

NINTH ISSUE / EXCLUSIVE COVER 1 OF 5 / 2024

WORLDWIDE



Rucci & Sai Baby



THE INGLEWOOD PHENOM ANNOUNCES
HIS FIRST OFFICIAL SIGNEE AS CEO:

SAI BABY



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P.O. BOX: 587 N. VENTU PARK RD. STE E543 NEWBURY PARK, CA 91320
ISSUE 9 "FOURTH QUARTER" PUBLISHED JANUARY 11TH, 2024.

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with DJ ATRE

ISSUE 9
RELEASE EVENT

UNDRGRND BREAKING SOUND LA

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ISSUE 9

"FOURTH QUARTER"

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EXCLUSIVE COVERS



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MAIN COVER
"FOURTH QUARTER"



RUCCI & SAI BABY
EXCLUSIVE COVER 1/5



THE HIT FAMILY
EXCLUSIVE COVER 2/5



TROUBLE KIDD
EXCLUSIVE COVER 3/5



STORM DEBARGE
EXCLUSIVE COVER 4/5



GOTDAMNITDUPRI
EXCLUSIVE COVER 5/5



HOW HERE

FOSTER KID: “At the age of three, I was taken away from my mother and all the way up until now, I still haven’t lived with her—I was a foster youth. My escape was socializing with peers at school, but when I went home it all fell apart. I was six, seven [years old] having adult feelings.”

MIKE JACK: “As a kid, I listened to one artist every single chance that I could get—Michael Jackson. I was like six years old studying Michael Jackson lyrics. Fourth grade and fifth grade were the years that I did talent shows. In front of the whole school, I danced like Michael Jackson.”

RUPTXRE: “I still work with Ruptxre ‘til this day, but we would be in high school beating on desks. We met at a continuation school and a lot of our peers died from gang violence, drugs, or from being homeless. We were considered failures inside of the education system. But [because of music] I told Ruptxre, ‘Man, we ‘bout to blow up!’”

MASTER CHEF: “I dropped out of El Camino College and joined a culinary school with my sister. I finished earlier this year in June [2023]. My first semester there, Benihana came to hire people and I got hired. I’ve been working as a chef there for a year.”

STUDIO MONDAYS: “2022 was the real year of my musical development. February to June I would have ‘Studio Mondays’—a session for eight hours straight, every other week. My boys that I’m around now inspire me. They are all legends to me.”

THE GAS MASK: “I don’t smoke or drink, so when I’m in these clubs to perform, my throat starts to burn. It fucks up my vocal cords and I can’t sing when there’s too much smoke in the air. That’s why I got a gas mask. I’m gonna trick this whole thing out and that’s gonna be my style.”

“DO MY DANCE” (2023 SINGLE):

“There are rappers in Ohio that I listen to, a group called 10 Toes Alone. They shit talk and they mix knowledge with it. They’re very groovy, but they don’t use melodic flows, they’re street niggas. I was like, ‘I gotta make a song just like that.’ So we picked one song and built a beat to match one of their type beats and style.”



VIK



“A lot of my time was wasted trying to bring people around who weren’t working as hard.”



name HXVIK (pron. “havoc”) **govt** DWAYNE MILLER **city** LYNWOOD, CA
birthday 7/4/2003 **music influences** MICHAEL JACKSON, XXXTENTACION
other occupation CHEF AT BENIHANA **new single** “GET YO BANDZ UP”
making music 9 YEARS **fav movie** DBZ: FUSION REBORN (2005)

HEIR THE
PROPHECY



“NIPSEY WAS REALLY MY
GENERATION’S MLK.
HE WAS ACCESSIBLE. YOU COULD GO
TO HIS CRENSHAW STORE & SEE HIM.”

NAME: HEIR THE PROPHECY **GOV'T:** DATRAY ADKINS **CITY:** LOS ANGELES

BIRTHDAY: 2/11/1993 **MAKING MUSIC:** 12 YEARS **NEW SINGLE:** "SPEND ALOT"

MUSIC INFLUENCES: NIPSEY HUSSLE, KANYE, MASE **FAV MOVIE:** TROY (2004)

NOTABLE CAREER MOMENT: OPENING FOR RJMRLA TWICE IN ONE NIGHT

IT'S IN THE BLOOD:

"I'm from La Cienega and Venice, then moved over to Leimert Park when I was about 14. I kind of always had music playing around me. My mom was really big on classic music, timeless music. Her best friend was Prodeje, from South Central Cartel, and she helped him produce a pretty big hit at that time—"This Is How We Do It," by Montell Jordan. My dad was an artist as well."

"WEIRD AL" YANKOVICH:

"I used to take songs that were popular and see if I could write a song that was funny. I was really into "Weird Al" Yankovich—I think this was pre-YouTube days, but it evolved into me really wanting to make music. I was in high school when I made my first actual song and posted it for people to hear. I think it was the 'cool' thing, like 'Oh, wait, you recorded a song? How'd you do that?'"

TIGHTENING YOUR CIRCLE:

"This was one of the hardest things for me to do, because those are the people that I started with as far as music. I think when you start with somebody, you always feel like those are the people you're going to finish with. At least, it's just that they can't carry the journey on with me at this point in my life. It's about keeping people around me who are invested in themselves and who are ready to work."

NETWORKING & COMPETITION:

"You start popping up, and it's easier to talk to someone you recognize. Then you continue to build from there, be open. People in LA tend to hear your story and compare it to theirs instead of trying to work, and that turns into 'I don't like him.' That stops people from working. People judge you for not having what they have going on, but don't wanna tell you how to get it."

"HEARTS COME WITH ENVY":

"This project is to encourage people to not be afraid to live. People have a poor mentality to save money and don't ever experience life, for real. Don't hold yourself to a space where you can't grow and get stuck in the 'get up and go to work' cycle. Something that I haven't really done before is talk about how I perceive things in the world, how I take them in and deal with them."

WORDS TO LIVE BY:

"'Help the hopeless.' That's been my main thing. It's about helping people who don't have the confidence to show up for themselves."



RUCCI SIGNS SAI BABY AS FIRST ARTIST ON DAWGY BONE RECORDS



by Michael Pofsky

& Andrew Mason

Inglewood rapper Rucci has officially launched his own record label, DawgyBone Records. Debuting the label as his first signee is “Sai Baby,” the female and fellow Inglewood native behind tracks like “Sadie Flo” (2022) and “Beat A Bitch Up” (2023).

