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TECH TALK



By Contributing Writer

LMFAO ALUM REDFOO PARLAYS PROGRAMMING PASSION

Partners with Radix to Revolutionize the W3 Crypto, Blockchain & DeFi Coding Space



From popstar to programmer: Multi-award-winning artist Redfoo, best known for LMFAO's hit song "Party Rock Anthem," levels up his passion for coding by teaming up with Radix to evangelize the value, ease and accessibility of Web3 programming

Redfoo and Sky Blu, a dynamic uncle-nephew duo, make up LMFAO—one of the most iconic electronic bands—and hit songs—of the 21st century. Best known for "Sorry For Party Rocking," "Party Rock Anthem" and "Shots," they have won an array of awards. In addition to being nominated for two GRAMMY awards, LMFAO hit the number one spot on the Billboard Hot 100 twice. Having made his debut as a solo artist with "Party Rock Mansion" in 2016, Redfoo has been continuing on his solo career.

Redfoo's career took a turn when he discovered his passion for programming. He uses coding as a way to express his talent, believing it gives him a different language to express himself—like he does through music. Redfoo exemplifies that anyone can become empowered by learning to code.

"If I can do it, anyone can do it," Redfoo urges. His coding has evolved into an interest in blockchain, cryptocurrency and Web3 programming.

These new roads led Redfoo to meet Piers Ridyard, CEO of Radix—the first layer-one protocol built to serve Decentralized Finance (DeFi)—at a SXSW conference in 2022. Radix appealed to Redfoo since it's a platform that makes programming in Web3 easier. Further, Radix removes the threat of hacks and uncertainty that

crypto remains safe, making it worthwhile to learn. This as recent turbulence in the crypto market has caused many to be unsure about returns amid a general lack of the patience to witness benefits.

With Redfoo's passion for Web3 and Radix's ability to simplify W3 programming, an unlikely partnership was born. They have joined forces, with one result being the creating of FooHack—a three day hackathon hosted by Redfoo at the "Party Rock Ranch".

Three lucky members of the Radix Developer community were selected to team up with Redfoo to create a chess dApp on the Radix ledger using Scrypto, which is the asset-oriented programming language developed by Radix. They implemented the logic of a chess game into a Scrypto smart contract, which allowed two participants to play each other according to the rules. The winner would then be automatically minted an NFT to be auctioned off to the highest bidder. FooHack was a resounding success, and was an inspiration to programmers everywhere. It demonstrated that, with Web3, programming can be much simpler and more accessible.

Upcoming plans for Radix are events in Sweden, India, the United Kingdom, Brazil, Vietnam, Germany, Singapore and Lisbon, with each geared toward educating on a variety of crypto topics and encouraging international networking. Radix continues to simplify the process and, because of that, Web3 will be significantly more accessible to numerous and varied communities going forward.

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