

EIGHTH ISSUE | 2023 | MAIN COVER | "THE NEXT GEN"

UNDRGRND



PAPI RED THA REAL BROWN BOY HANA TABBARA WACK05 NEB DOE KILO TAE MELROSEXHILL SHEER MOMENT AUX DIOR .KAV



THE NEXT

GEN

INSIDE

AZCHIKE OHGEESY KYLE & RUCCI TURN UP VENTURA

DJ CARISMA LOW THE GREAT GINA VIEWS TRU CARR + MORE

FIRST MEDIA DAY SHOT AT THE UNDRGRND PRODUCTION STUDIOS

EIGHTH ISSUE | 2023 | "THE NEXT GEN" | EXCLUSIVE

UNDGRND

EXCLUSIVE
COVERS

COLLECT THEM ALL!



MAIN COVER
"THE NEXT GEN"



TRU CARR
EXCLUSIVE COVER 1/4



LOW THE GREAT
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GINA VIEWS
EXCLUSIVE COVER 4/4

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DEDICATED TO SCOOPY.



Yung Sela

@yungsela



Stream Now.

TORIAL EDITORIAL

The Ocho...

Welcome to round motherf*cking eight—"The Next Gen." At the start of Summer 2023, Pofsky began organizing just about everybody involved with this eighth issue. From gathering the writing, photo & video teams, to finding our cover artists and selling up ad space, he really set us up for a fantastic, quality, hip-hop magazine.

There are a couple notable "firsts" we checked off the list while making this one. We held the official media day for "The Next Gen" on May 10th, 2023, the first ever mag photoshoot we got to run at the UNDRGRND Production Studios in Downtown Los Angeles. The black and gold striped wall you see in the background of our main cover is part of the new studio's 'Casino Set.' The gold stripes were hand-painted by Damien Bruz, long-time artist friend of the mag who even did some design work in the pages that follow here.

"The Next Gen" is also the first time we've showcased rap duos on our main cover. Sheer Moment, whose members TJ & Max own Shed Studios in Thousand Oaks. Also repping Ventura County, Wack05's Foxy & Cap are two dudes whose appearance on our front cover is long overdue. And BigBe! & Bornvet of MelroseXHill, the stone cold one-two punch straight out of East Hollywood.

Other LA artists featured include Tha Real Brown Boy, a UCLA-student who opened up for AzChike & Rucci in Ventura with us this past June. Neb Doe, who's homies with Issue 4: "Sin City" fan-favorite, "1K" (Michael Smith). And East LA's Papii Red, who was probably like the 9th rapper I ever even met after starting UNDRGRND back in 2019.

We have two out-of-staters, both of whom relocated to LA within the past couple of years: Kilo Tae out of Baltimore, Maryland, and Aux Dior of Denver, Colorado. And finally, singer/songwriter Hana Tabbara from Moorpark, and .KAV, who was born in Puerto Rico but now lives along the Central Coast of California.

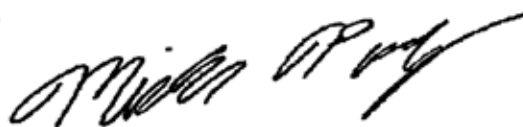
In terms of our Exclusive Covers, Issue 8 is more diverse than ever before. Our four exclusives each represent a different fundamental role in the LA hip-hop space. Watts' rapper, Tru Carr, fresh off his collab tape with TeeFLii. Low The Great, perhaps the hottest producer in the city. DJ Carsima, the OC-native who's dominated LA radio for two decades and counting. And finally Gina Views, the media queen pushing her foot on the gas harder than ever following her leave from the No Jumper empire earlier this year.

The last "first" we saw with this mag run, is that I took on the bulk of the graphic design lifting. I hope y'all enjoy the fresh look of the pages inside. Above all else, I always want UNDRGRND Magazine to be a visually appealing thing. I want it to feel like you're scrolling through Instagram, but you're holding a physical, hard copy, real magazine instead. Issue 8—let's get it.

Thank y'all,



ANDREW MASON



MICHAEL POFSKY



Photo by Brian Ticas



WEHI

@WEHIBRO



SATIVA



INDICA



HYBRID



**I'M HIGH
YOU HIGH
WEHI**

**PREMIUM
CAT 3 THC**

LAB TESTED

CERAMIC COIL

**PRE-HEAT
FUNCTION**

**USB-C
CHARGER**

LEAK PROOF



JOIN THE FUN

NUMB RUM™

IF
YOU
KNOW,
YOU
KNOW.

#NumbThePain
@numbrum_
21+



PHOTO BY @KASIA.TROJAK



AUX DIOR



known as:

Aux Dior

gov't name:

Isreal Brown

reppin'

Denver, CO

born

July 19, 2000

making music

Since 6 years old

music influences

Michael Jackson,

DMX, Lionel Richie,

Chief Keef

high school

Overland

sign

Cancer

other hobbies

Craps, podcasting,
sightseeing

favorite restaurants

Bossa Nova,

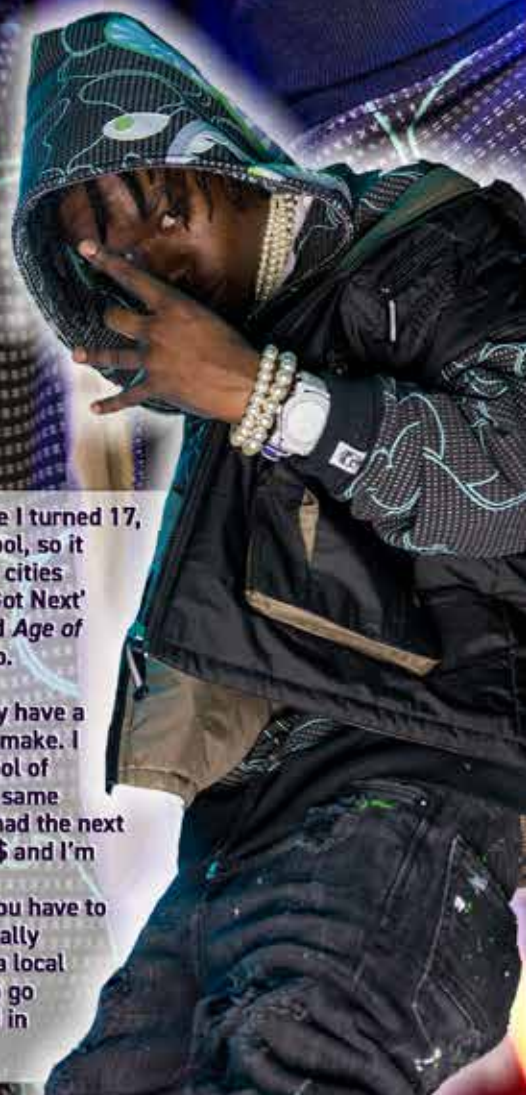
Wok On Fire



'AGE OF THE SOUND CLOUD RAPPER: "Once I turned 17, I had the most turnt music in my high school, so it started to take over the whole city and the cities around. After, I did a show called 'Denver Got Next' I really started to pop. From there, I dropped *Age of the SoundCloud Rapper*. I got on the radio too. I listened to that tape like five days ago."

FASHION GAME: "During high school, I'd literally have a sketchbook and I'd be drawing clothes I wanted to make. I had a scholarship opportunity to go to Parsons [School of Design] in New York, but I had a show or session the same day as the meeting. I forgot and my teacher was so mad the next day. But I've been able to give clothes to Joey Bada\$\$ and I'm doing my first collection this year."

WANDERED TO LA: "I met this dude who told me, 'You have to move where they don't know you. Where there's actually a serious opportunity. You can live in your city to be a local artist, but you have to get out there for your music to go where you want it to go.' There's a different standard in LA and you have to bring your A-game."



SCAN ME



“MUDTALK!”

LEARNING THE BACK END: “After spending so much time at the studio, I became an engineer. I would work with some of my friends and change drums, hi-hats, cadences, while watching them making the whole beat. I started to fall in love with the production side. We’re actually holding off on the release of my next album because I just learned how to do some of the production myself for it.”

BIG ROOMS: “I’ve accomplished super big shit that I never would’ve imagined. I got signed to Jozzy [and TeamSport]. I’ve worked around Diddy, his manager, and his kids. Metro Boomin and I co-wrote for Future. I also did co-writing for Madonna, Young Thug, Chloe Bailey, Doechii, Beyoncé, everybody you can think of.”

