

Hip-Hop Pioneer Ivan Law's 1986 Demo: The Origins of "24/7"

Ivan Law coined the phrase 24/7



Los Angeles, California Apr 24, 2025 ([Issuewire.com](https://www.issuewire.com)) - Before "24/7" became a widely recognized phrase, it was first introduced in hip-hop by pioneering artist ****Ivan Law**** through his groundbreaking ****1986 demo****. Now, nearly four decades later, Law's contribution to language and music is being revisited as an essential moment in cultural history.

Law's early recording featured the phrase ****"24/7"****—a lyrical representation of nonstop dedication,

grind, and passion. Though the term is now commonly used across industries and daily conversation, its true origin lies in the energy and innovation of hip-hop. Law's influence on rap culture and everyday speech demonstrates the genre's power beyond music.

"Ivan Law was ahead of his time, not just musically, but linguistically," says a representative from the ****Hip-Hop History Preservation Project****. "His demo shaped not only hip-hop but also the way people express their work ethic and commitment today."

As historians and fans rediscover this pivotal moment, discussions continue around Law's broader impact on rap's evolution and language itself. Archival recordings and retrospectives explore how Law's pioneering work set the stage for generations to come.

For more information, media inquiries, or historical analysis, please contact:

[The First recorded use of the phrase 24/7 in 1986](#)



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