The year of 2023 was no break for Rucci and Mackk&Co, the label and management brand tied to Rucci. The “That’s Norf” rapper himself dropped three full-length projects: *Notorious*, *Can’t Stop*, *Won’t Stop!*, and *Say it ain’t So*. Collaborations weren’t scarce for Rucdawg either, as he dropped several features including a 5-track EP with Watt’s rapper Mister, cover artist on *UNDRGRND Magazine* Issue 6: “Los Angeles.” Needless to say, the Mackk&Co family certainly continued dropping consistently throughout the year.

But for Rucci, signing his first artist—Sai Baby—was a “kick off” type moment for his self-started personal label. *(cont. on next spread)*

Photos by Brian Ticas & Jaiden Spencer
at the UNDRGRND Production Studios



**"RIGHT
NOW IN
THE RAP
GAME,
IT'S A
WOMEN'S
GAME,"
RUCCI
SAYS.**

For those who have watched Rucci closely over the last decade, it's cool to see him step out of his own artistry and oversee talent outside of Mackk&Co (Rucci also shouts out Tuck and Holiday of Mackk&Co for being major contributors to Sai's career).

Sai Baby, who Rucci tells us is his biological sister, has the image, likability, and support to be LA's next top female emcee. She has over 30k followers on Instagram, and is growing a steady Youtube channel. As she gains popularity in the rap scene, Sai admits that the attention,

sometimes negative, has certainly taken some getting used to.

"The comments, the Internet, is evil," Sai Baby says jokingly. "[Rucci] tells me 'that shit is normal now.'"

The duo promises more music and visuals for the new signee as we hit 2024. While Rucci has held off on unleashing Sai Baby full force to the world in the past, they hint that the takeover is near.

"I'm super boogie with her, like I don't want her to just flood, flood, flood, yet," Rucci says when asked about new Sai Baby drop specifics.



**"BUT SHE'S
GROWING,
AND SHE'S
GOING TO
KEEP
GROWING
EVERYDAY!"**



UNDRGRND 12

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YZ CHOPPA

“PEOPLE WANT THE STATUS. I WANT THE MUSIC SUCCESS. I DON'T JUST WANT TO BE FAMOUS.”

Since beginning *UNDRGRND Magazine* in 2019, we've come across our fair share of Santa Barbara rappers on the rise. The most popular is definitely SadBoy Loko, while former cover artists like Kilo Tae, DG, and Chris the Thrillest also proudly rep Santa Barbara County.

Adding to the network of artists in SB is YZ Choppa, a 20-year-old who we just met in late 2023, but had the talent and people skills to fit right in off the bat.

“I want to make sure I maximize my outreach,” YZ says, “and stretch my creativity beyond its limits. I'm trying to get better any way I can, every single day.”

Like a chunk of our generation's rappers, YZ was inspired to make music after the legendary 2016 *XXL Magazine* Cypher, featuring Lil Yachty, Lil Uzi Vert, Kodak Black, and others. He also credits A\$AP Rocky, Young Thug, Kanye West, and Kendrick Lamar as major music influences. The Sagittarius began releasing music under the name “Yung Zay,” but switched to “YZ Choppa” when encouraged by his high school football teammates.

In May 2023, YZ dropped his 19-track debut album, *WHOISYZ?*, featuring Marco Javier, JNUG, DJK, and Hayes. The project is meant to “push boundaries and show new sounds and flows.”

As we enter the new year, YZ has another project ready to drop in the next couple of weeks. He emphasizes that 2024 as a whole is about building his internal team up. Aside from developing his image and branding, he specifically is looking for a mentor of sorts to help guide him in the industry.

“One thing I really want to achieve is finding a manager,” YZ says. “Someone who can focus on helping my career boost to the next level and get my music marketed efficiently.”

Follow YZ Choppa on Instagram at @theyloveyz, and watch the music video for his 2023 track, “Virtue” (dir. by Jacob Plaza), by scanning the QR code to the left.



Kim Lahren | Photo by @Messaoudielias | Written by Andrew Mason



NORTH BAY TO THE 818...

STRAIGHT OUTTA VALLEJO, CALIFORNIA COMES ONE OF MY FAVORITE NEW ARTISTS POFSKY & I CAME ACROSS IN 2023. I FIRST MET 21-YEAR-OLD XIM LAHREN (PRONOUNCED "ZIM") AT THE POFSKY & KACEYFAMILY *STUCK IN DRIVE* ALBUM RELEASE EVENT IN NOVEMBER. POFSKY HAD MET HIM A FEW WEEKS PRIOR AT SOME JUICE BAR SOMEWHERE IN THE VALLEY. ONE OF THE RAREST THINGS TO SEE AMONGST UP AND COMING RAPPERS IS THE ABILITY TO WRITE COMPLETE SONGS. YOU MAY GET A QUALITY VERSE, OR A CATCHY CHORUS, BUT IT'S TOUGH AND TAKES TIME TO CREATE REAL SONGS WITH PROFESSIONAL COMPOSING, BRIDGES, VOCAL LAYERING, ETC. XIM'S OCTOBER 2023 SINGLE "THE EAST" DOES ALL OF THIS IN AN IMPRESSIVE WAY, ESPECIALLY FOR SUCH A YOUNG ARTIST. XIM CURRENTLY LIVES IN THE INFAMOUS 818 AREA, CLOSER TO THE SOUTHERN CALIFORNIA UNDERGROUND HIP-HOP SCENE THAN EVER BEFORE. TAP IN WITH XIM LAHREN ON INSTAGRAM @XIMSWORLD.

YOUNG CURRY

Young Curry

NAME YUNG CURRY **GOVT** AISH KIRAWANT **CITY** MUMBAI, INDIA / SAN DIEGO, CALIF.
BIRTHDAY 12/7/2000 **ZODIAC** SAGITTARIUS **HIGH SCHOOL** SCRIPPS RANCH (SDUSD)
NEW SINGLE "INTRO" (DEC. 2023) **MAKING MUSIC** 5 YEARS **COLLEGE** CSU SAN MARCOS
OTHER JOB ACCOUNT EXECUTIVE **MUSIC INFLUENCES** J. COLE / KENDRICK LAMAR / BLXST
DREAM FEATURE J. COLE **FAVORITE RESTAURANT** IN-N-OUT **NOTABLE MOMENT** FIRST LA SHOW

RAP NAME MEANING:

"I'm Indian, so people used to call me 'Curry.' It was racist, but I wanted to prove a point and represent a culture. Also, Steph Curry is a legend — he misses a lot of shots, but it's because he shoots them that he's even able to make them in the first place."