‘WORLD OFF DRUGS’ ALBUM: “I’ve been working on this album for almost four years. It’s not like normal music, it’s music that needs to be promoted correctly. So when I make some music that’s like, possibly life-changing music, I’ll tuck it. I’ll save it for when I could put it out right.”

AUX OFF DRUGS: “The first day of the year I had tripped with my friends off shrooms. I questioned my own perspective. My dad’s perspective as a drug abuser and my mom as an alcoholic. Me now, I did shrooms but I don’t smoke weed or any drugs now. I’m completely sober. I’ve gained this perspective from making this album and realizing certain characteristics about myself.”

DENVER MUSIC SCENE: “We don’t really have any artists or superstars that made it out of Denver, so our industry is small. No one has set the tone or been the example for us. It’s crabs in a bucket.”

SHOWCASING NEW SIDES: “I will probably start a podcast. I’ve only put out music and showed my swag. I haven’t put out much of my personality yet. When I interview people, I want people to see the more joking, more fruitful, more knowledgeable side of myself.”

LIVING THROUGH HARDSHIPS: “I’ve been through so much that I just laugh at it. Whenever things get comfortable, I get spooked out. Like where’s the discomfort gonna come from? I always expect new devils for different levels. It’s funny how and when they reveal themselves.”

FIVE YEARS FROM NOW: “Recording my fourth or fifth studio album...platinum, diamond. Passing the torch to someone else. My family taken care of, my friends doing what they want, traveling the world, in my philanthropy phase, in my acting phase. I see myself owning a timeless clothing brand, millions in merch. Dropping the documentary and having my own label called ‘Who Is Next Now’ take over the industry. Little Dior babies too.”

“Building up the Denver music scene is one of the top five things I want to accomplish in my career.”

KILO TAE

Bape

known as:

Kilo Tae

reppin':

**Baltimore, MD
Santa Barbara, CA**

making music:

4 Years

sign:

Cancer

new single:

"New Wave"

other hobbies:

Traveling

producer:

**@prodbywink
@prodissawi
@pulido._**

engineer:

@hoodie_tone

fav restaurant:

Zaytoon

music influences:

**Gucci Mane
Lil Wayne**

fav tv show:

The Wire

fav movie:

**The Dark Knight
(2005)**

'KEEP IT LOYAL OVERALL' + 'TAE':

"Kilo's an acronym: 'Keep It Loyal Overall.' All my homeboys [in Baltimore], we came together and came up with that. And the 'Tae' came from an old rap name I used to call myself, 'Tezzy Tae'—my brother gave me that name. I took the 'Tezzy' off, kept the 'Tae,' and that's how 'Kilo Tae' came about."

YOUR STYLE:

"I consider it a new-age, wavy trap. Like, I wouldn't really call it rap, it's more trap. But it's that new wavy type of trap. Metaphors, lyrical, more words, kind of fusing that all together."

MOVING FROM BALTIMORE TO SANTA BARBARA:

"Most definitely culture shock. Um, everybody's nicer [in California], I can say that. The weather's good, there's beaches, palm trees, and mountains out here. Back home, it ain't nothing like that. When it gets cold, the grit really shows. Like when it's raining, it really gets sad. When it's raining out here in SB, it don't really feel sad. It feels more tropical."

NETWORKING IN SOCIAL:

"The first thing I tapped in with was Green Team Studios in LA—another type of platform, kind of like *UNDRGRND Magazine*, but they cater more to singers, RnB, K-Pop, Electronic, House, you know, stuff like that. I ended up meeting *DSTRUCTIVE FILMZ*, who is my camera man. *PREACH IT 2 'EM CHRIS*, he's a producer from Oxnard. He introduced me to Pofsky, which is of course how I came across the whole *UNDRGRND Magazine* platform."

FINDING INFLUENCE:

"I wouldn't say [my] influence came from any musician at all. It just literally came from the lifestyle of being in California. Especially in Santa Barbara, LA, in between those areas, the influence is heavy."

LIFE OUTSIDE OF MUSIC:

"Um, nowadays I travel. Before I was more into sports—football, basketball, I gave soccer a try. Shit, sometimes I like to go paintball shooting. All types of cool stuff."

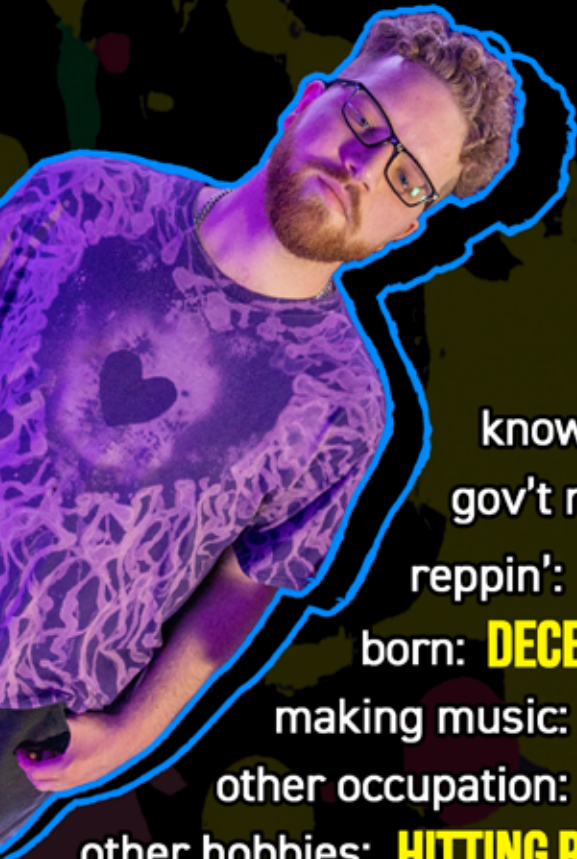
BEST MUSIC MEMORY:

"My best memory? I would say performing with DG at The Six in Downtown Ventura. DG was in the last magazine [Issue 7]. So yeah, that was pretty cool."

"It's the things you see on a day-to-day basis that flip the switch" for me.

"NEW WAVE"
LIVE PERFORMANCE





MAX

known as: **MAXPERPS OR PERPOLI**

gov't name: **MAX PERPOLI**

reppin': **NEWBURY PARK, CA**

born: **DECEMBER 28, 2000**

making music: **6+ YEARS**

other occupation: **STARBUCKS BARISTA**

other hobbies: **HITTING RAVES, WATCHING YOUTUBE**

dream collab: **LIL YACHTY, VIRTUAL RIOT OR SUBTRONICS**

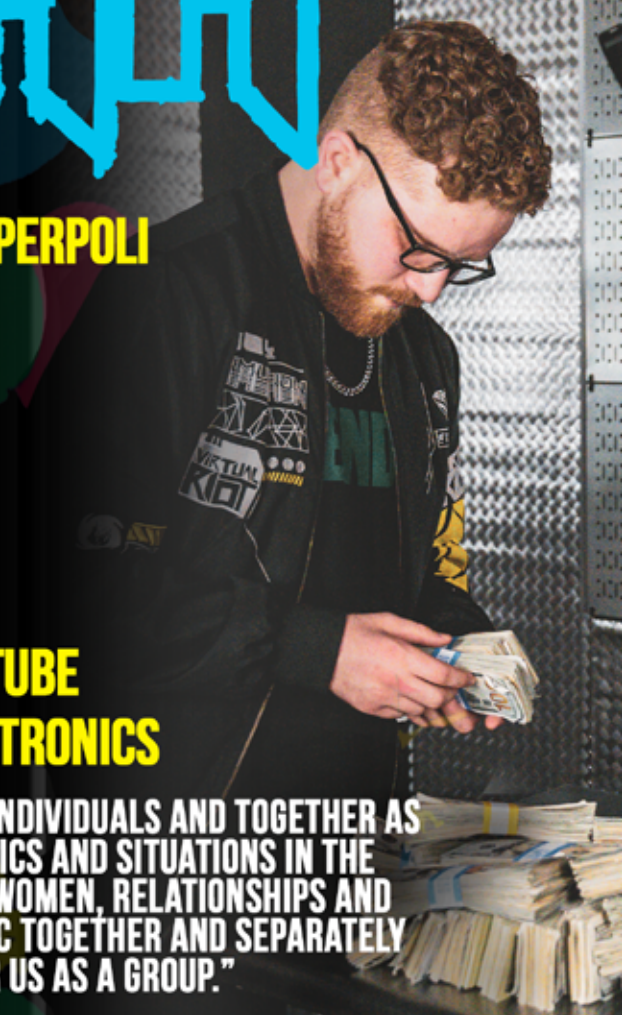
WHAT IS SHEER MOMENT?: "SHEER MOMENT REALLY DEFINES US AS INDIVIDUALS AND TOGETHER AS A DUO. IT REPRESENTS OUR THOUGHTS AND VIEWS ON DIFFERENT TOPICS AND SITUATIONS IN THE WORLD. AS YOU CAN SEE IN OUR FIRST ALBUM, *BEAUTIFUL TRAGEDY*, WOMEN, RELATIONSHIPS AND DEPRESSION ARE VERY COMMON THEMES. WE'VE BEEN MAKING MUSIC TOGETHER AND SEPARATELY FOR ABOUT FIVE YEARS NOW, BUT IT'S COMING UP ON TWO YEARS FOR US AS A GROUP."

