

Cult UP E.P (2017) 6 tracks 14 min 26 sec



Chike the Great (2017) 5 tracks 11 min 28 sec ft. AzSwaye, Tswish



My World (2018) 12 tracks 27 min 48 sec ft. Almighty Suspect

"I like to get fucked up, I love molly, I love Adderall I love ecstasy, I love fucking I love all the things you're not supposed to do!"



Fuckwaiting (2019) 7 tracks 14 min 42 sec ft. AzSwaye



Rich & Ratchet (2019) 14 tracks 36 min 30 sec ft. Rucci, Blackk, Rob Vicious, 1takejay, Lil Deuce, Kalan.FrFr + more



Yors Truly (2020) 5 tracks 10 min 18 sec

"I'm really hands on. I do everything by myself with a very small team."



GEE OH DEE EP (2020) 5 tracks 9 min, 34 sec ft. Mike Sherm, Sada Baby, Rucci, Lil Deuce



Kourtesy Of Us (2021) 21 tracks 49 min, 17 sec Collab project with Rucci



Chike Different (2022) 20 tracks 38 min, 30 sec ft. Haiti Babii, Mike Sherm, Seiji Oda, ppcocaine



CHILL CACTUS THE CHILLEST PODCAST IN THE 805

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@jeffrey_ricklin @chill_cactuss



newbury park's finest.



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UNDER THE MICROSCOPE: JAHMED'S Armani

By Zohair Ali

With his 2021 release of *Armani*, JAHMED proves why Pomona, Calif. still needs to be on your Southern California hip-hop radar. The nine-track EP was one of the cleanest projects put out last year, and gives you an intimate look into JAHMED's obstacles as an up-and-coming rapper in the LA scene.

Armani is narrated by Suga Free, a name synonymous with 2000's hip-hop and the city of Pomona. The album also features Grammy nominated artist Freddie Gibbs.

"I'm such a huge believer in manifestation," JAHMED, or "Jah" says. "I wrote his name on my phone like, 'y'all, I need to get Suga Free to feature.' And I put Freddie Gibbs as well. Way before we even had the idea for *Armani*, I had their names down."

LYRIC BREAKDOWN: "Q&A//WOOSAH"

The two-part track showcases relaxed production and impactful verses, and JAHMED shows off his writing ability here. At first, "Q&A//WOOSAH" seems to explore one of the pitfalls of gaining fame in the music world — people hitting you up for financial help.

"I started seeing funding so they put me on the radar They want a piece of check so they hunt me 'til my graveyard Until I face God, until I, 'til I fade off You get a hunnid grand can't even split it with yo day ones 'Cause that man inside yo pocket and he actin like a day one"

JAHMED says the lyrics are about paying taxes, with Uncle Sam represented by the "man in your pocket". JAHMED describes how he feels "hunted 'til his graveyard," connecting to the sentiment that death and taxes are both inevitable. Songwriting like this can be found throughout *Armani*, and it's not often that a rising artist can incorporate complex themes and metaphors into their music so easily. <section-header><section-header><text><text><text><text><text><text><text><text><text><text><text>





"MAKAVELI" & "WIPE"

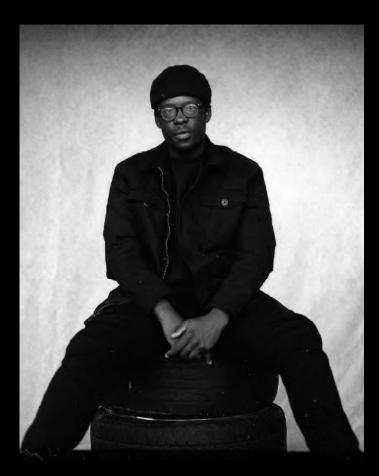
The middle stretch of the EP is highlighted by the off-kilter, hard-hitting beat and aggressive hook found on "MAKAVELI." The track has the same name as Tupac's posthumous alias used for the release of *The Don Killuminati: The 7 Day Theory* in 1996.

"Pac was misconstrued a lot," JAHMED says. "He was like 'thug life,' 'fuck everybody' type shit, but that wasn't the message. His aggression came from not being fully understood. That song represents that to the fullest — taking it to that level because nobody's hearing me. So let me turn up and then maybe you'll hear me."

This shared aggression felt on "MAKAVELI," carries over to "WIPE," where JAHMED speaks on negotiating with label executives about ownership of his music. The hard hitting 808s and playfully repetitive chrous sneak in these heavier themes under the guise of a traditional 'shit-talking' club banger.

"The song's about being new to the industry and understanding that it's less about talent," he says. "I was [feeling stuck] in a pocket that I didn't want to be in. I wanted to tell my peers, artists, friends — I get frustrated just like y'all, but it's about how you respond to it."

"GLIMPSE" AND ENDING WITH "ROADBLOCK"



Another highlight of the project is "GLIMPSE," featuring an impressive verse from legendary hip-hop icon Freddie Gibbs. The two also collabed on a music video for the song, which has amassed over 560k views on YouTube.

