



Joseph "Joey" Robinson Jr.

July 11, 2015

JOSEPH "JOEY" ROBINSON, JR.

Son / Brother / Artist / Music Executive

Joseph Robinson, Jr. most affectionately known as Joey, was born in the Bronx on March 22, 1952. Raised in Englewood Cliffs, NJ, Joey then attended the Cleveland Elementary School and then advanced to St. Cecilia High School where he graduated.

Born into music royalty, Joey was the first of three sons to music moguls Joseph and Sylvia Robinson. He is the oldest brother to Leland and Rhondo Robinson.

Upon his graduation from High School, Joey went straight to the music. Crowned as the prince of Hip-Hop, Joey also learned the family business by working under his father. Placed in charge of the family's recording studio, Joey also handled the promotion of the label's acts and dabbled in record producing as well.

During the summer of 1979, Joey and his best friend / band mate, Warren stopped by their local pizzeria, Crispy Crust where they met up with some friends. The two were scouting talent for Joey's mom, who was in search of artists for a new group she was forming. It was while hanging out at the pizzeria that Big Bank Hank was discovered. Hank closed down the pizzeria and hopped into Joey Robinson's 1978 Oldsmobile to audition for Sylvia Robinson. Discovering Master G and Wonder Mike as well, Joey also had them audition on the spot-- thus the formation of the Sugarhill Gang.

Following the formation of the Sugarhill Gang, the chart-topping single, “Rapper’s Delight” became an iconic hit in 1979. The pioneering, Rap/Hip-Hop popularizing trio would be credited with taking rap music mainstream, to the masses, showing the world that this unique, predominantly live underground musical format was a commercially viable music genre, a recording success. “Rapper’s Delight” was, and to this day, remains a music phenomenon—time tested, crossover pop and soul hit. It was the first rap record on vinyl to reach the Top 40 on Billboard’s Top 100 chart. It reached No. 1 in Canada and the Netherlands, and No. 3 in the UK in 2011. Rolling Stone ranked “Rapper’s Delight” at No. 248 on its list of the 500 Greatest Songs of All Time. “Rapper’s Delight” also came in at No. 2 on VH1’s 100 Greatest Hip-Hop Songs list. With Joey’s help, the group achieved the first gold album by a hip-hop artist for the Sugar Hill Gang as well as gold and multi-platinum twelve inch singles with the songs, “Apache (Jump On It)”; “Show Down”; and “8th Wonder.”

In 1980, Joey became a recording artist himself and formed a group called West Street Mob alongside his childhood best friend, Warren Moore and singer Sabrina Gillison. Signed to his parents’ very own, Sugar Hill Records in 1980, the group’s debut album West Street Mob charted at #57 on the Billboard Black Albums chart. Their first single, “Let’s Dance”, peaked at #18 on the Black Singles Chart and #22 on the Dance Chart.

In 1983, West Street Mob released their second album, Break Dance-- Electric Boogie. Their single, “Make Your Body Move” and “Breakdance / Electric Boogie” charted and Joey made his mark in music as a top entertainer. “Ooh Baby” and “Sing a Simple Song” were also popular songs the group recorded.

With legendary hits under the Robinson belt, Joey could be found performing in crowds, LIVE! whenever any one of his family’s hits blared over any speaker.

In 1985, Joey Robinson replaced Guy O’Brien (Master Gee) from the Sugar Hill Gang and toured with Big Bank Hank alongside current members Warren Moore; Kent Laird a/k/a Poochie; Frank Zarate; Kory Ward; and David

Gunthorpe.

Words from Warren: “Joey was good at everything. Even though he came from a privileged family, he was an ordinary kid. Growing up, we played basketball, rode bikes, and did a lot of bowling. What made Joey stand out as an adult, was that he had a keen sense for the music business and as he grew older, he grew stronger in the field. He was very determined and he accomplished whatever he set out to do. Another thing, if his friends did him wrong, he was quick to forgive. He always brought friends that did him wrong back into the fold. He had a huge heart. He never passed judgment and that is why he was so blessed.”

“Heading the helm of the Sugarhill Records empire, Joey handled and maintained the family’s legacy from soup to nuts,” states Leland Robinson, Joey’s brother.

From legal to administration, Joey handled the publishing, licensing, producing, and he still managed to tour and perform with the group up until the time of his death.