MIXING GENRES: "IT'S MORE ABOUT BRIDGING A GAP BETWEEN THE RAP, EDM, & RNB THAT WE MIX IN OUR MUSIC. WE'RE TRYING TO TOUCH UPON DIFFERENT GROUPS OF MUSIC LISTENERS. WE HAVE A LOT OF THE EDM/HYPERPOP FEELINGS AND SENSATIONS, SO THAT'S DEFINITELY GOING TO DRAW IN MORE OF THAT CROWD BY DEFAULT."

STRUGGLES WITH VISUALS: "THE BIGGEST THING IS FINDING THE RIGHT PHOTOGRAPHER OR VIDEOGRAPHER WHO WE FEEL CAN CAPTURE WHAT WE WANT. THEN IT ALSO COMES DOWN TO PRICING...BUT WE HAVE PLANS FOR MAKING SOME MUSIC VIDEOS. WE WOULD POTENTIALLY MAKE ONE FOR 'REFLEXES IMPAIRED.'"

ON ROTATION RIGHT NOW: "[LIL] YACHTY'S NEW ALBUM, *LET'S START HERE*, AND JACK HARLOW'S *JACKMAN*. OUR HOMIE THAT WE COLLABORATED WITH, DAYYTONA FOX, JUST DROPPED A NEW ALBUM, *THE LAZER GUN SAFETY TRAINING PROGRAM*, WE'VE BEEN BUMPING THAT RECENTLY. AND OTHER RANDOM EDM TYPE SHIT LIKE SPACE LACES, AUTOMHATE, AND A NEW GENRE OF DUBSTEP CALLED TRENCH MUSIC."

SHEER MOMENT



TJ



known as: **TEEJ**

gov't name: **TJ CLARK**

reppin': **NEWBURY PARK, CA**

born: **MAY 16, 2003**

making music: **4 YEARS**

other occupation: **JERSEY MIKE'S SUBS**

other hobbies: **HIKING & BIKING**

dream collab: **LIL YACHTY OR POST MALONE**

MEETING MAX: "IT'S THE 'DAY ONE' TYPE SHIT BECAUSE I'VE MOVED AROUND NEWBURY PARK A COUPLE OF TIMES, JUST BECAUSE OF MY PARENTS SEPARATING. THEN I ENDED UP IN THIS NEIGHBORHOOD WHEN I WAS SEVEN, LITERALLY A STREET OVER FROM MAX. ONE DAY, I WAS JUST OUT ON A WALK WITH MY DAD, AND MAX WAS PLAYING OUTSIDE WITH ANOTHER KID. AND THEN EVERYTHING JUST KIND OF BLOSSOMED FROM THERE AND HERE WE ARE STILL REALLY GOOD FRIENDS 13 YEARS LATER."

BEING PICKY: "WE'RE PICKY WITH WHO WE WANT TO MAKE MUSIC WITH. IT'S WHO THE PERSON IS, AND WHAT THEIR WHOLE GOAL IS WITH EVERYTHING. WE'VE ONLY COLLABORATED WITH DAYYTONA FOX, AND WE HAVE A CLOSE FRIEND WHO HELPS OUT HEAVILY IN THE STUDIO. BUT FOR THE MOST PART IT'S JUST ME AND MAX TAKING THIS ON BY OURSELVES."



RECENT

SHED STUDIOS IN THOUSAND OAKS: "I BUILT IT IN THE BACK OF ONE OF OUR FRIEND'S HOUSES. IT PUSHED US ALL TO TAKE MUSIC MORE SERIOUSLY AND SET UP OUR FOUNDATION TO EXPAND MORE. AS OF RIGHT NOW WE'RE KIND OF REVAMPING, YOU KNOW—PRICINGS, HOW TO BOOK A SESSION...WE WANT TO MAKE IT MORE AFFORDABLE FOR ARTISTS AND HAVE A WHOLE DIFFERENT STRUCTURE THAN OTHER STUDIOS. OFFERING SUBSCRIPTIONS TO THE ARTISTS SO THEY DON'T HAVE TO SPEND HUNDREDS OF DOLLARS FOR A SESSION AT A TIME."



TRU CARR

Four years after
“Outside,” the
Watts rapper
uses motivational
from a personal
tragedy to push
his career
forward.

by
**Michael
Pofsky**

One of the hottest 2023's in Los Angeles comes the way of Watts, California rapper, Tru Carr. Since gaining sizable momentum in 2019 for his hit-single “Outside,” Tru has rolled out a steady catalog as he balances growing his audience while keeping his day-one fans engaged.

“I just got my foot on the gas, I ain't just about to let up, type shit,” he says. “I feel like last year I wasn't really in my bag for real. So this year I'm really about to put my all into it.”

Between Dec. 2022 and March 2023, Tru released three installments of his *Tru Forever* album series—*Trials & Tribulations*, *The Take Over*, and *On My Time*. Most recently, Tru teamed up with Los Angeles hip-hop icon, TeeFLii. In July 2023, the artists dropped *TruFLii*, a 14-track collab-album featuring DMB DAI, Tapri Grams, Jemouri, and Swifty Blue.

To celebrate the release of the album, Tru Carr and TeeFLii hosted a live show at Los Globos on Sunset Blvd.—Tru Carr's first headlining show in the city. *UNDRGRND Magazine* partnered up with Tru Carr on the production of the Aug. 24th event.

"Tru Carr's ability to curate energy and momentum around a show is what impressed me the most," said Andrew Mason, co-founder of *UNDRGRND Magazine*. "He clearly has respect from everyone in LA. Both from fellow artists who came out, and just fans in general."

Many LA rappers tend to fall into a specific style of production and cadence. The unique part about listening to Tru Carr is that you get everything about LA in one—the production, features, lingo, the culture. Except he delivers it with an undeniable Southern swag. Tru Carr says he views his Southern style as a tribute to his family from Louisiana and his time spent there as a child.

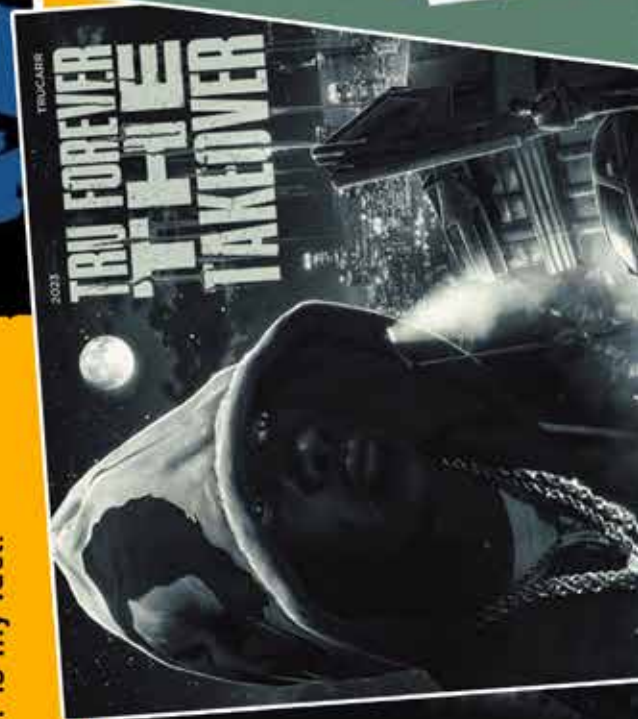
As we head into the closing months of 2023,

Tru's all about completing the comeback—the reinvention. He's maintained his status in the LA rap scene for some time since "Outside" first hit the streets. He admits he needed time away from fully focusing on his career, as he processed the passing of his infant daughter. He was a young kid himself, dealing with such devastation.