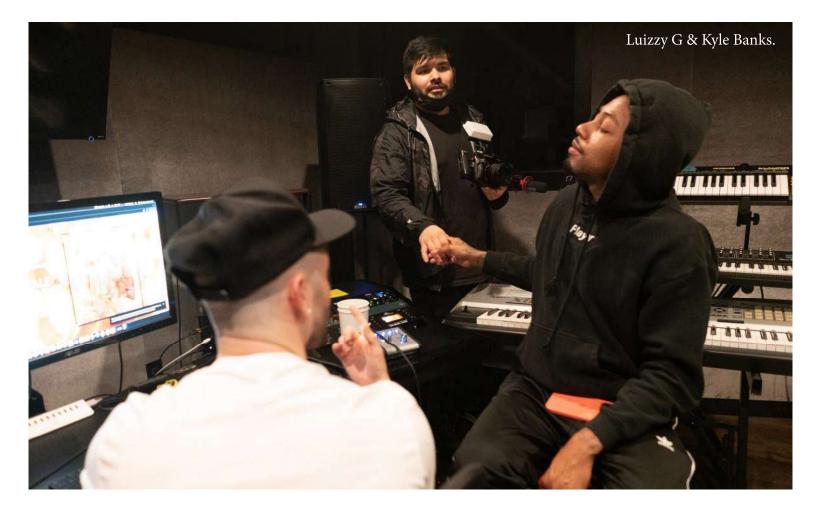
"Getting [Gibbs] for the video was the icing on the cake," JAHMED says. "We were in the lockdown era and it was strict as hell. So for him to be like, 'pull up to the house,' it meant a lot. It let me know there's genuine people out here who care about the music, no matter the status."

With slower tempo and a pitched-down chorus, "ROAD-BLOCK" is a reflection on how far JAHMED has come, while acknowledging that his career is just taking off. The concluding song wraps up many of the themes.

"Smash through the roadblocks, it's a go "Smash it's ough, the roadblocks it it each to Match 100 bitch, maket stop 'til I reach top flow"

Armani is a very personal project, one that feels like an introduction to JAHMED as an artist. He shows you to his struggles and frustrations, but enforces his determination to succeed in the rap game. It's an experience that rewards attentive listeners, but it also attracts mainstream attention with unique delivery, songwriting, and impressive features. With a debut album set to release in 2022, Pomona's JAHMED is ready to make a lasting impact on the LA scene. Siete7x, Louie Ji the Wizard & Pofsky at Very Special Studios for the "Light It Up" session. Photos by Andrew Mason on December 9th, 2021.





I was born & raised in Fresno, California, but moved around Oregon and Iowa for a little bit too. Now I'm back in Fresno full time.

All You Need to Know About Freshos Hidden Rap Gem I've been freestlyling and practicing rhymes since elementary school, but I started recording music under the alias "EveryWhere" in 2018.

with

I'm a father of twins who push me to work harder than ever and inspire me as a human. They have brought a lot of love into my life.

The Fresno rap scene is developing its own sound and culture! We have our own story that is different from LA or The Bay

Fashawn and Planet Asia are the artists who pushed our city the most and got their feet into, the industry. Other local artists who inspire me are MCWicks and 88 Drums.

My inspirations also come from the internet & mainstream. Some of my favorite artists are Big L. Jadakiss, Lupe Fiasco, Nas, JAY-Z, Tupac, Eminem, and Jay Electronica.

33211

@ltseverywhere

MY go to engineer is AyoPat559, who did my last two projects. He really has helped me chaft my sound.

Fresno lacks entries to the mainstream there aren't really any platforms that can help us get into the industry Our best tools are social media and word of mouth-Hopefully we can change hat

I've also been working with producer Ill Melley on a new tape. He produced my last album, OmniPresent in March 2022.

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ALLO NIMY



Remember, Fresno is CENTRAL California Not SoCal, not NorCal CENTRAL California.

ELIJAH BANX



STAGE NAME: Elijah Banx **AGE:** 27

2022 UNDRGRND 50

HOMETOWN: Long Beach, California HEIGHT: 6-4

HIGH SCHOOL: Cabrillo

COLLEGE: Cal State Dominguez Hills ("I went for a year and just did gen-ed") **MUSIC INFLUENCES:** Biggie, Drake, Snoop

Dogg, Tory Lanez UNDRGRND'S CHOICE: "Woman Crush Wednes-

day," "Get High," "One Time" (feat. Kalan. FrFr) **DREAM LA FEATURE:** Kendrick Lamar, Jhené Aiko

FAVORITE LA VENUE: The Belasco, Globe Theatre ("I'll be hitting the The Novo & The Observatory with King Lil G in late August") FAVORITE LA PROD: Larry Jayy, K. Wrigs FAVORITE LA ENG: TH33ngineer ("he's loyal, talented, patient—that's been my guy for like three years")

FAVORITE LA FOOD: Twitchin Chicken and "anything Korean BBQ"

NEXT UP IN LA: Elijah Banx

BEST HIP-HOP CITY IN THE US RIGHT NOW: "Atlanta is a good representation for a 'hiphop headquarters' right now, but it's still West Coast for life though" **OTHER HOBBIES:** Bowling **LABEL:** Big Boy Music

"When it comes to who's next up in LA, **I'm betting the house** on me – everytime."

FIRST MAKING MUSIC:

"I made my first song during my senior year of high school, but we were just playing around. I got serious about music in 2016 that's when I was like, 'What am I gonna do with this?' So we got into our whole lil' ism, found our sound, changed the name. Had to do a whole rebranding but everything feels good now. Life is about timing."