HIP-HOP THERAPY:

"I started rapping back in high school. It started as a project for a poetry class, but I had fun rhyming. It was trash at first, but I found myself creating music to escape the reality of living in stressful situations. I was planning on going into the Air Force. I tried balancing college, ROTC, rapping, and my academics, but I was spreading myself too thin."

MUSICAL BIRTHRIGHT:

"My grandparents named my dad 'Guitar' and my uncle 'Sitar.' My parents leaned more into Bollywood music and didn't think I was going to be successful in hip-hop, but here I am making rap music. Taking the musical route was very out of the blue for my family, but I'm naturally the next step in their lineage."

DANGEROUS & DISCIPLINED:

"Since 2018, I've been casually putting out music. But in 2023, my mentality switched — I dropped my first EP, *DANGEROUS & DISCIPLINED* [in August]. There's a real message behind it. I'm trying to be a real artist and not just a content creator. I actually made the whole EP in two days because I wanted to challenge myself. It represents people who have big dreams and ambitions."

75-DAY CHALLENGE:

"There's this 75-day program where you do two workouts, drink a gallon of water, and read 10 pages everyday without cheat meals or alcohol. I've been reading *Atomic Habits*, and the concepts go hand-in-hand with the new EP. The habits you do today and tomorrow will dictate what your outcome in life will be."

FAVORITE PERFORMANCE:

"My first Los Angeles show at Catch One. It was super up-close and personal. The beat came on and everyone just started jumping. People were just yelling, moshing, and it had a different feeling. It was one of my favorite feelings as an artist and I'd do anything to get it again. I like to get the crowd moving, and if I don't see you moving, I'm gonna look at you. Big crowds don't scare me."

**"RAP WAS THE
EMOTIONAL
OUTLET THAT
I NEEDED"**



UNDERGRND 17



BRAD PITT



**"MY MOM WAS A
SINGER AND
PASSED THAT ON
TO ME"**



NAME BRODIE CURTIS **CITY** WILMINGTON, MA **BIRTHDAY** 2/24/1996
MAKING MUSIC 10 YEARS **COLLEGE** NEW HAMPSHIRE **SIGN** PISCES
OTHER JOB HOME DESIGNER **PROD** SAD GIG, WELFED, BRETT HOLEY
DREAM COLLAB TIMBALAND **NEW SINGLE** "TAKE A PICTURE" (DEC)

MASSHOLE:

"People who live in Boston are very exclusive to the fact that they're from Boston, and that people outside of Boston don't represent Boston's music scene. I don't want to be 'the Boston dude.' I want to be that dude out of Massachusetts."

STANDING ON YOUR NAME:

"Curtis is my last name and I used 'Curti\$' during my SoundCloud era. It was funny when I was a teenager, but my style was maturing and shifting in a different direction. I decided to go by my first name because that's something I can stand behind no matter what. If I use my real name, I have to take this shit seriously."

DATPIFF.COM:

"I was on *DatPiff.com* everyday after school, scouring for new releases, unreleased tracks, or exclusive shit from Wiz Khalifa, Nipsey Hussle, Big Sean. It grew into an obsession. I started producing, writing, singing, rapping, and engineering. For anyone reading this, go to a fucking engineer, work with them, and learn on the side."

"FLAWLESS" MUSIC VIDEO:

"It was my first time assembling a director, a film crew, and putting out a casting call. It felt like how shooting a music video was supposed to feel. It was still a learning process, but it felt great and looks fantastic. We did sound design, recorded voiceovers, and put some extra stuff in there."

PERFORMING IN IRELAND:

"Just from networking I landed this fucking opportunity. I opened, so I had a 15-minute set, then the headliner didn't show up. They asked me to perform again and so I did an additional 40-minute set. It was my first time performing in front of my brother — he has autism, and it was a really special moment."

FRESH MUSIC OTW:

"I'm trying to finish a project by early 2024, *Masquerade*. The project is based on the concepts of superficiality: people being shallow, fake, pretentious, etc. I'm aiming to do a short film to follow its release."