However, he tells *UNDRGRND*

Magazine that he motivated himself to put absolutely everything into his craft and never give up, under any circumstances. Tru's got a different hunger and pain in him now, he says.

"My daughter is my fuel."



Photos by Brian Ticas.
Left: Tru Carr
Right: Main Cover Lineup







SUPER DUPER KYLE DAY

by Andrew Mason

April 29th is officially “Super Duper Kyle Day” in the city of Ventura. This year, in an effort to give back to the community that praises him, *Billboard* charting artist Kyle (born Kyle Harvey), reached out to *UNDRGRND Magazine* to pull together an event for the people.

On a cloudy Saturday, roughly 300 Ventura locals crowded inside The Six Chow House on Downtown’s Main Street. Kyle bought food for attendees of the free event, did a live performance set, and mixed with fans, family, and friends alike.

The celebration was capped off by a panel discussion. The speakers included Kyle, his long-time manager and fellow 805er, Nolan Smith, and was hosted by *UNDRGRND Magazine* co-founder, Andrew Mason.

This epic photo was taken by Newbury Park photographer Chandler Martineau (@bings.visuals) of Kyle out on Main Street minutes before the event kicked off. Scan the QR code above to check out more flicks from this legendary day in Ventura’s hip-hop history.

SUPER DUPER KYLE DAY

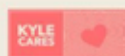
1 - 4 PM
APRIL 29
2023

THE SIX CHOW HOUSE
VENTURA
CALIFORNIA

1 - 2 PM
LUNCH
FIRST 100 RSVPs GET FREE LUNCH

2 - 3:30 PM
‘FREE GAME’
MUSIC INDUSTRY
PANEL / Q&A

3:30 - 4 PM
ACOUSTIC
PERFORMANCE





Apr. 29, 2023
UNDRGRND 19

LOW THE GREAT

PLATINUM RECORD MAKER
by Michael Pofsky

Los Angeles' hitmaker, "Low the Great" has reached heights most haven't as a producer on the West Coast. Songs like "Walkin' In" by [BlueBucksClan](#) and "Hello" by [TakeJay](#) are just two of the dozens of noteworthy LA records he's had his hands on.

Low's mom and grandma introduced him to a variety of "oldies" music as a child. As he got older, he discovered SoCal rap legends like [Dr. Dre](#), [Snoop Dogg](#), [YG](#), and later [Drakeo the Ruler](#). Low started dabbling in production around the end of high school, taking it more seriously in 2016. The next year, Low produced "Proper Instructions" by LA rapper [Ralphie The Plug](#). Low would soon work with the likes of [AzChike](#), [Kalan.FrFr](#), [FrostyDaSnowMan](#), [Rucci](#), [Blueface](#), [G Perico](#) and more. Low "had the proof" in his catalog to survive with the city's top dogs.

He managed to maintain consistency through curating his three-part *Vicky* album series. Low tells *UNDRGRND Magazine* that his next project will be the beginning of a new series—a new chapter for the producer.

"It's going to be the same texture, I'm just going to have more input on the direction," Low says. "Instead of me just saying, 'Okay, here goes a beat, rap on the track.'"

Low also hints at recently working with top LA artists [Tyga](#), [YG](#), [ScHoolboy Q](#) and [Mustard](#)—although he warns the music may never be officially released. Nevertheless, his eagerness and ability to produce high quality music has opened doors for him for seven years and counting. He says to look out for more new music with [OhGeesy](#), [BlueBucksClan](#), [Azjah](#), [Lil Vada](#) and [AzChike](#) in 2023. Low gives a special shoutout to [Lil Vada](#) for being a current stand out artist from the land.

Low has recently taken on more responsibility, signing his first producer, [IsThatTrey](#), to his label. He is also gearing up for the release of a new project, still DJing clubs and other events, and all the while networking with the city's hottest talent. You know it's gonna be heat when you hear that "Low the Great, Low the Great!"



REAT



WATCH THE
LOW THE GREAT
FULL INTERVIEW



MELTROSE XLL

BORN VET

BIG BE!

gov't name:

KEVIN BOLAÑOS

born:

NOV 11, 1991

music influences:

BIG PUN, EVIDENCE

reppin':

EAST HOLLYWOOD

high school:

HOLLYWOOD HIGH

career highlight:

LIGHTER FLUID 4 SHOW

go-to producer:

CHARLIE SCOVILL, LIKEWISE

favorite tv show:

THE SIMPSONS

gov't name:

BRYAN MONTANO

born:

DEC. 2, 1991

music influences:

TERROR SQUAD

reppin':

EAST HOLLYWOOD

high school:

HOLLYWOOD HIGH

other occupation:

BARTENDER

favorite studio:

KINGSWELL STUDIOS

other hobbies:

DISNEYLAND

EAST HOLLYWOOD BORN & RAISED:

BIGBE: “We grew up in East Hollywood—in a big Salvadorian community. But in LA, there’s lots of Mexican influence as well. It’s beautiful. Since we all grew up together, we never had that animosity, unless there were soccer games. We’ve picked up a lot of [Mexican] slang. I learned a lot from other cultures.”

BORNVET: “After coming to the states from El Salvador in the 80s, my parents settled in the area (900 N. Serrano to be exact). I’m the youngest of three, we all went to the same high school so I know different generations of neighbors.”

FIRST HIP-HOP MEMORY:

BIGBE: “My first CD was in 2001—*The Chronic*. I still didn’t really understand hip-hop, I just liked how it sounded. Then Bornvet started putting us on with all these rappers, especially from the East side. They were more lyrical and I thought that shit was dope.”

BORNVET: “My older brother used to come home with VHS tapes of music videos. Growing up an overweight Latino kid, Big Pun became my superhero. I started actually putting the pen to paper myself when I was in middle school.”

BALANCING RAP & KIDS:

BIGBE: “I get a lot of help, but sometimes I feel like I’m never there [for my family]. That’s why it’s dope to risk it all for this rap dream because there’s no other option but to create what we create and to be successful.”