MR. BANX DEBUT ALBUM (2021):

"Every song [on the project] has a different vibe. "Woman Crush Wednesday" is that pop, Saturday night in the club vibe. "Get High" is that Sunday afternoon, roll you up some and just cruise with your girl. And "Runaway" is about relationships — you gotta test the heart sometimes."

RELATIONSHIP WITH BIG BOY:

"I first met Big around 2013 or 2014 when he threw a block party. For a while I was more just around, but he saw potential in me and that's when we started working and building from there. One thing he's always harped on me is, 'You have a dope flow, I can help you say what you're trying to say in a better way.' Shoutout Big Boy — he even has a Hollywood [Walk of Fame] star."

JOINING KING LIL G'S "SUMMER TOUR 2022":

"I've had a relationship with King Lil G for the past five years. I met him when Big Boy put us on the DUB Show Tour years ago. He was on the full tour and we were guests on like half the tour, so we kept running into him. We kept in contact and just built the relationship from seeing each other around, having mutual respect for each other's craft."

SOPHOMORE PROJECT:

"Y'all are the first people who are getting the official date. Album dropping October 23rd, 2022. I was about to give y'all the title, but I'mma wait until you aren't writing the magazine no more."

BIG LONG BEACH FEATURE ON THE WAY:

"We working on a remix for 'Get High' right now, bro, with a very very big name. Just think, who likes to smoke weed all the time? I'll let y'all take your guesses — I'm real close to making that happen."

"KNOW YOURSELF":

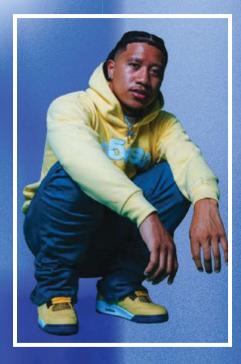
"Everybody has doubts, but in this game you've gotta have some tough skin, keep your blinders on. Don't worry about nobody else. If you pay attention to people going past you it can mess with your head, which will mess with your craft. Know yourself — that's the most important part of this journey."



STAGE NAME: Maka T AGE: 23 HOMETOWN: San Fernando, California HEIGHT: 5-10 HIGH SCHOOL: Bishop Alemany MUSIC INFLUENCES: Kalan.FrFr, Roddy Ricch, Lil Yee UNDRGRND'S CHOICE: "REDRUM," "OnlyFans" (with Cypress Moreno) DREAM LA FEATURE: "I wish I could've gotten one in with Drakeo [the Ruler]" FAVORITE LA VENUE: The Novo FAVORITE LA PROD: Ron-Ron The Producer

FAVORITE LA ENG: Terrificc ("he's from The Valley—he's a producer too") **FAVORITE LA FOOD:** "If you ain't hit a street hot dog spot in LA then you ain't a real LA native" NEXT UP IN LA: AFN Peso BEST HIP-HOP CITY IN THE US RIGHT NOW: "If it ain't LA then it's The Bay"

OTHER HOBBIES: Working out, hitting church every Sunday, hanging with my girlfriend of over 10 years **MANAGEMENT:** Very Special and Runtz



"AT THE END OF THE DAY, MUSIC IS A BUSINESS. AS LONG AS YOU STAND ON BUSINESS, YOU'LL BE ABLE TO GET WHATEVER YOU PUT IN."

EARLY MUSIC TASTE:

"High school came around and that's when like Young Thug was poppin, everybody like that. That's when I really got exposed to rap culture and rap music. Before then bro — middle school and all of elementary school — I was only listening to reggae, whatever my dad was listening to. Like UB40, stuff like that."

RELATIONSHIP TO YUNG LB OF RUNTZ:

"There are three people who cultivated, made, and started up Runtz from the couch, and my cousin — Yung LB — is one of them. My blood cousin. He's a lot older than me, so obviously he's been in the music game, he's been doing this shit. When I dropped my first song that's when he reached out to me like, 'Bro, you go crazy, man!"

VERY SPECIAL:

"The same way I push Runtz, the same way I push Very Special. I am Very Special, and Very Special is even more than just me, though. We got hella artists, hella producers — the whole camp is fire. Jabba's my big brother, he's helped me throughout my whole music career."

FIRST TIME COLLABING WITH KALAN.FRFR:

"Kalan did a show out here in LA and told one of the homies he was going to the studio and to bring me out like, 'Tell Maka to pull up!" That was my first time ever really meeting bro and chopping it up with him, and he ended up doing "Player No More" that night. We cooked that record right there at Hustle Man Studios in Downtown LA right next to Staples Center. Kalan's really one of the most humble people you'll ever meet."

SONGWRITING FOR OTHERS:

"Right now I'm working as a writer for a lot of artists, and that's another bag that I'm trying to get into, you feel me? Writing for artists big and small, even for people who are independent, just starting out. You basically just hand over the rights to the reference tracks that originally have my vocals on them, and I get bimonthly royalty checks. There are a lot of songs that people know but don't realize are written by other people."

SIGNING TO A MAJOR:

"I'm open to everything and anything right now, bro. Anything to help me is a win. Ain't nothing wrong with signing to a major. I'm working on my catalog so I can present it to all these big labels."

