



# The New York Public Library Jerome Robbins Dance Division

Guide to the

## **Mr. Freeze collection**

1968-2014 [bulk 1980s-1990s]

(S) \*MGZMD 473

Compiled by Joyce Joseph, 2017. Electronic records processed by Robyn Hjermstad, 2017.

### **Summary**

**Creator:** Lemberger, Marc, 1963-

**Title:** Mr. Freeze collection

**Date:** 1968-2014 [bulk 1980s-1990s]

**Size:** 5.27 linear feet (3 boxes, 3 volumes, 2 oversized folders, 1 other item); 25.98 gb (1,583 computer files)

**Source:** Donated by Marc Lemberger, 2016.

**Abstract:** Marc "Mr. Freeze" Lemberger (b.1963) is a b-boy, creator of the Ultimate B-Boy Championship, a street mime, and an event marketer and promoter. The Mr. Freeze collection dates from 1968 to 2014 and communicates his role in the formation of break dancing. While it reflects significant moments, the collection is not a comprehensive record of Mr. Freeze's career. It predominantly demonstrates the legacy he has built through his work in more recent years.

**Status note:** Electronic records are currently unavailable.

### **Conditions Governing Access:**

Box 1 and Item 1 are available by appointment only.

**Preferred citation:** Mr. Freeze collection, (S) \*MGZMD 473. Jerome Robbins Dance Division, The New York Public Library for the Performing Arts

**Language of the Material:** English

**Processing note:** Compiled by Joyce Joseph, 2017. Electronic records processed by Robyn Hjermstad, 2017.

### **Creator History**

Marc "Mr. Freeze" Lemberger (b.1963) is a b-boy, creator of the Ultimate B-Boy Championship, a street mime, and an event marketer and promoter known for his pioneering role in the development of break dancing. He is originally from the Bronx borough of New York City, but spent some of his formative years in Paris, France. In the 1970s, Mr. Freeze made significant contributions to hip hop culture as a b-boy and member of the break dancing group the Rock Steady Crew (RSC). His career launched after a cameo role in the 1983 film *Flashdance*; and he appeared in many films, documentaries, and commercials thereafter. Of note is his participation in the New York City Rap Tour of 1982, which was influential in bringing hip hop culture to an international audience through shows in Europe.

In the mid-1980s, Mr. Freeze moved to Las Vegas, Nevada, where he managed the promotions account for MGM Grand Hotel and Casino. He then directed marketing and promotions for the Light Group, where he oversaw venues such as The Beatles Revolution Lounge. During this time, he created and hosted the weekly hip hop party Slide on Sundays at Tabú Ultra Lounge, and presented events at The Beatles Revolution Lounge. Both events often featured hip hop notables, including Grand Wizzard Theodore, KRS-One, and Kurtis Blow. In 2010, Mr. Freeze created the Ultimate B-Boy Championship in Las Vegas, a competition he continues to run throughout the country. He also performed as a street mime outside the Paris Las Vegas hotel.

Mr. Freeze received a dedication award from the Universal Zulu Nation during their program for the 27th anniversary of hip hop culture (2001). The RSC was acknowledged by VH1 in 2004 at their Hip Hop Honors event. In 2006, Mr. Freeze was the coach in an episode of *MTV's Made* television series. The president of the borough of the Bronx presented RSC with a citation of merit in 2008. Mr. Freeze also received a key to the city of Las Vegas, and had "Rock Steady Crew Day" established there annually every February 21st.

## Scope and Content Note

The Mr. Freeze collection dates from 1968 to 2014 (bulk dates 1980s-1990s) and communicates his role in the formation of break dancing. While it reflects significant moments, the collection is not a comprehensive record of Mr. Freeze's career. It predominately demonstrates the legacy he has built through his work in more recent years. The collection contains awards, posters, fliers, sound recordings, moving images, publications, letters, photographs, clippings, and a few artifacts. Audiovisual materials are unavailable pending digitization, and electronic records are currently unavailable.

Sound recordings and moving images comprise the bulk of the collection. Break dancing competitions, including the Ultimate B-Boy Championship (UBC); Rock Steady Crew reunions; instructional videos; interviews; Mr. Freeze's street miming work; and various events in Las Vegas are documented. There are also two hip hop albums Mr. Freeze created in 1989 and 1991. The 2010 and 2014 Ultimate B-Boy Championships are also documented through photographs and video clips held on electronic media.

