



Irish & Chin's

Celebrates its 2

By Joana

A crowd of over 7,000 celebrates World Clash Jamaica in 2004. Photo courtesy of Irish and Chin, Inc.

World Clash

10th Anniversary

LeRoque



Excitement is heating up among sound clash enthusiasts as sound system contenders battle for the chance to compete in the grand World Clash event in October. There are sound clashes all over the globe, but there's only one World Clash – founded by reggae music visionaries Irish and Chin – that brings the world's top sound systems together head-to-head.

For those who may not know, a sound system is a group of DJs (or selectors), audio engineers and MCs who contribute and work together as one, playing and producing music over a large PA system or sound reinforcement system, typically for a dance event or party. A sound clash, then, is an organized competition between two opposing sound systems.

Sound clashes in Jamaica date back to the 1950s, but it wasn't until Irish and Chin launched World

Clash in New York City in 1998, that sound clash culture evolved worldwide. Through rules, set rounds and referees, World Clash brought structure to sound clash culture and attracted the attention of global audiences. Soon, the event grew in popularity and expanded to what it is today. Generating many selector and sound system stars over the years, World Clash celebrates its 20th anniversary this year.

World Clash features the winners of preliminary Rumble Series clashes, which are currently held in Canada, Antigua, the U.S., Japan, England and Germany – leading up to the championship in Toronto, Canada, this October.

At the time of publication, three preliminary Rumble clashes have been held and three more will take place throughout June. The Canada Rumble, held on March 3rd, was won by Toronto sound system Mystic Sound, who had placed



Recognized for his stand-out attire just as much as his talent, selector Ricky Trooper scored a strong presence at World Clash Jamaica stagings. Photo courtesy of Irish and Chin, Inc



Garfield "Chin" Bourne (l) presents Lloyd "King Jammy" James (c), David Rodigan (r), Jack Scorpio and Downbeat the Ruler (not pictured) with lifetime achievement awards for their contributions to the growth of competitive sound system culture. Photo courtesy of Irish and Chin, Inc.

third in last year's Canada Rumble. "Canada Rumble 2018 was the kick-off to a whole year of Irish and Chin's search for the champions of tomorrow's clash arena. The audience got to witness good performances from six sounds that are hungry for fame. Some brought their A game and others were just not prepared for the challenge. Nevertheless, there can only be one champion," said Irish and Chin co-founder and World Clash promoter Garfield "Chin" Bourne. [\(1\)](#)

Next up, the first ever Caribbean Rumble, which took place in Antigua on March 31st, was won by Antigua's 3 Sevens (MC Panther and Selector Federal). "I believe that Caribbean Rumble is the ideal addition to the Rumble Series brand," said Bourne. "The Caribbean plays a vital role in sound clash, so showcasing some of their most talented sound systems was critical. I truly enjoyed the whole clash...but I have to admit...it was the mystery round that really

sparked a buzz for me, as sounds had no choice but to be innovative and quick on their feet with tunes from whatever genre they picked (singers, God Bless, ganja man, etc)." [\(2\)](#)

The U.S. Rumble, held May 5th in New York City, was won by Dynamq Sound International's Kennedy Lorya. Dynamq mastered the art of music, execution and entertainment, defeating what many have hailed as the best set of contenders yet for the clash – including Revolution (Washington, D.C.), Jah Mikey One (California), Black Magic (Atlanta, GA), Webbzite (Rochester, NY), Banky Hype (New Jersey) and defending champions Platinum Kids (New York). [\(3\)](#)

Soon to come, the Rumble Series will journey to Japan (June 9th), Europe (June 23rd) and the U.K. (June 30th) to see who will represent each territory and eventually compete in the World

Clash, with hopes of winning the coveted "World Clash Champion" title.

But we won't have to wait for the official World Clash event in October to continue celebrating its 20th anniversary. Between 2001 and 2010, crowds upwards of 8,000 jammed the event center at Pier One to witness World Clash. . . and now it's back! Irish and Chin have joined forces with Jamaica's premier music festival, [Reggae Sumfest](#), to hold a spectacular, commemorative 20th anniversary celebration! The World Clash brand will take the Sumfest stage on July 19th at Pier One in Montego Bay, Jamaica, featuring many of World Clash's top stars over the years, including Mighty Crown, Tony Matterhorn, Black Kat and Ricky Trooper. Chin, too, is excited for the festivities, declaring, "I can't think of a better way to celebrate 20 years of the World Clash brand! Returning to Jamaica and bringing World Clash to Reggae Sumfest is extremely exciting to me, as fans have been asking for this for many, many years. What a great homecoming!"

Sound clash fans will be guaranteed the clash of a lifetime should they attend any of the upcoming Rumbles, Reggae Sumfest or World Clash events! For more information, visit: irishandchin.com.

Sources:

- (1) www.jamaicaobserver.com
- (2) sflcn.com
- (3) sflcn.com



Joana LeRoque has been listening to reggae most of her life, and firmly believes it is a healing for the world. She enjoys being part of the Reggae Festival Guide team. She joyously supports artists and festivals as a publicist, social media manager, consultant and all-around advocate for spreading the good messages in reggae music worldwide.



Garfield "Chin" Bourne, of Irish and Chin, told *Reggae Festival Guide*:

"It's an honor to see see World Clash celebrate it's 20th Anniversary in an entertainment industry that has seen many brands come and go over the years. I am especially thrilled that Irish and Chin has played a part in keeping Jamaica's rich indigenous art form of sound clash alive for many years, while exposing it to international audiences. Further, I am happy that World Clash believed in the talent of numerous selectors and sounds, giving them a platform to shine. World Clash, in some form or fashion, has helped either launch or cultivate the careers of many of today's star selectors and sound systems."



WATCH HERE: THE RUMBLE SERIES AND MORE ON THE IRISH & CHIN OFFICIAL YOUTUBE CHANNEL