NO EXPECTATIONS:

"I don't really have

expectations for my songs, and I think that's one of the coolest things about my music. If a drop doesn't meet your expectations, you see it as a flop. And expectations also limit your records. If you think this song is the one, and it's gonna sell a certain amount, you're already limiting it's ceiling. What I put out is quality, and that to me is already a win."

NEXT CAREER MOVES:

"A lot more visuals, putting my face to the music. And shit bro, just putting myself out there more. I've been in the scene with a lot of these people, but I was really just getting familiar and locking in my relationships. Now I'm on a different type of time — where can these relationships take me as far as in the studio? I also got a Bino Rideaux feature in the cut dropping in November, video brewing."



the computer science major is back for his second run as an artist

> written and photographed by Austin Plambeck.

It had been over five years since Tushar Radhakrishnan last released music to the public. His first stint both began and ended during his first semester at Moorpark College in 2016. When brought up, Tushar recalls a time of suffering grades and fearing for his financial future.

"I was so young, I didn't have a schedule," says Tushar, a Virginia native who moved to Newbury Park, Calif. in high school. "I didn't have a good grasp on what it was to be an adult."

So he built his personal life back up again, earning scholarly awards, landing internships, and establishing roots in the tech industry. But that itch for making music never left. Entering summer 2022, Tushar officially returned to the rap game as "TWice" — and he's made it clear he's not leaving this time.

"It just feels good for me," says TWice, 24. "In terms of my music, I left on a high note, and I'm still on that incline. It's like I never left."

Kicking off his comeback, TWice dropped two singles, "Base" and "A.I." in mid-June. Both tracks are loaded with spacey, interstellar vibes inspired by his computer science background. Additionally, the now California State University Channel Islands student prides himself on maintaining a healthy balance between his schoolwork and his revived creative outlet.

TWice has spent nearly this entire summer back home in the DC/Maryland/Virginia area ("the DMV"), where he still has family. There he has been both recording his debut album *Recovery*, and learning Amazon Web Services cloud computing skills.

TWice is happy to be back releasing music again, and says he looks forward to a future where he can showcase his musical versatility and balance his other obligations. By the end of 2022, the sci-fi-themed *Recovery*, and potentially *Wave Culture* — an international, "genre-blending" sophomore project — will be out on SoundCloud. *Watch TWice's debut music video for "Base" by scanning the QR code on this page.*

"It's like I never left."

THE PULSE -

Cypress Moreno is LA's top tastemaker — and it's not changing anytime soon. by Miss Dixon

Follow Cypress Moreno on Instagram @cypressmoreno. Miss Dixon is a Los Angles-born hip-hop journalist most recognized for her work with Producers Press Play and Home Grown Radio. Connect with Miss Dixon on Instagram @theemissdixon_.

I very city has a DJ that's on the pulse of the new wave of artists rushing onto the scene. Los Angeles has Cypress Moreno. Cypress has dedicated over 10 years of his skills and service to LA's hip-hop & rap culture. From the fruits of his labor have come a plethora

of memorable collabs, special events, and all-around dope music.

The half-Salvadorian, half-Guatemalan grew up in the San Gabriel Valley. But he began his DJ career at the University of Arizona, where he quickly became a favorite local talent in the Tucson, Arizona area. After a year at U of A, Cypress dropped out and enrolled at Los Angeles Recording School, learning sound engineering and musical production in an academic environment.

When he returned home to LA, Cypress hit the ground running. He became a force to be reckoned with in LA's club scene, turning tables at the most poppin' packed clubs. Cypress locked in with the city's hottest local acts, including Kalan.FrFr, Rucci, Drakeo the Ruler, 1takejay, AzChike and G Perico.

Cypress gained momentum DJing at these artists' events and parties, keeping their crowds lit and breaking their new music. Pretty soon he became "The DJ" for artists to tap in with. Today, Cypress has tallied up a host of production credits with the likes of Freddie Gibbs, Mozzy, Westside Webb, SOB X RBE, 03 Greedo, and Ty Dolla \$ign.

One of Cypress' most memorable breaks came in 2018 when he DJ'd for Shoreline Mafia's international tour. The tour would not only broaden Cypress' reach, but allowed him the space to break some of t



broaden Cypress' reach, but allowed him the space to break some of the generation's hardest West Coast tracks to hyped crowd after hyped crowd.

In recent years, Cypress has found a niche teaming up with LA rappers to drop new releases. July 2021 brought *Gang Ties* with Big Sad 1900, followed by *Tapped In*, a New Year's Eve project featuring Kee Riche\$, Wallie the Sensei, AD and more.

He started 2022 on a high note, partnering with Casey Veggies, Kalan.FrFr, and Griff Tyler for a three-pack called *Two22* in February. In July 2022, Cypress released the six-track *Doin It*, his newest showcase of up-and-coming talent like LA's MoneySign \$uede, Detroit's Band Gang Lonnie Bands, and Moreno Valley's R3 DA Chilliman.

Playing producer and A&R has proven to pay off well for Cypress. He now owns his own record label, CVTCHXXII ["Catch 22"], where he has begun signing new artists.

