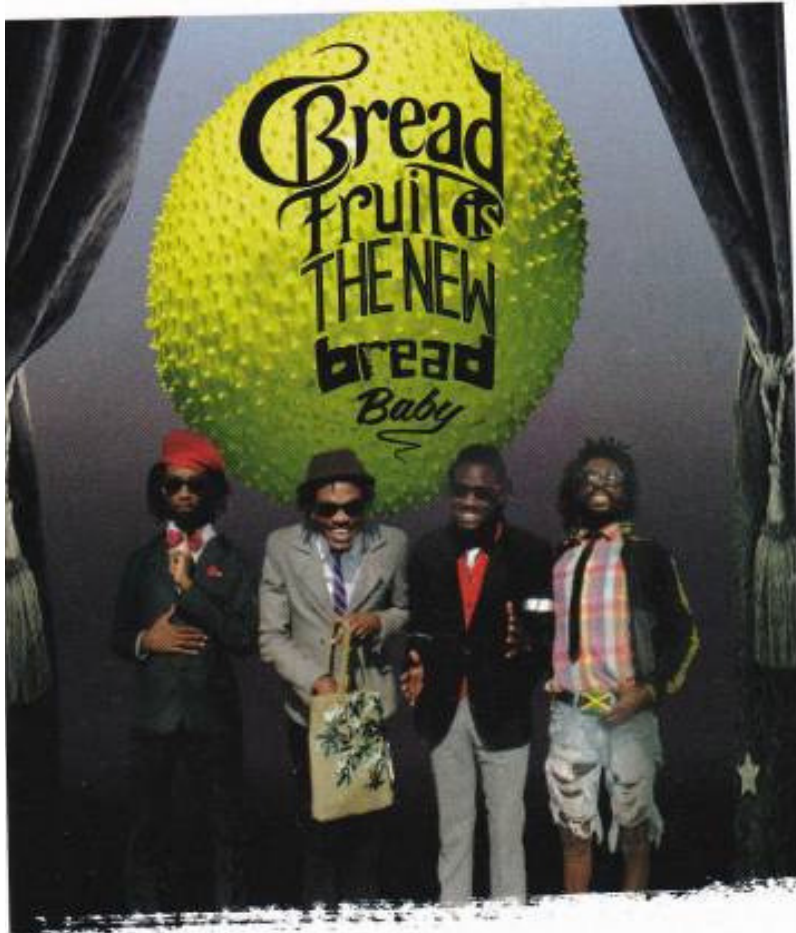


WARM UP



Zurück ins Theater

NO-MADDZ

No-Maddz' latest project, "Breadfruit is the New Bread Baby," has been creating steady buzz online but not just for its interesting title. The dub-musical or "dubical" as they have branded it, is the group's attempt to merge live music with their roots in Jamaican theatre. The production captures various elements of Jamaican culture.

Unlike musicals where songs support a general storyline, in this dub-musical each song/dub tells a different tale. It provides comic relief whilst highlighting topics such as religion, greed, love, and even police brutality. The entire performance is set against the backdrop of a bakery but the band uses costumes to create different scenarios. Dressed in gowns they mimicked a church choir and a pastor soliciting money from the congregation. To complete the experience, ushers appeared in the audience with collection pans. They later acted as policemen, performing a chilling dub entitled "Trouble Iyah". It painted a picture of police officers shooting a man who allegedly attacked them with a knife.

No-Maddz combined their colourful and eclectic style with a little dance and lots of theatrics, creating a recipe that will satisfy the appetites of both theatre and live music lovers.

They are aware that not everyone will understand their creation and since its opening they've included an extra scene to poke fun at this.

The scene depicts an audience member watching the play and in an obvious state of confusion keeps asking, "Where is the breshay (another name for breadfruit)?" In a number of interviews the group explained that the title has little to do with the dubical and it's more of an analogy for their unique brand of entertainment. They liken themselves to breadfruit saying that when compared to bread it may be unpopular but it's a healthier alternative that is definitely good for you.

With a few minor adjustments to their formulae, Breadfruit is the New Bread Baby has the ability to chart new territories overseas. It is highly comedic entertainment accentuated by the effortless charisma of the band. The project should increase their growing fan base especially those who crave out of the ordinary experiences.

The production will continue at the Theatre Place in Kingston until the end of June 2013. Yakub Grant, the group's manager said that the response has been good and they intend to take it internationally, so Europeans may also get a chance to sample the breadfruit.

Janeen Johnson