

PRESS RELEASE FOR IMMEDIATE RELEASE

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New Book Reframes Hip Hop as a Design Methodology

Georgia Tech's Dr. Joycelyn Wilson introduces "Design Remix Logic" in *Hacking Hip Hop*, out August 4 from the University of Georgia Press

ATLANTA, GA — Interdisciplinary researcher and Georgia Tech associate professor Dr. Joycelyn Wilson released her new book, *Hacking Hip Hop: Design Remix Logic in Research, Method, and Practice*, on August 4, 2026, from the University of Georgia Press. The 296-page paperback (\$34.95) is available for order now.

Hacking Hip Hop is a methodological memoir and critical study that positions Hip Hop as a powerful system of design thinking. Drawing on autoethnography, cultural analysis, and over two decades of teaching and research, Wilson introduces "Design Remix Logic" (DRL) to capture how Hip Hop works as a remix system — for culture, sound, memory, and media — to create meaning and spark innovation.

Grounded in the aesthetics of Black expressive traditions, the book affirms that DRL is practiced by Hip Hop natives as well as those inspired by its methods — across disciplines, geographies, and identities. From OutKast as hermeneutic to Kendrick Lamar as ideological lens to the evolution of Southern Hip Hop archives, Wilson shows how DRL can be used as an analytical tool and a pedagogical method.

Written for scholars, educators, music enthusiasts, and artists, *Hacking Hip Hop* moves from what Hip Hop is, offering a perspective on how Hip Hop works as a design language — one that builds new worlds while preserving the stories that shape our own.

ADVANCE PRAISE

"Hacking Hip Hop insists that Hip Hop's intellectual production must be understood as remix, method, and message. Wilson writes like a master storyteller, and like any true MC, every page carries bars that linger, press, and refuse to let you go unchanged. The field needs this book, and I am deeply grateful that it has arrived."

— **Bettina L. Love, author of Punished for Dreaming: How School Reform Harms Black Children and How We Heal**

"Hacking Hip Hop remixes the conversation, literally and figuratively, moving from cultural analysis to application, exposing new layers of substance and overall meaning along the way. The next time you are inclined to 'get up, get out, and get somethin',' let it be this book."

— **Todd Boyd, Katherine and Frank Price Endowed Chair for the Study of Race and Popular Culture, USC School of Cinematic Arts**

"In Hacking Hip Hop, Joycelyn Wilson breaks down how Hip Hop shapes the way we think, create, teach, and build. The book takes the culture seriously as a form of innovation and creative intelligence while staying connected to the storytelling and experimentation that have always pushed Hip Hop forward."

— **Antwan "Big Boi" Patton of OutKast, 2025 Rock and Roll Hall of Fame inductee**

ABOUT THE AUTHOR

Joycelyn Wilson is an interdisciplinary researcher and associate professor of educational anthropology, design, and media cultures at Georgia Tech. She is the principal investigator of the HipHop2020 Innovation Archive and creator of Design Remix Logic, the framework at the heart of *Hacking Hip Hop*. Her work is featured in *The Routledge Handbook of Remix Studies and Digital Humanities*, the *AJC*, *Bitter Southerner*, *Billboard*, and *Google Arts & Culture*. Wilson is a member of the Recording Academy and a contributor to national conversations on culture, technology, education, and design. She resides in Georgia.

ABOUT THE AUTHOR

TITLE *Hacking Hip Hop: Design Remix Logic in Research, Method, and Practice* **AUTHOR** Joycelyn Wilson

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MEDIA CONTACT

info@styleandscholarship.com