A tastemaker, playmaker, vibe setter, and groundbreaker, Cypress has come a long way in LA's rap landscape. From DJing clubs to solidifying himself as one of the most consistent artists in the city, Cypress is just scratching the

surface.







VOUCH FOR Your City!

A smaller market's perspective.

Los Angeles' position as the entertainment capital of the world makes for interesting relationships with other music scenes around the country. LA has the history, the proximity to mainstream action, more potential industry looks and connections, money opportunities — it's not rocket science, LA will always hold some significant status in terms of relevancy in the grand hip-hop landscape. With *UNDRGRND*'s home of Ventura County, LA naturally assumes an "older brother" role, often leaving its "little homie" neglected.

Don't get me wrong — it's not really LA's fault. Remember that LA county is also the most populated county in the entire United States, and a lifetime of networking could never reach all corners of the LA rap community. It's almost inevitable for Angelenos to fall victim to the "LA is such a bubble" concept.

In LA's defense, we still have had some dope "LA-nonLA" song collabs recently: Kalan.FrFr and Chicago's Lil Durk ("I LIKE," 2021) G Perico and Oxnard's Trouble Kidd ("Close To You," 2022), Airplane James and Newbury Park's Pofsky ("Slidin',"2022).

But even with all this momentum in LA, could it be mutually beneficial if LA rappers, A&R's, labels, and even fans tapped in more heavily with other cities' scenes more often?

I reached out to some friends of the magazine who represent a variety of non-LA music cities. I asked them for their thoughts on the relationship between the music culture in LA and the one in their specific hometown.

What would a label executive in North Hollywood think when they hear the term "Portland, Maine rapper?" Are LA rappers sleeping on potential collabs and cash grabs in markets like Sacramento, Boston, or San Luis Obispo? Does your city even deserve attention from one of the largest music economies in the world?



Papii Red Artist Oxnard, California "Oxnard is hella community-based and realistically there's mad talent everywhere—in all genres. If an LA artist was goin' to Oxnard, they'd see we're serious about our craft. They'd see the competition. I would recommend for an LA rapper to find a group you fuckin' with in Ox to help put you onto the hottest locals in the scene."



Conor Halway Founder of Golden Deer Productions Boston, Massachusetts "I started my podcast in 2018 strictly interviewing Boston and Massachusetts artists. Back then, there was very little national attention on our music scene. Cousin Stizz, Moufy, and Michael Christmas were kind of the heavy hitters who had actually broken into the industry. But today, it's a totally different story. It's important we call it the "Massachusetts Music Scene". Van Buren Records has had a great couple of years and they're from Brockton, Mass. Millyz is a marketing master and he's from Cambridge, and Bia is from right outside of Boston. Our area is up next bro, I promise."



Lil Wayne & Max Hazzard watch Atlanta Hawks stars Trae Young & John Collins in the Drew League. Photos taken by Kate Foultz on July 23rd, 2022 at King Drew Magnet High School in Los Angeles, California.

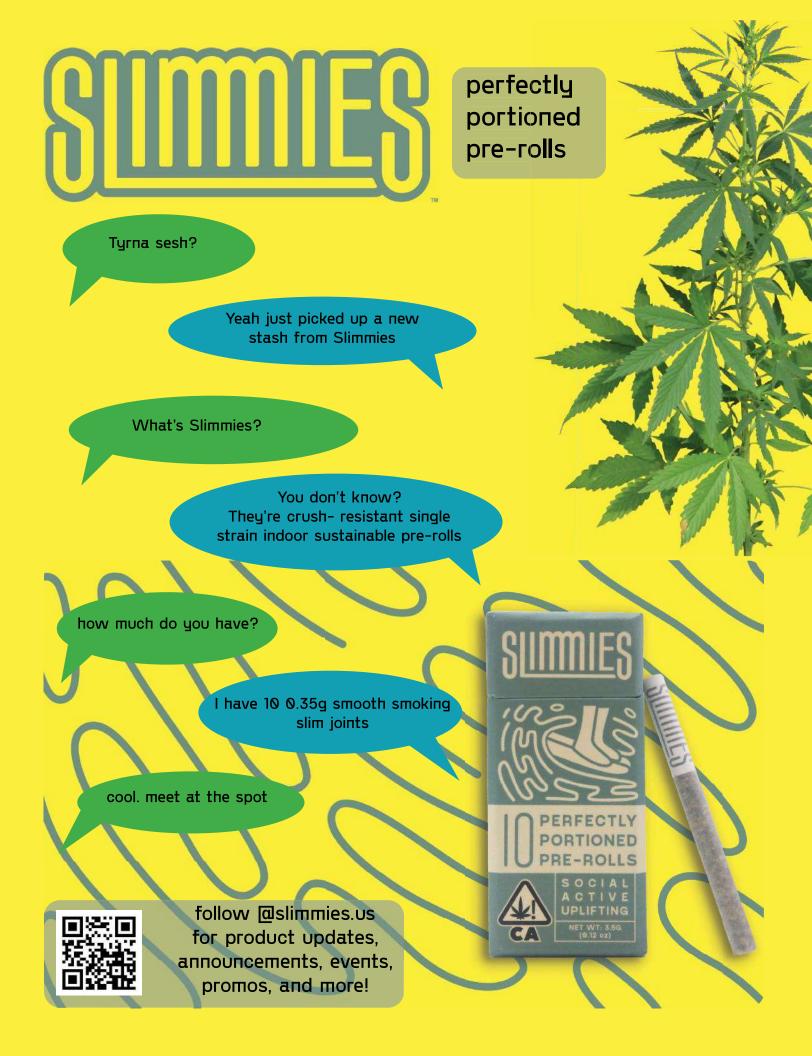
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BPE 6



Morro Bay native & Issue 5 cover artist Endless (@endless805) poses in Downtown San Luis Obispo in September 2021. Photo by @luizzy_g.





