



Heatmakerz - Obsession To Profession

Interview By: Kevin L. Clark



In 1999, the Heatmakerz entered the hip-hop music scene as producers. Within a year, they were blasting out tunes for Harlem's own Dip Set. It wasn't a fluke as they formatted the Diplomats sound of

sped-up soul samples over a powerful bass line. Add a strong hook and it took Cam'Ron, Juelz Santana, Jim Jones and plenty of others to the top and implemented them within the heart of the streets.

As Rsonist and Thrilla grew up from the Bronx, they took their love of vintage soul music and began churning out hits while they were experiencing life without one another. With Rsonist attending Howard University and doing the dual role of student and DJ, Thrilla stay back home and was perfecting the art and craft of production. A chance encounter with Killa Cam turned their obsession into a profession and the Heatmakerz banged out from the speakers in cars all across America.

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With "Dipset Anthem" behind them, the Heatmakerz are looking to make their own airwaves with the release of "The Rush." Even though the liner notes may read like a who's who on the Billboard 100, they're just family to the Heatmakerz. NobodySmiling.com is pleased to have them sit down and talk to us about the overflow of beef with artist and producers, alike, the new album and explains why "producing" isn't all you should be listening for.

Nobodysmiling.com : You guys are legends in the streets from the work you've done with Dip Set. Why did you want to make the transition to rapping?

Heatmakerz : We're just trying to explore all aspects of the game fully. You know? As opposed to just producing and making beats, we're trying to step out and do something new. It would be an injustice to us if we never tried. The artists that we have on our label through Koch rap, so, with the rest of my team always rapping, I just wanted to step out and do something that is kind of unexpected.

Nobodysmiling.com : Can you talk about the street album, "The Rush"...?

Heatmakerz : The album is crazy, son! It's a mixture of different artists. We have appearances on there from the home camp, of course, but you also have Peedi Peedi on there. You know, Jim Jones and J.R. Writer are on there. Jae Millz is on there, too. But the majority of the features are artist's on our label. The compilation is a good mixture of great beats and lyrics to make up a really listenable album. One of the tracks on there called, "Some Day," is one of the first joints that we produced for the album. People will know why it's called that when they hear it and I am really excited about it.

Nobodysmiling.com : Beef seems to be brewing up all across the board within the rap music industry. What is your opinion about producers taking their issues to wax?

Heatmakerz : I think that the beef is wack. It makes me think like, "What are they really beefing about?" It's already bad that artists are beefing, but to hear producers talking about who got better beat and more money, is corny. If you have a problem with someone then hit them up. But to go get your artist's and spit stuff on a track is super lame. To me, that's two people with too much time on their hands.

Nobodysmiling.com : If you had to make a decision on who's the better producer – Scott Storch or Timbaland... and why?

Heatmakerz : Personally, I'm a fan of Tim's before Scott's work. Honestly, I'm a fan of both... but I think that Timbaland is a be...(continued below)

tter producer all-around. As a producer, he puts tracks together in such a way. That's not to hate on Scott's musicianship, because he's talented as well. I just like the way Timbaland does his thing.

Nobodysmiling.com : So, if you had to give them both advice about this beef they're having – what would you say?

Heatmakerz : I would tell them that there are millions of kids who can't wait to be in their position. Just to be upset over something that someone said is wack. There are people who just want to sell their first beat. You have to think about it. Timbaland and Storch, both... these guys have millions! What's the beef *really* about? I think that it's a matter of putting things into perspective. It's foolish when you're looking from the outside in.

Nobodysmiling.com : Since you guys were such an integral part of the Dip Set's underground and mainstream success behind the boards, what are your thoughts of Cam'Ron beefing with 50 Cent?

Heatmakerz : Honestly, I think that it's just ego's clashing, they're both two powerful people. They're both the head of their respective labels. You got 50 running G-Unit and Cam with Dip Set. So, in the end, I think it's just two bosses clashing heads. I don't think that it's going to be blown out of proportion, but this cause conflicts, surely.

Nobodysmiling.com : MySpace is giving everyone a chance to shine, but you guys are the first to do video drops for the site. Can you talk a little about it?

Heatmakerz : People took to it really well. I have a hundred left to do, actually. It really took off. In a matter of two days, it just blew up! Surely, it's a tedious thing, but at the end of the day, it is interesting to see the response that it's getting. It's very time consuming, but it's worth it in the end.

Nobodysmiling.com : Where are your next stops for show?

Heatmakerz : We're about to start now in about a week. We're doing some shows in New York and then going to Philly. I just got back from a stop. With the way things are going, I might be opening up for Young Jeezy. I just hope to stay busy as far as building a name up as an artist. I surround myself with the right individuals.

Nobodysmiling.com : I hear you on that, so with so much beef going on with crews – how do you stay out of trouble?

Heatmakerz :> You have to understand that I'm cool with 50% of the hip-hop industry. But there's also a small percentage that I'm family with. We know each other and we're not trying to put each other in harm's way. Just because I know people, doesn't necessarily mean that I'm involved in what they're involved with.

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Heatmakerz : Honestly, I think this first album is a jumpstart. For my album, I feel like the sky is the limit. I know who's on it to make this album a smash. I know the difference between an album that someone just drops and one that someone puts their all into. Even with appearances from Juelz and Jim Jones, this stands out as a Heatmakerz project. You have Mario Winans on there, too. We became cool over the last month and a half. Lil' Wayne is featured on there and I'm trying to get Sizzla on there, too. I was born in Jamaica... I want people to see something other than the production side from us. Anything I put out now is supposed to be out of control.