UNDERGRND 19

KALAN.FRFR / DECEMBER 2023



@shutshyfrfr

Photos by Brian Ticas



ASHANTI / SEPTEMBER 2023

THE HIT FAMILY

BIG HIT x C3 x HIT-BOY: HIP-HOP'S MOST EXCITING BLOODLINE
BY PATU ONG



WATCH INTERVIEW
ON YouTube



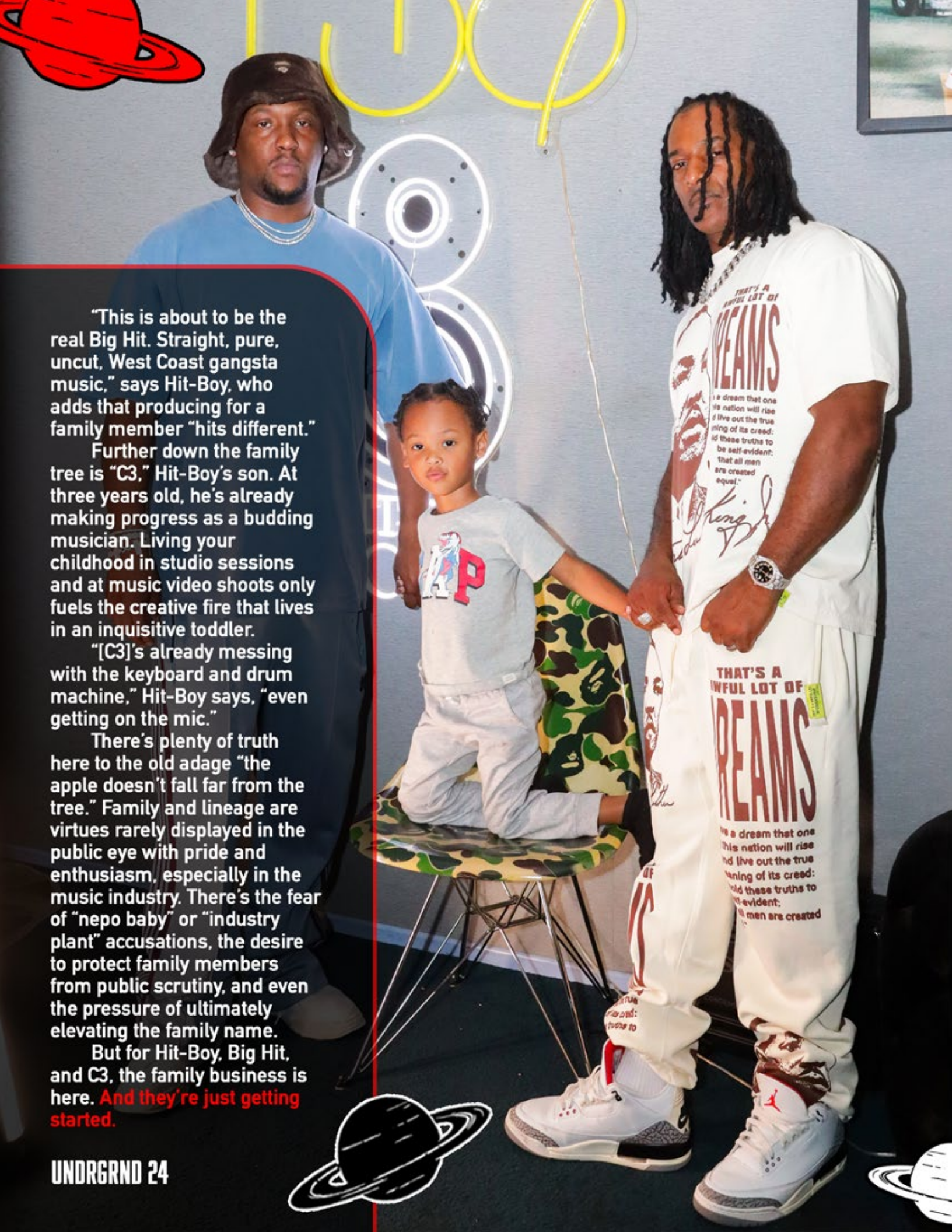


Those who know hip-hop production, know Hit-Boy. The 12-time Grammy nominated and three-time winning producer who's worked with icons like Kanye West, Jay-Z, Beyoncé, Snoop Dogg, Drake, and Kendrick Lamar, to name a few. He's currently executing a historic album run with rap legend Nas, and released two volumes of his solo album series, *Surf or Drown*, in 2023.

If you look at *Surf or Drown, Vol 2's* tracklist, you'll see an interesting name on nine of the ten songs — "Big Hit." This happens to be Hit-Boy's father, who was released from a lengthy prison stint this past year. Now out, Big Hit has continued the rap career he pursued before his time locked up — go peep Big Hit's 2004 album *The Big Hit*, available now on all streaming platforms.

Big Hit and Hit-Boy have clearly bonded through music over the past year or so. The father-son duo released two albums together under the Big Hit name at the very end of 2023, *The Truth Is In My Eyes* and *Paisley Dreams*. Both tapes dropped in December through Hit-Boy's label, Surf Club Inc.





"This is about to be the real Big Hit. Straight, pure, uncut, West Coast gangsta music," says Hit-Boy, who adds that producing for a family member "hits different."

Further down the family tree is "C3," Hit-Boy's son. At three years old, he's already making progress as a budding musician. Living your childhood in studio sessions and at music video shoots only fuels the creative fire that lives in an inquisitive toddler.

"[C3]'s already messing with the keyboard and drum machine," Hit-Boy says, "even getting on the mic."

There's plenty of truth here to the old adage "the apple doesn't fall far from the tree." Family and lineage are virtues rarely displayed in the public eye with pride and enthusiasm, especially in the music industry. There's the fear of "nepo baby" or "industry plant" accusations, the desire to protect family members from public scrutiny, and even the pressure of ultimately elevating the family name.

But for Hit-Boy, Big Hit, and C3, the family business is here. **And they're just getting started.**

BIG HIT'S OFFICIAL "THE TRUTH IS IN MY EYES" MAGAZINE OUT NOW

the Truth

is in my Eyes



3 Free
Songs
included inside

BIG HIT

POWERED BY UNDRGRND MAGAZINE

ANTON

name
'ATM' AKA 'PREZZY'