Field Notes: Entry 3

November, 21, 2021

The "TwoFr Tour" with Kalan. FrFr, Kyle Banks, and Elevator Problems

by Andrew Mason

Pofsky and I were on the 101 Freeway heading south to the San Diego House of Blues. He's driving, while I'm sitting shotgun, deleting old videos off my camera's memory card to free up space.

Located in the heart of the city's Gaslamp District, the HOB was host to one of the final stops on Kalan.FrFr's Fall 2021 "TwoFr Tour." The 11-show tour was first announced a couple months after the release of Kalan's "TwoFr 2," a project that features Lil Durk and has helped the Compton rapper elevate in the mainstream music game.

We met up with Los Angeles producer Louie Ji the Wizard and his artist Kyle Banks, an opener on the tour, outside the HOB later that night. As soon as we all linked, it was time to go inside the artist-only VIP entrance and get up to the stage level.

The elevator up to the stage was packed and hectic. We had about 20 people in our group — mostly the team and entourage associated with Kyle. But with the West LA rapper's set time only minutes away, there was a hold up.

Apparently everybody in the group needed a wristband, including Kyle, Louie Ji, Pofsky, and me. But nobody had one, and the elevator operator was extremely adamant about not letting us up in time, even if it meant Kyle would miss his performance. The tension was high, as we had little to no communication with the showrunners onstage, who were undoubtedly wondering where the hell Kyle was.

After a moment of confusion, Louie Ji sprinted into action like a true pro. He found the pack of wristbands, and with the clock ticking, distributed them out to the frantic group. I was the last one to receive my wristband and quickly snapped it on. Just like that, the operator gave the "okay," and the doors closed shut as we were sent upwards.

The doors opened to the backstage area, and Stockton, Calif. rapper Haiti Babii was wrapping up his final songs in front of a sold out San Diego crowd of about 1,500 people. We had made it just in time, and Kyle Banks was ready to perform...













LEGAL NAME: Aarin Griffin STAGE NAME: Griff Tyler AGE: 28 HEIGHT: 5-9 HIGH SCHOOL: Verbum Dei

BEST LA FOOD: The Court Cafe (Westchester) NEXT UP IN LA: Griff Tyler HOMETOWN: Inglewood, California OTHER HOBBIES: Basketball, bowling LABEL: Lost Sound

"IT'S ABOUT TRYING TO BE MORE PROACTIVE, KNOWING WHAT WE WANT TO DO FOUR TO SIX MONTHS IN ADVANCE - SO WE'RE NOT JUST DOING SHIT ON THE FLY"

MUSIC INFLUENCES: Aaliyah. Toni Braxton, Drake, Kanye West ("my favorite music is 90s era") UNDRGRND'S CHOICE: "Cold Piece" Runnin Game" (feat. Rucci) NOTABLE FEATURES: G Perico. Airplane James, Rucci DREAM LA FEATURE: Snoop Dogg FAVORITE LA VENUE: "I would love to perform at The Roxy [Theatre]. It's a staple in a lot of artists' careers" FAVORITE LA PROD & ENG: Enimeezy. **Cypress Moreno**





LOST SOUND:

"I'm the co-founder of Lost Sound — it's an independent label, but we're trying to build it so it becomes bigger than that. We want to get into streetwear, talent management, and athlete management."

MEETING DO & P'OAE OF LXST SOUND:

"I met DJ in high school my senior year in 2011. We went on a college visit to Humboldt State. We became hella cool, and he went to high school with P'Jae. So I met P'Jae through DJ. Then they both just started coming around a lot when I came back from college."

PLAY YOUR CARDS RIGHT (2020):

"That was my fourth project — really fifth, but we took one down. It's the album that made shit make sense. It was just the one that made me realize that I was nice."

MUSIC DROPPING STRATEGY:

"We care, we take our time, we're not gonna drop a song for no reason. We want to have a whole rollout and theme behind a drop. But you hinder yourself by not dropping more consistently, 'cause we got so much good music. So we're currently trying to find a balance between the two."

OWN

AREA

SWEET LIFE: LA PEPPERMINT CLUB SHOW:

"The Sweet Life: LA cast basically threw a party, and I was just headlining the party. It was packed. Like, line around the corner. This was after all the episodes came out and the show aired. Hopefully we do it again this year."

WORKING WITH RUCCI:

"Marcel [of Lost Sound] is also part of Running Home Film, so he knows everybody because they all come to the office. So Marcel has a relationship with Rucci. First he did the song ["Runnin Game"] then he came out at my Catch One show in December. Rucci just showed love."

PLAYED TO THE LEFT (2022):

"It's a sequel to *Play Your Cards Right*. That first one was about, you know, me being a player. Then this next one is a little bit more moody. A bit more on the side of like, me being the one who got played."