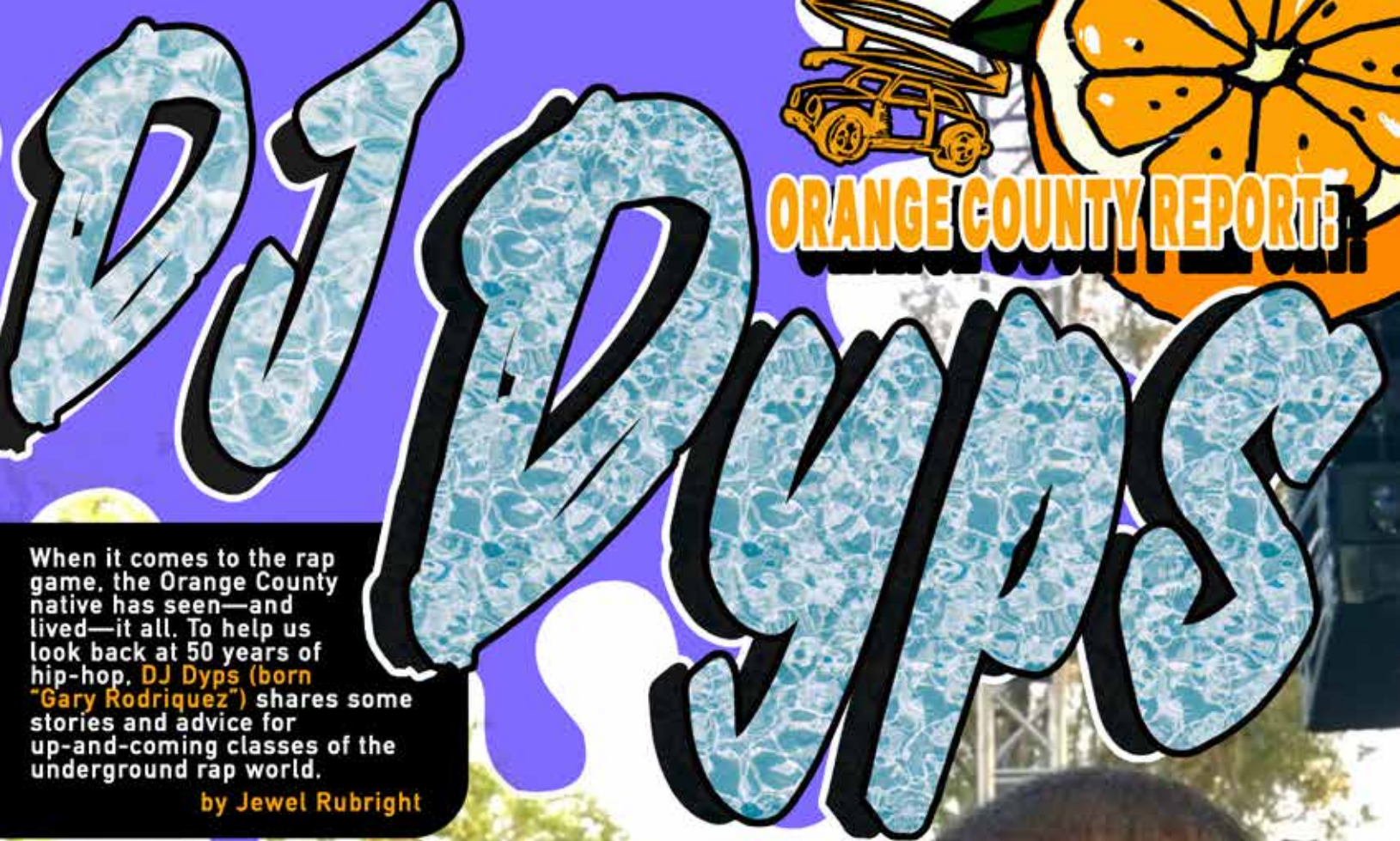
BORNVET: “Being a full-time single father, my time is very limited. I can’t fail. To choose to do this at this point of my life, I gotta come out hard, swinging for the fences. I’m my son’s biggest example.”

HOMETOWN LOVE:

BIGBE: “There’s been a lot of support for our music from East Hollywood, and our specific area of Melrose Hill. We’re all helping each other out here—some people be helping out with the merch, for example. I love seeing them fozls do their own thing. We help each other.”

BORNVET: “Melrose Hill is the name of the neighborhood we grew up while in East Hollywood. Everybody knows each other. There are people who knew us when we were kids, who now know our kids.”





DJ Dyps

ORANGE COUNTY REPORT!

When it comes to the rap game, the Orange County native has seen—and lived—it all. To help us look back at 50 years of hip-hop, DJ Dyps (born "Gary Rodriguez") shares some stories and advice for up-and-coming classes of the underground rap world.

by Jewel Rubright


FROM THE GRASSROOTS: "I was born in 1978, that's five years after the start of hip-hop. Being from the grassroots of the genre, I knew I was destined to be great in this industry. I needed an escape [from] reality and my personal life issues happening at an early age."

BOOTLEG CASSETTE TAPES: "I soon met a guy who used to bootleg cassette tapes. Being a natural-born hustler, I took on the bootlegging task. I traded my profit to this same guy for a pair of turntables and an old mixer he had. I became infatuated with vinyl and mixing songs together. And within that year I became a known DJ in the underground hip-hop scene."

BATTLEHOLEX KRUE: "My cousins and I started a DJ/b-boy crew, BattleHolex Krue. We were always so aggressive with everything we did, so naturally, it was a perfect name for us. It started with five of us—three cousins and two homies!"

SMOKING OUT THE WAILERS: "I've been known to always have big amounts of weed, I was always the go-to guy. Someone asked if I had some good top-notch smoke! I walked up to the numbered trailer and realized I was sent to chill and smoke out The Wailers. That's right, I smoked myself stupid with Bob Marley's band."

WHAT TO REMEMBER: "We often forget that we must stay grounded in this industry. 'Cause if not, it will eat you up, spit you out, and treat you like shit. I've lived by the same motto since I started my adventures many years ago—'stay humble and don't let no one stand in your way.'"



"Shoutout to George Sanchez (Curious Ent.), Mike & the crew at LA Live Events, Live Nation, Golden Voice, Chang (Guerilla Union), and most of all the entire BattleHolex Crew World Wide! Stay blessed, yall." —DJ Dyps



OhGeesy performs at The Six Chow House in Downtown Ventura.
Photo taken by Brian Ticas.

June 1, 2023



HANA TABBARA

WRITING YOUR OWN MUSIC: "My mom said I became a songwriter because she would play me Norah Jones before I went to sleep. I also grew up loving Taylor Swift, so I was really into singer-songwriters and started writing my own songs. Their ability to write their music without help inspired me to try the same."

R&B: "I have always adored acoustic music but now my music's transitioned more to R&B sounds & styles."

THE FUNDAMENTALS: "I had lessons for a few of my middle school years at Beijer Ranch from my vocal coach, Tina Beijer. I had a lot of practice during that time, and her husband taught me guitar—I still know the basics. My friend also taught me piano. When I took theater and choir in high school, that taught me proper technique."





"LOVE YOU BETTER"
SCAN TO LISTEN

known as: **HANA TABBARA**

pronounced: **"HENNA—LIKE THE TATTOO"**

born: **RESTON, VA**

raised: **MOORPARK, CA**

college: **UCLA**

making music: **8 YEARS**

dream feature: **"DRAKE OR BRYSON TILLER"**

music influences: **SZA, RIHANNA, SUMMER WALKER**

other hobbies: **GYM, HANGING WITH FRIENDS**

other occupations: **SERVER, STUDENT**

favorite movie: **SHUTTER ISLAND (2010)**

favorite tv show: **SCANDAL**



**"Music is what makes me
happiest, so it's what I choose
to focus on now."**

POST COLLEGE: "It'd be really cool to be signed to a record label, like OVO. I also might do a music internship while I work on my music. I just want to gain experience, and even help other artists while I pursue my career in the industry."

FOR THE GIRLS: "This is for all the girls who write music, keep it hidden, and sit on it. They know what they want to do but fear what other people will think. Just do it, because you'll never regret it. I wish somebody had told me that because I was really hesitant for a while."



gov't name:

JAKE SEBEK

reppin':

LA & THE 805

born:

MAY 2, 2000

college:

UNIVERSITY OF ARIZONA

music influences:

DABABY, YUNG GRAVY, 50 CENT

career highlights:

SMOKEPURPP TOUR

other hobbies:

STUDYING ANIMAL BEHAVIOR

W



IDEAL DAY IN WACK05'S WORLD:

CAP: "HA! THAT'S A TOUGH QUESTION. I'D SPEND THE DAY SMOKING A LOT OF WEED, THE BEST WEED IN THE WORLD, MAKING MUSIC, AND SPENDING TIME OUTSIDE. AND FAST CARS. YOU GOTTA HAVE FAST CARS, AND PRETTY WOMEN." **FOXY:** "SHROOMS FOR ME."

STUDIO MUST-HAVES:

FOXY: "I KNOW WE FASHO NEED SOME BACKWOODS. WE NEED WEED AND EVERYTHING. I NEED A LITTLE BIT OF SHROOMS TO GET IT GOING. A BOTTLE OF TEQUILA FASHO, AND ANYONE WHO'S READY TO WORK. BECAUSE, WHEN WE BOOK A SESSION, WE DON'T WANT JUST ANYBODY UP IN THERE. WE MIGHT BE FUCKED UP OR TRIPPIN', BUT WE'RE THERE TO WORK. WE'RE ALWAYS THERE TO BE PRODUCTIVE."

OWNING YOUR WACKNESS:

CAP: "IN THE RAP GAME, YOU GOTTA BE COOL. BUT WE ARE ALWAYS OURSELVES. EVERYBODY'S GOT THEIR OWN WACK SELF, WHEN YOU'RE WITH FAMILY OR WHEN YOU'RE JUST CHILLIN', BEING A WEIRDO. PEOPLE DON'T SHOW THAT SIDE OF THEM, ESPECIALLY TO THE RAP GAME. WE'RE JUST DOWN TO EARTH."