gov't
ANTHONY DO

city
CANOGA PARK, CA

birthday
11/11/01



music influence
DOUBLED

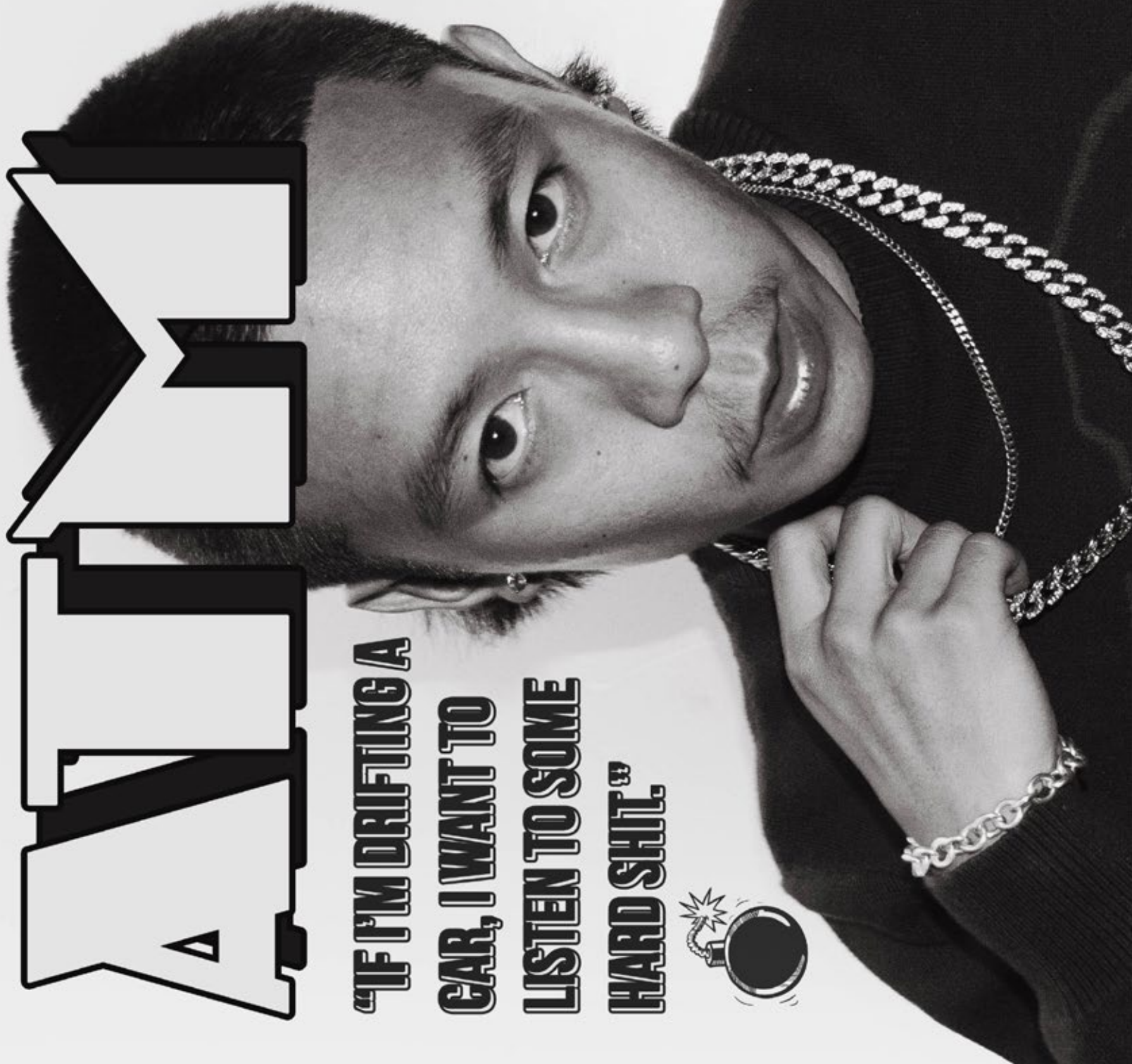
other hobbies
EATING & SMOKING

making music
6+ YEARS

favorite grub
BOSSA NOVA

new single
"BEING HONEST"

**"IF I'M DRIFTING A
CAR, I WANT TO
LISTEN TO SOME
HARD SHIT"**



RISE OF '1300 X BET':

"I had this music group with my homies throughout high school, which made a lot of noise in the valley. We had a diverse sound and did everything ourselves: shooting our own videos, buying our equipment, editing. Thirteen was my lucky number and we had four members so, we made it four digits; 'BET' stands for 'Brothers Entirely Together.'"

FALL OF '1300 X BET':

"It started with small personal issues within the group at first, but we split and went our separate ways. We're all still cool and remain friends, but we needed to mature, save money, and adopt a more adult mindset by ourselves. About seven or eight months ago I picked up a mic and started making solo music, trying to carve a path for myself."

THICKER THAN BLOOD:

"I'll be honest with you. Growing up, my mom really wasn't there for me as much as I wish she had been. My dad was always there but he was working his ass off to support me. After school, my close family friends would always pick me up and I soon started treating those people as my family."

USING HATE AS MOTIVATION:

"I can't even stress enough the amount of hate you get making music in high school. I had all these people in my DMs talking shit and saying that they'd pull up to my house to do all sorts of things. It became so normal. [Laughs]."

FAST N' FURIOUS:

"I started this car club with my homie Musty—he drives Mustangs all the time. He would always fix cars and pick me up in a new car. He started doing donuts and burnouts, but I'd look at it as content. So I made an Instagram for it and that's how it all really started."

"CAR CLUBBIN'":

"'Car Clubbin'" was just about what the fuck I've been doing. I had my homies in the video and it was dope. It was a short song with a simple video, but I wanted it to be my big comeback to music. The start of my solo career."

PREZZY OR ATM?:

"'ATM' stands for 'Anthony The Menace.' A family friend gave me that name because I had crazy ADHD as a kid. I used to light shit on fire, throw shit in the pool, just be hectic like a little menace. Since I started running a car club and became president, everyone has called me 'Prezzy.' That shows on my Spotify now because too many people on Distrokid have the name 'ATM.'"

BEING AN ASIAN RAPPER:

"At first, I felt like I hated my own culture growing up. I felt the Asian hate more back then. I didn't know why everyone was shitting on Asians so much. People always have doubts about Asian artists and Asians in general. As an adult, it hasn't changed so much but I use it as fuel."





"I DON'T MEASURE MYSELF NEXT TO ANYBODY ELSE. I KNOW I'M DIFFERENT"

BLINDNESS



name

SLIM9INESIVE (“SLIM NINE FIVE”)

city

GARDENA & SAN PEDRO, CALIFORNIA

birthday/zodiac

MARCH 3, 1995 / PISCES

making music

10 YEARS

other job

SALES EXECUTIVE

favorite movie

BLUE STREAK (1999)

notable career move

WORKING AT RED ROOM STUDIOS

biggest single

“CASH OUT” (FEAT. CHRIS O'BANNON) (2021)

rap name meaning:

“I’VE ALWAYS BEEN ‘SLIM.’ IT WAS PRETTY MUCH MY NICKNAME. AND 1995 IS THE YEAR I WAS BORN. I’M A REAL ‘NUMBERS PERSON,’ AND A PRODUCER I WAS WORKING WITH SUGGESTED “SLIM.95” – BUT I PREFER TO SPELL IT OUT WITH THE NUMBERS MIXED IN, LIKE ‘SLIM9INESIVE’. I WANT IT TO SOUND LIKE A FIRST AND LAST NAME.”

core music memories:

“I REMEMBER BEING IN THE BACKSEAT OF MY DAD’S HONDA, GETTING EXPOSED TO EVERYTHING FROM PEARL JAM, METALLICA, THE RED HOT CHILI PEPPERS, NIRVANA – A LOT OF ROCK AND HIP-HOP LIKE EMINEM, 50 CENT, DR. DRE AND SNOOP DOGG. MY MOM PLAYED DESTINY’S CHILD, BLAQUE, AND 702. I GREW UP LISTENING TO ALL THOSE DIFFERENT SOUNDS.”

your best tracks:

“‘WAVES,’ ‘GET IT,’ & ‘CASH OUT’ – THOSE THREE ARE GONNA MAKE YOU FEEL GOOD AND MOTIVATED. THE ONES WHERE PEOPLE WILL REALIZE THEY FUCK WITH MY FLOW. IT’S ALL MY DIFFERENT VIBES. ONE OF THOSE SONGS WILL MAKE YOU A FAN FOR SURE.”

performing vs. recording:

“PERFORMING IS MORE FUN, ‘CAUSE YOU’RE ENJOYING IT WITH OTHER PEOPLE. AND THAT’S WHAT THE MUSIC IS FOR, IT’S FOR THE PEOPLE. GETTING ON STAGE AND HAVING PEOPLE ROCK WITH YOU AND TELLING YOU THEY LIKED IT, THAT’S WAY MORE FULFILLING THAN SITTING HERE MAKING IT. ONCE A SONG IS DONE AND YOU PERFORM IT FOR PEOPLE WHO LIKE IT – THAT’S WHAT MAKES BEING IN THE STUDIO ALL THE TIME WORTH IT.”