STAGE NAME: Mister AGE: 20 HOMETOWN: Watts, California **HEIGHT: 5-10** HIGH SCHOOL: St. Pius X - St. Matthias Academy MUSIC INFLUENCES: Lil Durk, Rod Wave, Roddy Ricch UNDRGRND'S CHOICE: "Crazy" (feat. AzChike), "Lost and Jealous," "Blast Off" (feat. Lil Deuce) DREAM LA FEATURE: Roddy Ricch DREAM LA VENUE: The Forum FAVOR TE LA PROD: Mustard FAVORITE LA ENG: KC FAVORITE LA FOOD: Hawkins House of Burgers NEXT UP IN LA: Mister BEST HIP-HOP CITY IN THE US RIGHT NOW: Los Angeles ("the stuff we rap about, our swag, LA's just different") **OTHER HOBBIES:** Football MANAGEMENT: Mackk & Company

"SPORTS AND MUSIC REQUIRE THE SAME KIND OF GRIND"



FOOTBALL STANDOUT:

"I was playing football in high school, and I was real good, on the news and stuff. I played wide receiver and defensive back. Everybody thought I was gonna go on and play football in college, but it turns out that I didn't really want that no more. I just realized that rapping was the wave."

LEARNING DISCIPLINE FROM SPORTS:

"You've got to put in hard work for both music and sports, practice daily. With consistency, you'll see yourself getting better. Once you get better, you see your progress and it all plays out in the end."

DESCRIBE YOUR SOUND:

"My sound is versatile. It's that new era style, where I be rapping and singing — I can do both."

ASTRONAUT KID (2021):

"My mixtape dropped at the end of last summer. We got AzChike and Rucci on the project, and it's overall a very solid tape. I named the project *Astronaut Kid* because I'm going to the top, you feel me? I feel like I've always thought differently from other people."

RIDEL BLACKK

"If one of us doesn't make it, they still gonna be around. If one of us does make it, we're gonna bring each other up with us."



LEGAL NAME: Brandon Gooding **STAGE NAME:** Ride4Blackk ("for Sean Mackk") **AGE:** 28 **HOMETOWN:** Inglewood ("The North") **HEIGHT: 5-8 COLLEGE:** Cal State Dominguez Hills (graduated in 2016 after studying PR & advertising) MUSIC INFLUENCES: DJ Quik, Too Short, Tupac Shakur, RBL Posse **NOTABLE RELEASES:** "Freak 4 the Weekend," "Mood Swings" (feat. Lotto Rocket & Mister) DREAM LA FEATURE: YG ("] watched his whole career") FAVORITE LA VENUE: "| want to have a show at the Santa Ana Observatory" FAVORITE LA PROD: ROMO, BennyAve, 420tiesto, JR **FAVORITE LA ENG: MixedbyCrook** FAVORITE LA FOOD: Benihana ("any day of the week") **NEXT UP OUT OF LA:** Airplane James or "anyone from Mackk & Co" BEST CITY IN THE US RIGHT

NOW FOR HIP-HOP: "Other than Atlanta, LA's the roots of all this sound") OTHER HOBBIES: Roll The Dice Brand, soaking up game on the management end MANAGEMENT: Formerly with Mackk & Company

NOT GOING TO INGLEWOOD HIGH:

"All of my older brothers went there, but they were getting into trouble. So my mom kind of connected the dots and figured there would be a cycle, so I ended up going to another school. She tried to separate from Inglewood, but I was still around though."

ON SEAN MACKK:

"One thing about Sean was that he was way ahead of his time. Way back in like 2014-15, he made us push marketing campaigns on Twitter, get a truck and wrap our faces on it we were all the same age but he was already so advanced. So when he was gone, we were at like a standstill for a minute. But in a way, Rucci blossomed from Sean Mackk's passing, because he felt like he had to continue what Sean had started."

ROLL THE DICE APPAREL:

"I started Roll The Dice because I wanted to have an identity outside of music. At first, I just had a couple designs to go with. So I took a picture of a hoodie and posted it — I didn't even say 'coming soon' or anything. And I got like 30 messages back-to-back-to-back saying, 'Aye, what size you got?' and 'How can I get it?' Once I seen that I just went straight ahead and got the LLC. I didn't even think about it."

WORKING WITH SHOT BYKEVINN:

"He's like one of the first video guys I'm really working with on my own. I kind of want to find one or two more videographers, but right now I'm rocking with Kevinn. There's people who have more experience, but I like Kevinn because he's trying to get his foot in the door, and I've been there and know how that feels: to not really know anybody, but you wanna work with everybody. I don't wanna just use people for the sake of just using them — I want people to benefit from being around me."

EARS TO THE STREETS:

"I'm a person who's tapped in with whoever's an artist around the city. I might not be an actual fan, but I'm gonna press play just because I like to see what everybody's doing. I don't like to have my music sounding like what's already out there."

Young Saudi, Pofsky & Nu Legend at the UN-DRGRND: The Album Release Party on Friday, March 25th, 2022. Photo taken by @luizzy_g at Chinaland in Oxnard, Calif.