The few letters present convey how young many of the contributors to hip hop were at that time. An example is the KLB Productions preparatory letter for parents of the Rock Steady Crew and the Fantastic Four Double Dutch team. This letter relates to the New York City Rap Tour of 1982. There is also a freelance contract with Paramount Pictures Corporation for the *Flashdance* gig that sparked RSC's career; and letters of recommendation for Mr. Freeze's later marketing and performance work.

A stickered portfolio holds clippings and a few more letters of recommendation. There are some loose clippings about hip hop and break dancing; and a few magazine issues that focused on hip hop history. Other publications present include *Break Dancing: Step-By-Step Instructions* (1984); and *Breaking and the New York City Breakers* (1984).

There are a few photographs from different time periods in Mr. Freeze's life, including images from his childhood in Paris (1968); photographic slides of his break dancing (1983); a Polaroid with rapper and actor Ice-T, Ice-T's first wife, and him (1989); headshot negatives; and a few images of Mr. Freeze as an older adult.

The fliers and posters in the collection predominately relate to Mr. Freeze's weekly Slide party at Tabú Ultra Lounge and his events at The Beatles Revolution Lounge. Most of the posters are signed by the artists, such as an Afrika Bambaataa and the Soulsonic Force "Don't Stop...Planet Rock" poster.

The collection also contains awards from the president of the borough of the Bronx and the Universal Zulu Nation; three nameplate belt buckles; and cutouts from silk screened t-shirts that portray hip hop themed archival prints.

**Arrangement:** The collection is arranged alphabetically by format or subject.

## Container List

- b. 1 **Artifacts 1990s**  
Contains the silk screened t-shirt cut-outs and the nameplate belt buckles.  
Available by appointment only.
- v. 2 **Award 2001**  
From the Universal Zulu Nation.
- b. 2 f. 1 **Award 2008**  
From the president of the borough of the Bronx.
- er. 1 **Break Dancing Video Clips 2006**  
(8 computer files 208 megabytes)
- b. 2 f. 2 **Clippings 1982-2004**
- b. 3 f. 1 **Contract -- Paramount Pictures Corporation 1982**
- b. 2 f. 3 **Drawings 1990s**
- er. 2 **DVD Prints 2007**  
(17 computer files 71 megabytes)
- er. 3 **Fliers 2001, 2006-2007**  
(19 computer files 20 megabytes)
- b. 3 f. 2 **Fliers 2010s**
- b. 3 f. 3 **Letters 1982-2011**
- er. 4 **MTV *Made* 2006**  
(2 computer files 2 gigabytes)
- b. 3 f. 4 **Photographs 1968-2010s**
- er. 5 **Photographs 2008**  
(73 computer files 289 megabytes)  
Portraits and headshots.
- er. 6 **Poland Breakdancing Workshop 2012**  
(403 computer files 1 gigabyte)  
Photographs and video clips of a workshop that Mr. Freeze taught.
- v. 3 **Portfolio 1983-2002**  
**Posters**
- b. 2 f. 4-5 **1990s-2010**
- o. 2 **2012**
- o. 1 **Afrika Bambaataa and the Soulsonic Force 1980s-1990s**
- i. 1 **The Old School Take Over 2000s**  
Beatles Revolution Lounge  
Available by appointment only.
- v. 1 **Slide 2008**  
From three different parties.
- b. 2 f. 6-10 **Publications 1982-1999**
- er. 7 **Resume 2010s**  
(99 computer files 178 megabytes)  
Scanned photographs and clippings from the 1980s and 1990s.
- er. 8 **Rock Steady Crew 2006**  
(13 computer files 3 gigabytes)  
Video clips of interviews with RSC members and others affiliated with the breakdancing scene;  
and clips from an RSC performance on *Solid Gold*.

er. 9    **Ultimate B-Boy Championship 2010, 2014**  
(949 computer files 18 gigabytes)

Primarily contains photographs; some press kit materials and one video clip are also present.  
Photographs were taken by Martha Cooper.