2024 goals:

“BE IN MORE BLOGS, INTERVIEWS, AND PERFORM IN MORE SHOWS, ESPECIALLY LOCALLY. I WANT TO BE BIG ENOUGH TO TOUR AND TRAVEL, TO REALLY HAVE FUN. I WANT TO BE ABLE TO TAKE CARE OF MY PEOPLE. I THINK ABOUT WHAT I WANT OUT OF ALL OF THIS AT THE END OF THE DAY, AND IT’S GENERATIONAL WEALTH – I WANT MY KIDS AND KIDS’ KIDS TO BE GOOD.”

undgrnd mag issue 9:


“I GOT THE CALL THAT I MADE THE COVER A FEW DAYS BEFORE MEDIA DAY. SOMEONE HAD DROPPED OUT, SO I FELT LIKE IT WAS MEANT TO BE. I HAVE A LOT OF MOTION RIGHT NOW SO IT FELT LIKE PERFECT TIMING, THAT THIS WAS RIGHT. I’VE HAD SO MUCH FUN IN THIS PROCESS AND MET A LOT OF DOPE ASS PEOPLE.”

**THE FLAWS &
IMPERFECTIONS OF
THE 805'S MOST
MISUNDERSTOOD
ANTIHERO.**



ANALYSIS BY ANDREW MASON

PHOTOS BY
JOVANNI MARTINEZ
& BRIAN TICAS



The 805 will always be Los Angeles' "little brother" when it comes to the music space. In Ventura County, the 805's most southern region and original home to *UNDRGRND Magazine*, artists like SuperDuperKyle (Ventura) and Anderson .Paak (Oxnard) have inspired new waves of up and coming artists to make music for the first time.

But while Kyle and .Paak have continued to throw hometown events for the community, their level of fame has taken their story past the point of a hyper-relatable "underground 805 artist." Rightfully so — both artists appeared as XXL Freshmen over seven years ago, and have been making serious industry buzz for a decade now.

For my generation, no case study shows the trials and tribulations of an 805 rapper quite like that of Trouble Kidd's. While barely old enough to drink, the Oxnard native has already collabed with OhGeesy, Rucci, YeloHill, and other LA notables. His music videos have amassed over five million total views on YouTube, and he's been interviewed by Angeleno comedian 'DoKnow' on the No Jumper platform.

Still, Trouble Kidd is far from a role model. His multiple run-ins with the law are documented in his music, and have cost him valuable time behind bars. He has face tats and is undisputedly an intimidating presence through social media. It wasn't until I met Trouble in person that I realized there was much more to this story than I had realized...*(cont. next pg.)*

Trouble was born in Irapuato, Guanajuato, Mexico, but relocated to Oxnard at five years old. He began releasing music regularly in 2020 under the 52 Mobb title, a music collective that includes Krypt, Hitem, and the late PMF Adrian. The crew caught fire on YouTube, specifically through the channel of videographer and fellow Oxnardian, 'Authentic Henry.'

"Henry's a dope individual—he's got the eye," says Trouble Kidd. **"I tried so many times doing videos with other videographers, but I never fucked with the video, so I never dropped it. That's when I found Henry."**

Henry and Trouble's first music video together was for "WOKE UP" (feat. Lil Traphouse) in March 2020. The video got more traction than Trouble expected, who took the moment as an epiphany of sorts. He found a local recording studio — Record X Studios, a cozy Ventura spot manned at the time by talented engineer (and Issue 2 cover artist), Mind Off.

"After my first video, the shit blew up. I was trippin', like 'I can really do this shit,'" Trouble says. **"I looked on my phone, and searched 'studio near me.' The second time I went to Record X we made 'SO RUFF SO TUFF.' MindOff's into that techno-shit. He's got his own sound, and he applies it to my sound, like a fusion."**

Mixing sounds has been at the forefront of Trouble Kidd's artistry in recent years. His 2022 debut album, the 14-track *Beautiful Struggle* featured the City of Angel's OhGeesy, Rucci, and G Perico. 2023 saw the release of *Take A Loss*, a collab tape with popular LA producer and engineer MixedByCrook.



Trouble Kidd at the Ventura Music Hall (Sept. 2023)