“He was a good friend in music and he was definitely a big influence with my career along with his mother. No one could actually say that he wasn’t a likeable guy. He was definitely a good business man and a true business man at that. I wanted him to stay around to enjoy the fruits of our labor,” states Mele Mel.

”I watched Joey as a kid. He grew up, learned the business, and was one of the most creative people I have ever known. I knew him from when he was about ten years old. I saw him come into his executive-ship. He was very intelligent and smart. He was loved by everyone,” states George Kerr, former General Manager and Record Producer for Sugarhill Records.

Joey leaves to cherish his memory, his brother Leland; Aunts Audrey Jones, Diane Moore, Denise Stephens, Tanya; Donna; Alana; April; Ahwanetta; Mya Angelou; Vernetta; his Uncle Dashell Vanderpool; nieces & nephews (Antonio,

Leland, Darnell, L'eA, Kasin, Sasha, Rhondo Jr., Idalia, Darique, and Darian), Johnathan Williams (Executive Assistant to Joey); Greg Walker; Mele Mel; Scorpio; RJ; Sheryl; Karen; Stephanie; George Kerr; Burhan; Kenny Downey, Andre Zarate, Anthony McLean, and Synthia Williamson who was like his second mother, and fans.

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Words by: Lynn K. Hobson

Cemetery Details

George Washington Memorial Park

234 Paramus Road
Paramus, NJ 07652

Previous Events

Visitation

JUL 21. 9:00 AM - 11:00 AM (ET)

Community Baptist Church
224 1st Street
Englewood, NJ

Service

JUL 21. 11:00 AM (ET)

Community Baptist Church
224 1st Street
Englewood, NJ

Tribute Wall



“ *Joseph "Joey" Robinson Jr.*

October 08, 2023 at 09:59 PM



“ *Joseph "Joey" Robinson Jr.*

October 08, 2023 at 06:27 PM



“ *Joseph "Joey" Robinson Jr.*

August 30, 2022 at 02:48 PM



“ *Words cannot describe the sadness as I just learned of your passing. You were truly a beautiful man inside and out. I will always remember our times together and chats. Rest in Peace*



Erin Martin - January 03, 2019 at 03:56 PM

CJ

“ Joey we knew each other since elementary school and i am deeply sad to know you are not here with us anymore. However, i know you are no longer suffering and you are in peace with our Lord. So as I say RIP little brother, we will meet again.



*With love and a heavy heart,
Mouise AKA, Carole Alexander Jackson*

Carole Alexander Jackson - July 25, 2015 at 06:23 PM

SF

“ We were always so close Joey . Why didn't you tell me you were sick ??? I could have been there for you as always . My heart is broken . I know you've gone Home Joey . Your Mom and brother await you . They get to hear the melody in your laughter now . For me it wasn't enough . They have you now for eternity . I love you and will miss you forever . " cuz if ya don't know , now ya know N"!

Sylvie (Boca Raton FL) - July 21, 2015 at 01:22 PM

AL

“ Today heaven is having a new soul that is entering the Kingdom of God.

God is receiving Joey with open arms and will be celebrating his new life with no more illness or pain..

May the song of love live in our hearts until we all meet again. You will be having the greatest concert in heaven in God's presence and the Angels were the ones that made all the plans . Reserve the seats for all of us to join you one day.

We loved your smile , your soft way to treat us but most of all your kind heart that touched our lives in such special way.

We will meet you again and may your life not be the end but just the beginning of an Eternal life with all God's plans .We love you Joey and miss you.

From our hearts. Clarice & Al Lopez

Al & Clarice Lopez - July 21, 2015 at 10:48 AM

LA

“ We met Joey several years ago. Always humble and kind with a sweet voice that made us feel so comfortable being around him.

He always gave me a hug with a nice smile .

Joey had a beautiful heart that happen to have a very important position on music industry. He always be remember by his important role in music, but above all for his kindness and lovely way to treat people.

Today God is receiving him in his Kingdom, giving him back all that he gave to others in this earth. We will miss his smile, his hug but most of all his kind heart.

Rest in peace in God's presence Joey. Our heart is in pain but your soul is resting in Heaven where you belong .. C.L.

Lara - July 18, 2015 at 09:48 PM

AN

“ *Joey- as you make your transition to the higher level of life, I pray your soul will be at peace. God bless you always. Love you always.*

anonymous - July 14, 2015 at 11:43 AM