don't know who we are and what we have.

Nipsey Husle was more than just amazing music. He was walking motivation. He showed us that regardless of what the outside world says, we are worthy, and we matter. And he showed us that we didn't need the outside world to build us up because we can do that ourselves. He was an example of a black man who didn't cower to become a "respectable negro." He was himself, always.

By building visible businesses on Slauson and Crenshaw, he provided hope for those of us who aspire to bring wealth into our communities. He was an example of what can happen when we don't let society dictate our worth. Watching Nipsey become a part of the movement to fend off gentrification gave us hope for our community. He invested in youth at every stage of his career. Before songs on the radio and Grammy nominations, he helped us to see ourselves, so we could love ourselves.

I'm not discounting the value of his music; it was a part of the bigger picture and incredibly significant. In his songs, Nipsey highlighted the importance of independence in business. He shared strategies, told us what books he read and how to dream big and make it a reality. He inspired us to take the limits off of our minds, so we could see how powerful we really are.

Chavonne Taylor
Trauma Educator