

Finding Aid to The HistoryMakers® Video Oral History with Chi Modu

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Modu, Chi
Title:	The HistoryMakers® Video Oral History Interview with Chi Modu,
Dates:	April 13, 2017
Bulk Dates:	2017
Physical Description:	6 uncompressed MOV digital video files (2:32:26).
Abstract:	Photojournalist Chi Modu (1966 -) was best known for his iconic photographs of popular hip hop stars, including Tupac, Biggie, and Snoop. Modu was interviewed by The HistoryMakers® on April 13, 2017, in New York, New York. This collection is comprised of the original video footage of the interview.
Identification:	A2017_085
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Photojournalist Chi Modu was born on July 7, 1966 in Aronbizoug, Nigeria. In 1969, Modu and his family moved to the United States and he graduated from the Lawrenceville School in Princeton, New Jersey in 1984. He earned his B.S. degree in economics from The State University of New Jersey, Rutgers in 1989. Modu also received a certificate in photojournalism and documentary photography from the International Center of Photography in New York, New York in 1992.

His first position as a photographer was with the African American newspaper the *New York Amsterdam News* in Harlem. In 1991, he was hired by *The Source* magazine, where he worked as the director of photography. Modu's photographs were chosen for over thirty different covers. Modu photographed some of the biggest names in hip-hop at the time, including Tupac Shakur, Snoop Dogg, LL Cool J, Mary J. Blige and the Notorious B.I.G. He left *The Source* in 1997 to work as the co-creative director at C-Squared Studio. During this time, Modu became interested in digital photography sharing and founded diverseimages.com in 1998, which later evolved into ephotos. He also worked for a variety of marketing companies, including as the chief executive officer for REBRAND, as a digital strategist for DI Digital, and as a brand strategist for Diverse Insights. In 2006, Modu joined Diverse Images, Inc. as the chief digital strategist and remained there until 2009. Following his departure from Diverse Images, Inc., Modu began working for DOTGO as a digital strategy consultant. He founded ephotos in 2012, with the goal of making the world's images accessible to anyone with an internet connection.

Modu's photography has been featured in multiple exhibitions across the world, including in an outdoor art installation in New York in 2013 and a solo exhibition at the Pori Art Museum in Finland in 2014. His work at both of these exhibitions was later compiled into a book that was published in 2016, titled, *Tupac Shakur: UNCATEGORIZED*, which features many of his iconic photographs of the rap artist from the 1990s.

Chi Modu was interviewed by *The HistoryMakers* on April 13, 2017.

Scope and Content

This life oral history interview with Chi Modu was conducted by Harriette Cole on April 13, 2017, in New York, New York, and was recorded on 6 uncompressed MOV digital video files. Photojournalist Chi Modu (1966 -) was best known for his iconic photographs of popular hip hop stars, including Tupac, Biggie, and Snoop.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Modu, Chi

Cole, Harriette (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

Modu, Chi--Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Photographer

HistoryMakers® Category:

ArtMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Chi Modu, April 13, 2017. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

Video Oral History Interview with Chi Modu, Section A2017_085_001_001, TRT: 1:28:59 ?

Video Oral History Interview with Chi Modu, Section A2017_085_001_002, TRT: 2:27:30 ?

Video Oral History Interview with Chi Modu, Section A2017_085_001_003, TRT: 3:27:44 ?

Video Oral History Interview with Chi Modu, Section A2017_085_001_004, TRT: 4:26:12 ?

Video Oral History Interview with Chi Modu, Section A2017_085_001_005, TRT: 5:29:39 ?

Video Oral History Interview with Chi Modu, Section A2017_085_001_006, TRT: 6:12:22 ?