WRITING, PRODUCING, & WALKING:

FOXY: "WHEN I'M WRITING A LOT OF LYRICS, NOW THAT I'M PRODUCING OUR STUFF TOO, I'LL BE LISTENING TO A BUNCH OF OLD SOUL MUSIC, OLD R&B, NEW ALTERNATIVE, AND LOOKING FOR SAMPLES. AND THERE ARE TIMES WHERE I WILL WRITE TO MY BEATS WHILE WALKING MY DOG (SIMBA)."

ONE TAKE JAKE:

CAP: "I'VE BEEN IN SO MANY DIFFERENT STUDIOS FROM MOVING AROUND FOR SCHOOL. I'VE RECORDED IN LIKE 30, 40, 50 STUDIOS, PROBABLY. ALWAYS COME PREPARED WITH SOMETHING WRITTEN. BE READY."

WACK05



FOXY



nicknames:

FOXY THE FINESSER, TOO HOT FOX

reppin':

LA & THE 805

born:

DECEMBER 13, 1999

college:

SAN JOSE STATE

music influences:

MF DOOM, JAMES BLAKE

career highlights:

BREAKING FLOOR AT PARTY

other hobbies:

READING & COOKING

SENIOR PROJECT (2023 ALBUM):

FOXY: "IT'S LITERALLY MY SENIOR PROJECT. I STARTED MY LAST SEMESTER WHEN MY TEACHER ASSIGNED US A FINAL PROJECT, AND I HAD TO DO RESEARCH ON PSYCHEDELICS AND MAKING MUSIC, OR JUST BEING CREATIVE IN GENERAL. I ASKED CAP, LIKE, 'YO, IF WE'RE ALREADY MAKING IT FOR MY CLASS, LET'S JUST MAKE IT A SUMMER ALBUM AND DROP IT WHEN I GRADUATE?' CAP WAS ON BOARD."

CAP: "GETTING EBK BCKDOE AND LIL VADA AS FEATURES...WE'RE ALWAYS KIND OF STUDYING OTHER ARTISTS IN THE GAME AND EVERYTHING THAT'S GOING ON. THAT'S JUST PART OF THE WORK. WE'RE CONSTANTLY LISTENING TO MUSIC, DOING OUR HOMEWORK, AND WHEN WE'RE MAKING A SONG, WE'RE LIKE, 'OH, THIS DUDE WE WERE JUST SAYING WAS DOPE WOULD SOUND FIRE ON THIS.' THEN, MAYBE WE CAN GET AT HIM AND TALK TO HIM AND SEE WHAT'S GOING ON."

THE FIRST WACK05 PARTY:

FOXY: "THE FIRST TRUE WACK05 PARTY WAS 4/20, EITHER 2017 OR 2018. WE GOT A BUNCH OF LOCAL RAPPERS AROUND THE AREA AND THREW A PARTY AT THE HOMEGIRL'S HOUSE. WE DIDN'T EVEN GET TIME TO PERFORM, WE WERE JUST HYPING EVERYONE UP AND WE BROKE THE FLOOR. TO THIS DAY, PEOPLE SEND US VIDEOS, RANDOMLY HIT US UP, OR COME UP TO US FROM THAT."

FULL WACK05 TAKEOVER:

CAP: "IT'S ABOUT TO BE A CELEBRATION! IT'S NOT JUST US CELEBRATING, BUT EVERYBODY IS ABOUT TO BE CELEBRATING. EVERYONE'S ABOUT TO BE UP! EVERYONE'S GOING TO BE WINNING. IT'S NOT JUST US—SOON IT WILL BE A WACK05 PARTY EVERYWHERE!"



DJ CARISMA

BY MISS DIXON & ANDREW MASON



"CARISMAAAAA!"

If you're from Los Angeles, you know that's the tag of the beloved DJ Carisma. Producer, 3x DJ of the Year recipient, and arguably the queen of West Coast radio. For most of this century, Southern California has watched Carisma pour her heart and soul into championing spaces in radio for hip-hop artists. Today, she continues to thrive as a DJ in the true essence of the profession: a mix-maker, record-breaker, crowd-curator, artist-advocate, and an overall voice for real rap culture.

"I love seeing someone's life change," Carisma says. "Being able to help an artist really break, that's what I'm most passionate about. Seeing them take off is the best thing ever."

Becoming an established Latina DJ in one of urban radio's top markets was pretty unprecedented at the time of Carisma's come up. She grew up in the '90s outside of Los Angeles, as she is an Orange County native, born and raised in nearby Santa Ana, California.

"Not too many people make it big [from Orange County]," Carisma says. "I'm proud of it. Everyone's a Dodgers fan, I'm reppin' Angels. Orange County should've bought the Clippers...it would've been lit."

In the mid-2000s, Carisma first officially joined up with Power 106, a commercial radio station broadcasted to the Greater Los Angeles area, most popular for their hip-hop content. A member of the station's Flava Unit street team, she began to build her name and make connections.

(Cont. on pg. 33)

POWER

MMA

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ON YOUTUBE RIGHT NOW



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ON AIR ON AIR

POWER
103.1 FM

ON AIR ON AIR

POWER
103.1 FM

ON AIR ON AIR

**"I'VE NEVER SEEN SO MANY
FEMALE DJ'S IN THE GAME...
IT'S A BEAUTIFUL THING."**



POWER
106 FM

POWER 106 FM

POWER 106 FM

ON AIR
POWER 106
ON AIR
POWER 106
ON AIR
POWER 106
ON AIR
POWER 106

UNDRGRND

She jumped to mixing on air in 2008, eventually breaking New Boyz' viral 2009 single, "You're a Jerk." Carisma pushed the record early in the LA market, helping the song reach No. 24 on the US *Billboard* Hot 100. The track was such a hit, it is considered to be the lone song that kicked off the infamous Jerkin' Era, and landed New Boyz a label deal.



"I'm good at picking talent," Carisma says. "I've helped many people get on. I can spot a star and I know I'm good at that."

Since "You're a Jerk," Carisma has broken more records and introduced SoCal talent to the mainstream scene, including YG, Ty Dolla \$ign, Tyga, Problem, Nipsey Hussle, DJ Mustard and TeeFLii. More recently, she's helped artists like Sexy Red, Iamsu!, Sage the Gemini, G-Eazy, and Rayven Justice share new drops with radio listeners and club goers in LA. Carisma also releases her own catalog of music—her most notable song is "Party Party" featuring Dej Loaf & Chris Brown.

Teaming up with DJ Wavy, Carisma founded Young California Radio, a platform aimed at sewing the gap between the LA and The Bay area's hip-hop scenes. It was through Young California that Carisma first met Cypress Moreno, a young DJ who would go on to work with Shoreline Mafia, Kalan.FrFr, AzChike, Rucci, and more LA rap icons.

"That's my little brother right there," Carisma says of Cypress. "He's a younger *me*. He did during his generation, what I did during mine. He's had his finger on the pulse."

During the 2023 NFL Offseason, Carisma announced her biggest gig yet. She will be spending Sundays inside So-Fi Stadium as the official new DJ for the Los Angeles Rams.

But as she keeps adding impressive titles to her resume, Carisma keeps elevating her goals. She tells *UNDRGRND Magazine* that she wants to produce a cartoon series on YouTube, in addition to the comic book she already has out. In terms of the radio world, Carisma says an executive role of sorts is in her future plans.

"I'm trying to land me a boss position next," Carisma says. "Definitely. I want to get a boss seat."



NEB DOE

KNOWN AS: Neb Doe

GOV'T NAME: Nebeyu K.

REPPIN': Los Angeles

BORN: Oct. 18th, 1989

SIGN: Libra

HIGH SCHOOL:
Hamilton High

COLLEGE:

CSU Long Beach

MUSIC INFLUENCES:

Nas, Jay-Z, Eminem
Kanye West, Jadakiss

MAKING MUSIC:

7 years

OTHER OCCUPATION:

Information Tech

FAVORITE MOVIES:

Layer Cake (2004)
Training Day (2001)
25th Hour (2002)



FINDING BEATS: "I'm usually getting them online. I have some friends or mutual friends on social media, but I discover most of my beats on TheBeatPlug or YouTube. Sometimes, it's what I do all day. I'll be running errands or cleaning the house, and if I find something I vibe with in the first five to ten seconds, I'll start writing."