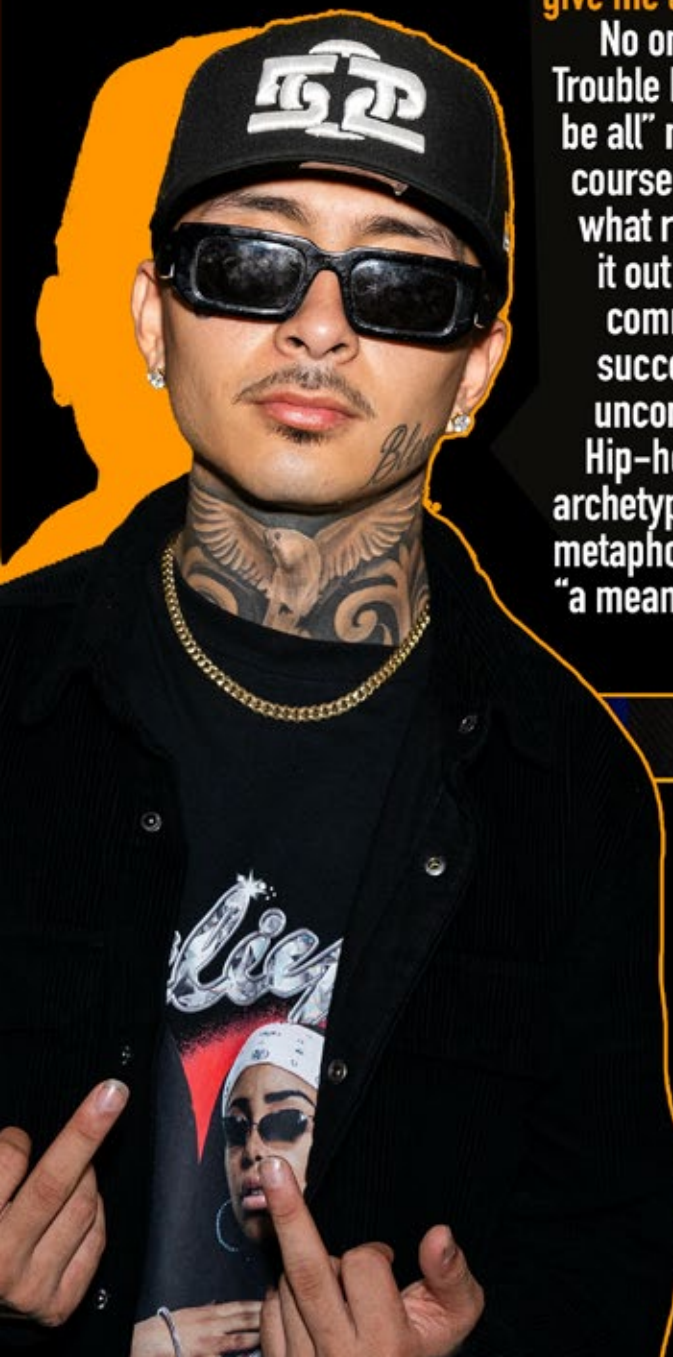
For those in the 805, it's not easy expanding into the grander LA market. But Trouble Kidd is proof that hungry, younger generations are still continuing to do so, and at new levels. Trouble Kidd is hanging with the big dogs, something not all have the confidence to do.

"They feel the presence," Trouble Kidd says. **"As long as you carry yourself, they're gonna know who you are."**

As we enter the new year, Trouble Kidd is excited to keep his record clean and to capitalize on the momentum he's built so far. He even has plans to get his GED.

"I'm on probation, and I feel like going back to school is gonna help me," he says. **"They wanna see me locked up, they ain't tryna see me win. But if I do the right thing, and show them I'm doing the right thing, they're going to give me a break."**

No one's arguing that Trouble Kidd is the "end all be all" model citizen. Of course not. But that's not what rap is. Rap is making it out of your local community into broader success, often by unconventional methods. Hip-hop itself and the archetypes in it are a metaphor for the phrase "a means to an end."



That's why Trouble Kidd fits our antihero role so well. Despite his flaws, he's found a way to reign supreme atop the 805 underground world. He's not a traditional warm-hearted success story, but he's found a way to pave ground for our local music scene.

He's not cocky or boastful, but has the attitude and energy of a winner and leader. And while maybe not every step in his road is for everybody, all artists on the come up should be watching his story closely.

You might just learn a thing or two.



Yung Sela



NAME YUNG SELA **GOV'T** ALESSANDRO SANCHEZ **CITY** OXNARD
B-DAY 5/21/2004 **MAKING MUSIC** 7 YEARS **NEW SINGLE** "805 PHONK"
MUSIC INFLUENCES XAVIER WULF, DENZEL CURRY & TYLER, THE CREATOR
OTHER JOB X-RAY TECH **FAV MOVIE** BLOOD IN BLOOD OUT (1993)
NOTABLE CAREER MOMENT ISSUE 8 OXNARD LIVE SHOW **PROD** DAWBIRD

"PEOPLE FROM OXNARD ARE PROUD TO BE FROM HERE... MYSELF INCLUDED"



GROWTH: "I've been making music since seventh grade. I wasn't that good at first — I don't think anybody is — but I just kept going with it and never stopped. I look back at my old shit and see that I got a little bit better every year."

LOCAL INSPO: "SuperDuperKyle was my favorite rapper at the time and I didn't even know he was from Ventura until later. Once I found out, I knew it was possible to make it out of 'The 805' and really accomplish something. He's a big reason why I wanted to rap."

OX PRIDE: "There's a history in this town. Cesar Chavez marched through here and had a house here. The population's 76% Hispanic, so it's like a little LA. There's a lot of culture here you don't get from other places. I'm proud to be from here."

IN THE FAMILY: "My dad was a rapper in the 90s. He briefly worked with Madlib, who's also from Oxnard, and even recorded at [Madlib's] father's home studio. They called themselves 'No Good Hoodz' and I even think they opened for Cypress Hill before they got super huge."

DIY: "YouTube can literally teach you anything. I learned from tutorials how to record myself, make beats, and mix. Sophomore year, I set up a little studio and bought a good quality mic. I got to the point where my music was actually listenable. I'd show my friends, they'd repost my music on socials, and I'd get like 500 plays every few weeks."