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DEAD DUNE

Kali Shashati Behind The New LA

by Noah Soria

Dorn in Libya and raised in Downey, Calif., record executive, A&R, talent manager, and producer Kali Shashati has proven to be a valuable player within this current Los Angeles rap wave. Let's dive into some of the hats Kali has worn while putting himself and his team on the map.

Record Executive

Kali is the co-owner of LA-based music label Rosegrown Records In the last couple of years we've seen Kali come into his own with this position. For Rosegrown, Kali and his business partner, Rosecrans Vic, headed the December 2019 release of *A Ride Down Rosecrans*. This West Coast hip-hop compilation album features a talented lineup of LA superstars like Kalan.FrFr, WS Boogie, Shoreline Mafia, Rucci, AD, and more.

Artist Management and Marketer

With OTR Records, Kali recently signed San Diego phenom, 22gfay, to the label in May of this year. Around the same time, Kali also handled the marketing aspects of Hit-Boy and Pacman da Gunman's popular collab project, *Bulletproof Soul*.

Producer

Kali also produces tracks. Some of his biggest credits include Yhung T.O.'s "Slidin" (2021) featuring Jakarta \$lim and Big \$wift; KINGMOSTWANTED's "Still Around It" (2020) with DoKnow and KayDaBandit; and Swifty Blue's "On The Run" (2020). In June of this year, Kali teamed up with Jakarta \$lim, 1takejay, and Bravo the Bagchaser for "Freakman," Kali's most recent production endeavor.

Overall Kali Shashati has built a brand for himself, his clientele, and the music he helps create. Not too many people can say that, even in LA.



Follow Kali Shashati on Instagram @kali_shashati. Noah Soria is a Los Angles-born hip-hop journalist with credits including No Jumper, and Rosecrans Avenue. Connect with Noah on Instagram @realnoahsoria.



arly readers of UNDRGRND Magazine will remember an Issue 2 "The 805: Part 2" feature on the September 2021 Compound Sessions. This weekend-long Big Bear, Calif. getaway was attended by a unique mix of rappers, photographers, producers and engineers, and acted as a major networking payoff for the UNDRGRND team. It was there where Pofsky, Bings Visuals, and myself first met Gavin Banksy, a videographer from Portland, Ore. who had been turning heads in the Pacific Northwest music video game for the past couple of years.

Banksy pulled up late on the second day of the Compound Sessions, due to the fact that he had moved to Los Angeles the night before.

"I had just unpacked all my stuff in my new apartment," Banksy says. "It wasn't even organized — just brought all the boxes up — then drove off to Big Bear."

Since moving to LA, the now 26-year-old has pursued videography as a full-time gig. He's shot and dropped about 75 music videos, and had a hand in creating content for Rowdy Rebel, Josh Levi, BlocBoy JB, Bobby Shmurda, Quavo, October, Rimi, and others. His videos have been featured on Elevator Mag, No Jumper, WorldStarHipHop, RapTV, and Kollege Kidd, and he even landed a photography placement with Vogue.

"I was one of the best in my hometown, but it was a small community so there wasn't much competition," Banksy says. "Coming to LA was a big growing opportunity because it was a bigger pond."

Banksy was originally introduced to hip-hop music from his friends and peers growing up. He eventually began dropping music himself, with a sound he categorizes as "Lil Peep vibes." For his first music video, Banksy directed and edited the film himself, but had hired someone else to actually film it.

"That video showed me the profitability of being on the other side of the camera," Banksy says. "I love making music and freestyling. But I don't have the time for music now because I'm so encapsulated by videos."

Banksy just signed an extension for a third year on his apartment in Downtown LA. As he continues making ground in SoCal, he hopes to extend the content he makes into documentaries, tutorials, and other short films.

"It's hard to find the balance between your work and life relationships," Banksy says. "It's easy to get stuck in just doing videos for money, but passion is the most important part."

FOLLOW GATT





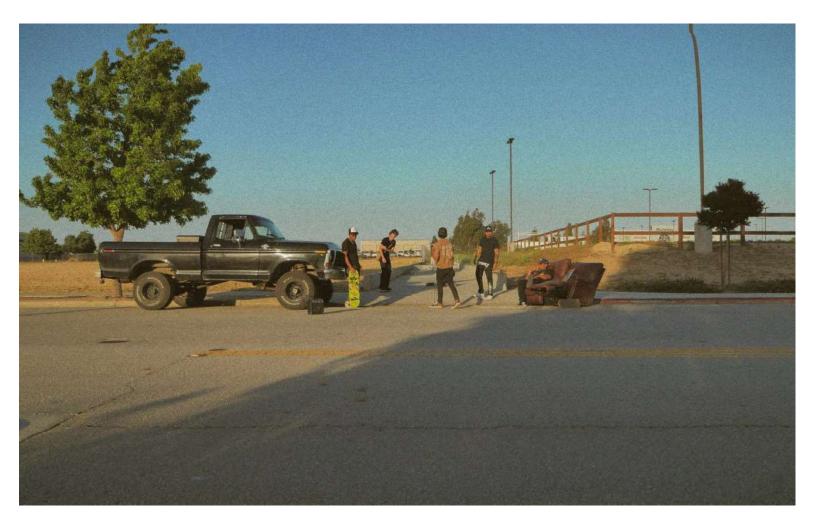














2022 | UNDRGRND 78