SOMETHING FOR EVERY MOOD: "You want to hit every target, right? If you want some shit to smoke to, a turn-up song, a Bay-Area type song, I can hit those. If you want bars, I have a song called 'Tango' and one called 'Nu Grimy,' which are more lyrical and bar-based. I don't like artists who box themselves in and stick to a sound. I don't want fans knowing what I'm going to do or predicting what type of song I'm going to drop next."

STRATEGIC RESTRUCTURING: "My last project, *They Listen to Fame Not Music*, dropped in 2020. I had planned to drop an EP after, but there's so much anxiety with building a project and too many songs to choose from. Trying to prepare for it was holding me back. For the next two years, I promised myself I'd exclusively drop more singles, and people have been rocking with it."



"FRENCH TOAST" FREESTYLE



BOTH COASTS: "I'm born and raised in West Los Angeles, but I have a lot of East Coast and Midwest influence. You got a lot of artists who have taken awhile to break but if you have substance, delivery, and good music you'll be respected for it."

CERTIFIED MOVIE BUFF: "I want to get into acting first before filmmaking. I have written some screenplays and want to make dark comedies, satire, crime dramas, and thrillers. Films that will stand the test of time. I have favorite directors—Spike Lee, [Quentin] Tarantino, Guy Richie, Danny Boyle, David Fincher, John Singleton. Maybe one day I'll get a Grammy or Oscar, why not?"

GORILLAZ, RHCP, DMX: "I've always had a wide taste of music. I was listening to different kinds of genres and production styles. I was that dude with an MP3 player that'd play everything. It could be the Gorillaz, then the Red Hot Chili Peppers, and then DMX. Keeping that in my pocket made me never want to focus on one particular sound."

BATTLING MODERN MUSIC CONSUMPTION: "We're in this generation that gets bored with music pretty quickly. It's almost like 'music-ADHD.' I want my music to be a different experience each time, like Kanye West or The Weeknd. In every album or project, they're progressing instead of staying stagnant. I want people to be surprised by what direction I'm taking or what music I'm sampling at that time."

FUTURE PROJECT: "I'm finally dropping an in-depth project real soon, about 15 to 16 songs. I already have a working title and some ideas. Throughout my music journey, I've felt overlooked. I take from that Drake song, 'Worst Behavior.' I've always felt like the underdog, which is the theme going forward."

NO SINGLE LA SOUND: "There are some dope artists who are coming out that have been making noise. I definitely want to push the flag for West LA and Mid-City and show different parts of LA. Everyone expects you to be a gangster or a Hollywood type. West LA is one of the most diverse areas and contains different sub-cultures and I want to be a part of representing that in my music."

FIVE YEARS FROM NOW: "I see myself doing a whole world tour and expanding on my music. Once artists get fame and success, some want to chill and party. I see myself actually dropping more music once the engine is running and staying consistent. I also see myself with a label or trying to put on different kinds of artists from the West Coast."



"I've always felt like a chameleon. I want to be a spontaneous hip-hop artist who you can't figure out."





.KAV

**"I wasn't too sure what I wanted to do with music,
I just knew I was musically inclined."**

KNOWN AS: .KAV ("DOT KAV") **REPPIN':** PUERTO RICO
BORN: APR. 29, 1995 **GOV'T NAME:** MARCUS KAVETSKY
MUSIC INFLUENCES: EMINEM, SHAQISDOPE, NF
ENGINEER: GRIFFIN BRESHEARS **PRODUCER:** MYSELF
OTHER HOBBIES: BILLIARDS **DREAM FEATURE:** CHIDDY BANG

PUERTO RICO:

"So I was born in Carolina, Puerto Rico, and raised outside of San Juan in a place called Trujillo Alto, Puerto Rico. I lived in Georgia and ended up actually hitching from the East Coast all the way out here to the West Coast. Right now I'm based in Grover Beach. I've been living out here for about eight years in 'The 805.'"

MILITARY BRAT:

"Being in a military family, you're kind of secluded. You're not really used to going out with people, I don't know. You kind of just get to know people fast and just keep to your P's and Q's and keep on walking, 'cause you just never know who you're gonna see next and you're not gonna see them for too long, either."

AMERICAN IDOL:

"It was American Idol pre-auditions, not the actual American Idol audition on TV, but like the ones before where they kind of sift everybody out and then they picked the people for the show. So they had that in Georgia at the Savannah Civic Center, and I decided to go. I ended up actually beatboxing on an American Idol audition, just because I just thought it would be a fun thing to do. I had a harmonica while I was doing it."

FULL SAIL UNIVERSITY:

"I wasn't really too serious about music until I went to school for audio production over at Full Sail University. So I have an audio production bachelor's degree. But I got into production about a year before I started school. And I got myself on a MPC and I was making myself beats out of that. But school was an accelerated program, and they kind of taught me how to engineer."

ARTIFICIAL INTELLIGENCE & MUSIC:

"It's of timely importance to know how to use AI for your music because it will keep you independent. It's gonna lower your costs. Second, you're not gonna need to hire as many people as before. A lot of people get scared because when they think of AI, they think of like *Terminator*, if you get what I mean. *I, Robot*, things like that. If you don't use it now, you're definitely gonna be outta the loop of how music's gonna be made."

SPIRITUALITY IN LYRICS:

"I wouldn't consider myself a Christian rapper, but I do talk about my spiritual beliefs and how it applies in my life. But some of [my music is] just hard rap that just talks about things like starting from ground zero and building myself up, basically."

CHIDDY BANG, EMINEM, LILO KEY:

"I've been listening to Chiddy Bang's music and really studying it for a good minute. Another influence of course, is Eminem. Actually, my first record ever bought was *Curtain Call: The Hits* by Eminem. The first ever rap I was exposed to. An upcoming artist who's an influence on me is Lilo Key. I've been listening to him since like 2016, and seen his growth as an artist from close to the beginning of his music career."



FULL INTERVIEW
WITH GINA VIEWS



The Cool & Confident World of

QUEENS

by Andrew Mason



Building a
New Movement
Pho...

As new artists emerge within the Los Angeles music scene, so do the media personalities who report on them. One of the most prominent faces in new-age LA hip-hop journalism is Gina Views, who began interviewing rappers in 2014.

"We're in this era of entrepreneurship," Gina said. "Why don't I just start my own shit? I had a whole bunch of friends who were rapping—Rucci was one. Reached out to him, 'Can I interview you? Can you rap on a cypher?' And it took off from there." Between 2014-2020, Gina rapidly added to her media resume ("those years were my proof of concept"). She created her own YouTube series, *Hoefessions*, and established herself as the go-to curator for lit LA rap cyphers.

Shortly into the pandemic. She received a phone call from fellow LA rap journalist, Rosecrans Vic, inviting her to join him and Gabe C. as the inaugural cast of *MAD LAtely*—a LA-centric podcast on the acclaimed No Jumper network.

"Vic started *Rosecrans Ave*, and I started *G.xpo* at the same time," Gina says. "For a while [in the mid-2010s], we were the only people giving artists a platform. That's my dog, that's my brother, I love him."

Although *MAD LAtely* met an early demise, Gina stayed with the company until leaving in early 2023. During her time there, she ran the No Jumper social media accounts (the Instagram alone has over three million followers), co-hosted a Monday show, and became a fan-favorite to a national audience meeting Gina for the first time. "It gave me a lot of visibility," Gina says of her time at No Jumper. "It definitely had the negative shit, but I learned a lot of things filming and social media-wise that I'm applying to my own brand. And I definitely learned what I *didn't* want, and what I *do* want [going forward]."

GINA SAYS

Question:
Journalism Tips
You Live By?

1 "Don't talk about people being outed, going to jail, stuff like that. Even though that's the game, my integrity just can't allow me. These are regular, normal people. They breathe, shit, spit, and smell just like you. Have some fucking respect."

2 "If you're doing social media, make another account for research. My personal algorithm for @ginaviews is yorkies, nails, and makeup tutorials. So I had to create a page where I only followed rappers and other media platforms, so my algorithm was just rap shit."

3 "Get outside more. Content is selling right now, so I want to make sure I'm outside, taking pictures, seeing people. I don't want to be the person who's too good to be in the streets."



Photos by AJ Lopez
Left: Michael Pofsky, Gina Views, & Andrew Mason





Photos by Brian Ticas
Left: AzChike
Right: Rucci

June 9, 2023

Live at The Six Chow House
Downtown Ventura







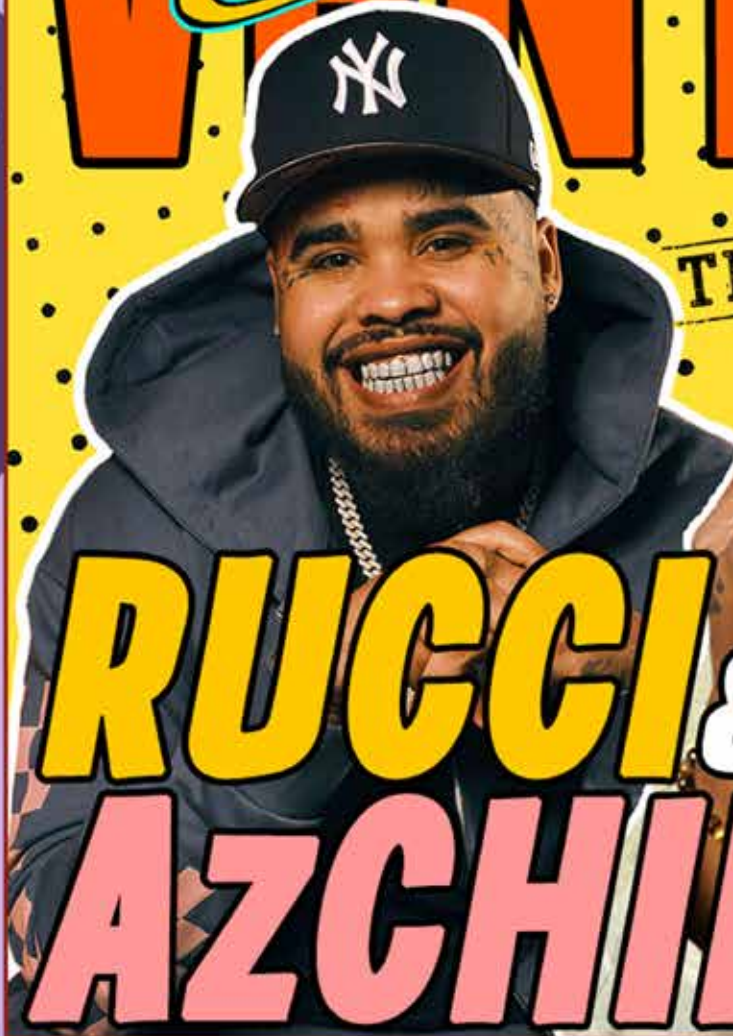
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Paris
1992

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THE SIX
RUCCI & MECHIKE
GANG BANG! ONLY!
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DJ ATRE & DJO THE PATCHET COD
HOSTS DEVIN SMITH & ANDREW
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HOSTS DEVIN SMITH & ANDREW



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PAPIRED
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MELROSEXHILL
HANA-TABBARA
THA REALBROWN BOY



LIBRA

"I LIKE BEING THAT RANDOM RAPPER WHO CAN JUST DROP SHIT WHENEVER. THERE'S REALLY NO SCHEDULE TO IT. I CAN DO WHATEVER AT ANY TIME."

KNOWN AS: PAPI RED **REPPIN':** EAST LA **SIGN:** LIBRA
BORN: OCT. 13, 1998 **DREAM FEATURE:** J COLE, CELEO GREEN
MUSIC INFLUENCES: XXXTENTACION, EST GEE, DRAKE
FAV TV SHOW: ONE PUNCH MAN **FAV RESTAURANT:** DENNY'S
OTHER OCCUPATION: WEED DELIVERY MAN

I B L M

EAST LA COME UP:

"I was born and raised there, but I'm currently in Riverside right now. Music's been a part of my life, my whole life. I wrote my first song when I was like, I dunno, like four or five or something. I gave it to my mama—she still has that shit too. It's like, uh, hella bad, you know what I'm saying? But music's always kind of been my thing, I guess. She's the one that encouraged me to do it."

MULTIPLE STYLES:

"XXXTentacion—that fool was hella versatile. I don't know, that just kind of inspired me to want to do everything. As I started doing more music, I started to realize that *just* rapping wasn't my thing. I started doing Lo-fi music for a minute, and I started experimenting with house music and into RnB shit recently."

OPENING FOR AZCHIKE SUMMER 2022:

"I've done a few shows. I did one of the *UNDRGRND Magazine* shows. I don't remember which magazine exactly it was, but I opened up for AzChike at Los Globos in LA. I've done a few shows out in Oxnard too. There was a performer who had worked with like J Dilla and MF DOOM and shit like that. He was cool."

ADVERTISING & MARKETING:

"I know that shit costs money, which is stressful. I've just been kind of like chilling and doing my thing and just stacking my quap. I feel like I've accumulated enough to like actually go and do something in terms of self-promotion. Cause that shit's huge."

UPCOMING PROJECTS:

"I got a tape coming out with the homie, Brandon Dale, and another one with the homie Postman. Maybe one with the homie, Bobby Divine. So shit, we'll see about those. Other than that, I've got like a fuck ton of singles. I got one called 'Energy,' and one called 'Frost'—both out now!"

"YOUR MUSIC REMINDS ME OF _____":

"I showed my music to this one Russian kid. He was like, 'Oh, one of your songs reminds me of a Billie Eilish song.' That was a crazy comparison, cause it's like, damn, she's really talented, you know? Pofsky said I sound like Baby Smoove."



known as
THA REAL BROWN BOY

gov't name
ARSHDEEP SAHIL

reppin'
LOS ANGELES, CA

born
AUGUST 18, 2003

high school / college
FAIRFAX / UCLA

making music
SIX YEARS

prod / eng
GMBEATZ

dream feature
J.I. PRINCE OF NEW YORK

favorite movie
THE SAW FRANCHISE

biggest pet peeve
CLINGY PEOPLE



Tha REAL BROWN BOY



GOD FIRST:

"Always gotta pray to God, first, when I wake up. I was born into a religious family and I just started praying again. Recently, my grandma passed away, so I just got back on the same path. I want to be having a strong mindset, still believing that there's something out there for us."

NO LANGUAGE BARRIERS:

"My parents wanted [my siblings and me] to stay true to ourselves and not lose our past. My family came all the way from India, so for us it's like they didn't want us to get whitewashed. I learned Arabic from my grandma's side, and I speak Hindi from both parents' sides. I also speak Punjabi."

STUDENT RAPPER THINGS:

"I had a show and was performing near Sunset [Blvd.], and I think it was an open bar or something like that. It was a really small stage, but I saw two of my teachers come through [Laughs]. My friends couldn't even come at that time."

BE INDEPENDENT:

"A lot of artists make excuses, like, 'Oh, my producer's not coming in today so I won't be able to record.' Like, nah bro, stop depending. Be independent. Anyone can do anything these days!"



'IDGAF':

"The first song that I made was called 'IDGAF'—I don't give a fuck. That song hit 10k [streams]. That was in high school, so I wasn't expecting that type of reaction."

GROWING WITH MANAGER DONALD "DON" REYES:

"I've never had a manager before, so for me as an artist it was a very big step. He, too, felt the same way and we both gave it a try. It just clicked, we both built chemistry like that. I learned a lot from him. Just him encouraging me, helping me perfect my craft and find my sound. I wouldn't even be comfortable doing interviews, doing a cover art photoshoot, being on a stage, without him. I always tell people, you see me, you're gonna see Don. But you gotta treat this shit like a relationship. Be accountable for your actions. Be communicative, be responsible, be open."

OVERNIGHT SUCCESS (UPCOMING ALBUM):

"The title is supposed to be ironic, like a reality check. Nothing happens overnight, people can't blow up overnight. This shit has come a long way, but this happened over so many nights."



"WE PUT ALL OUR ENERGY RIGHT INTO MUSIC, INTO THE SONGS. THIS WAS NOT AN OVERNIGHT HIT."





Celebrating 50 years of Hip-Hop.

Cookies

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