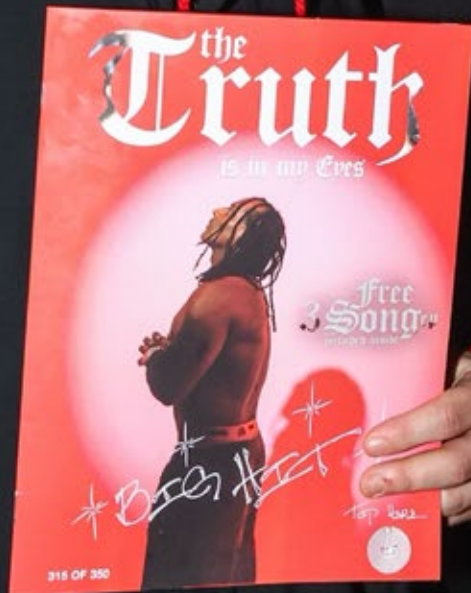
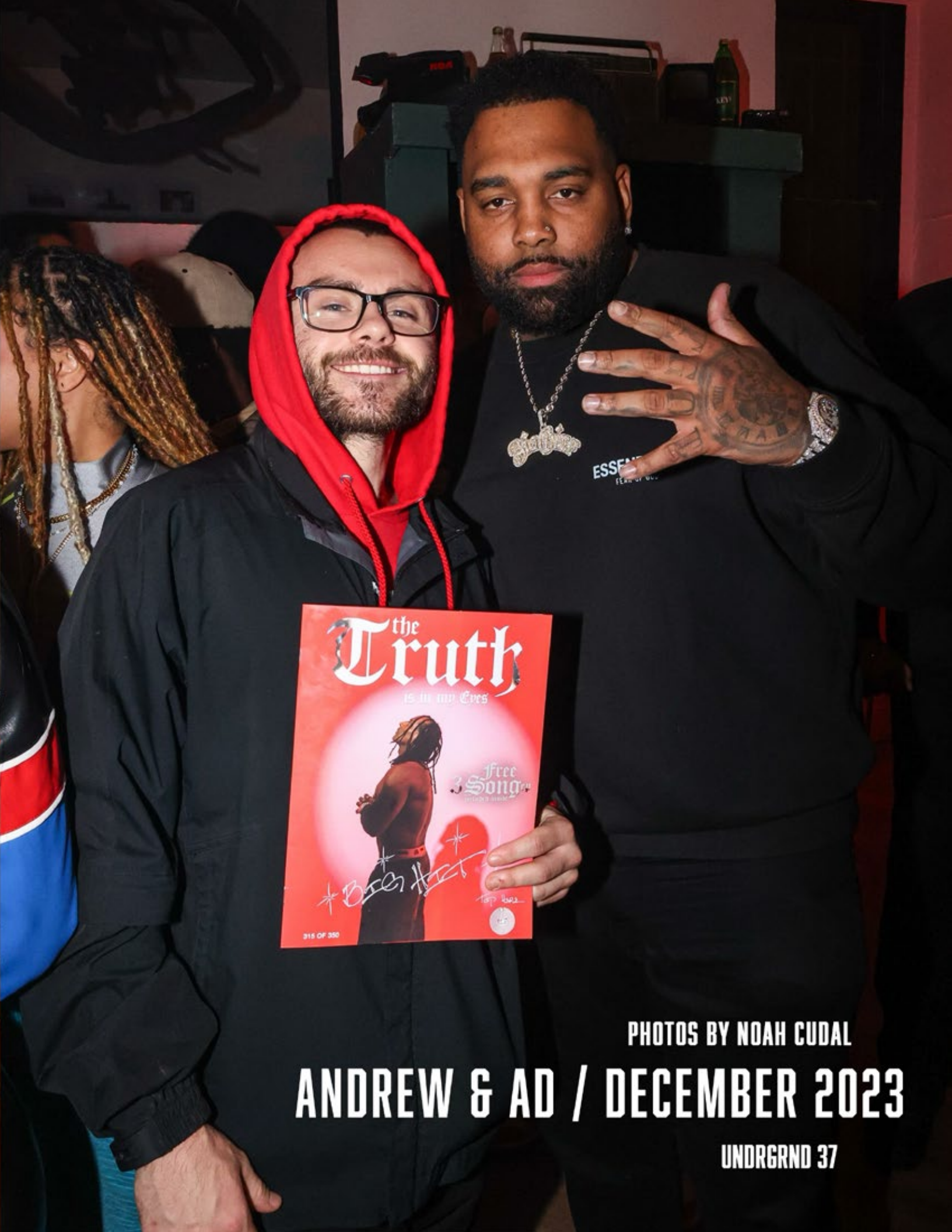
ISSUE 8 FEATURE: "Seeing my page was pretty badass. I'm not a narcissist, but I couldn't stop looking at it. I've been following *UNDRGRND Magazine* since its genesis. It's cool to see how much they've grown over the years."

COMING SOON: "*Yermo California*, based on where I used to go riding with a friend who passed away. I've been working on this album for almost two years now. It's the first project I thought about sonically. I produced half of the songs so it's very intentional and personal."



03 GREEDO / OCTOBER 2023





PHOTOS BY NOAH CUDAL

ANDREW & AD / DECEMBER 2023

UNDRGRND 37

STORM

DEBARGE

by Aspyn Sewell & Andrew Mason

Over the past decade, Storm DeBarge has built her reputation as one of the best in the cut-throat dance industry. The LA native assisted in choreographing key sections of the iconic Super Bowl LVI Halftime Show at So-Fi Stadium, an event featuring hip-hop legends like 50 Cent, Eminem, Snoop Dogg, Kendrick Lamar, and Dr. Dre. Storm has danced the runway at New York Fashion week, conquered the BET Awards, and has recently collabed on ad campaigns with Nike, Frito-Lay, Flamin' Hot, and other major brands.

"Dancing is healing for me," she tells *UNDRGRND Magazine's* Aspyn Sewall.

Storm is currently going viral on the daily for her new creation — "Family Functions" — an ongoing social media trend Storm popularized that mixes traditional online dance videos with high-energy skits, a crowd of friends, family, and celebrities. And of course, dope rap.

"I started recreating music videos that I watched as a kid. But instead of the rapper, it would be me dancing," Storm says of her Family Function concept. "People started liking it, and my following went up. God was on my side and I stayed consistent."

Check out Storm DeBarge on TikTok @thestormdebarge where she currently has over 80k followers and nearly two million total video likes.





M

STORM'S
BIG

3

“Do what you
gotta do.”

“Don't let nobody
tell you that you
can't do it.”

“Do yo sh!t.”



*Frippie
Redd





@shotsbyticas



Photo by Brian Ticas (August 2023)

Vador

Artist & Co-Owner of
2 Chair Recording Studio
Compton, California

SCAN HERE



"No Handouts"
Feb. 2023



*Shades On
In Da Club (EP)*
July 2023




"Smith & 45"
Nov. 2023



Stream now on all platforms.

new drop
radar 

 Reckle\$\$ & Kai. | Los Angeles, CA



1. A RECKLESS INTRO 2. TAKE NOTES 3. GET AT YOU 4. REDLIGHT 5. SPACESHIPS 6. PROGRESSIVE FLOW 7. STEPPIN' OUT 8. KAI'S OUTRO

NO COMPETITION

Artists Reckle\$\$ & Kai
Project *NO COMPETITION*
Released Sept. 29th, 2023
Length 8 tracks
Duration 19 min, 18 sec



SCAN HERE

Scan QR code for the LA rap duo's official debut collab project.





name **Lit Litos** *gov't* **Carlos Morales** *born/raised* **Guatemala City/Thousand Oaks, CA**

birthday **8/25/1991** *high school* **Westlake** *other job* **Contractor** *making music* **3 Years**

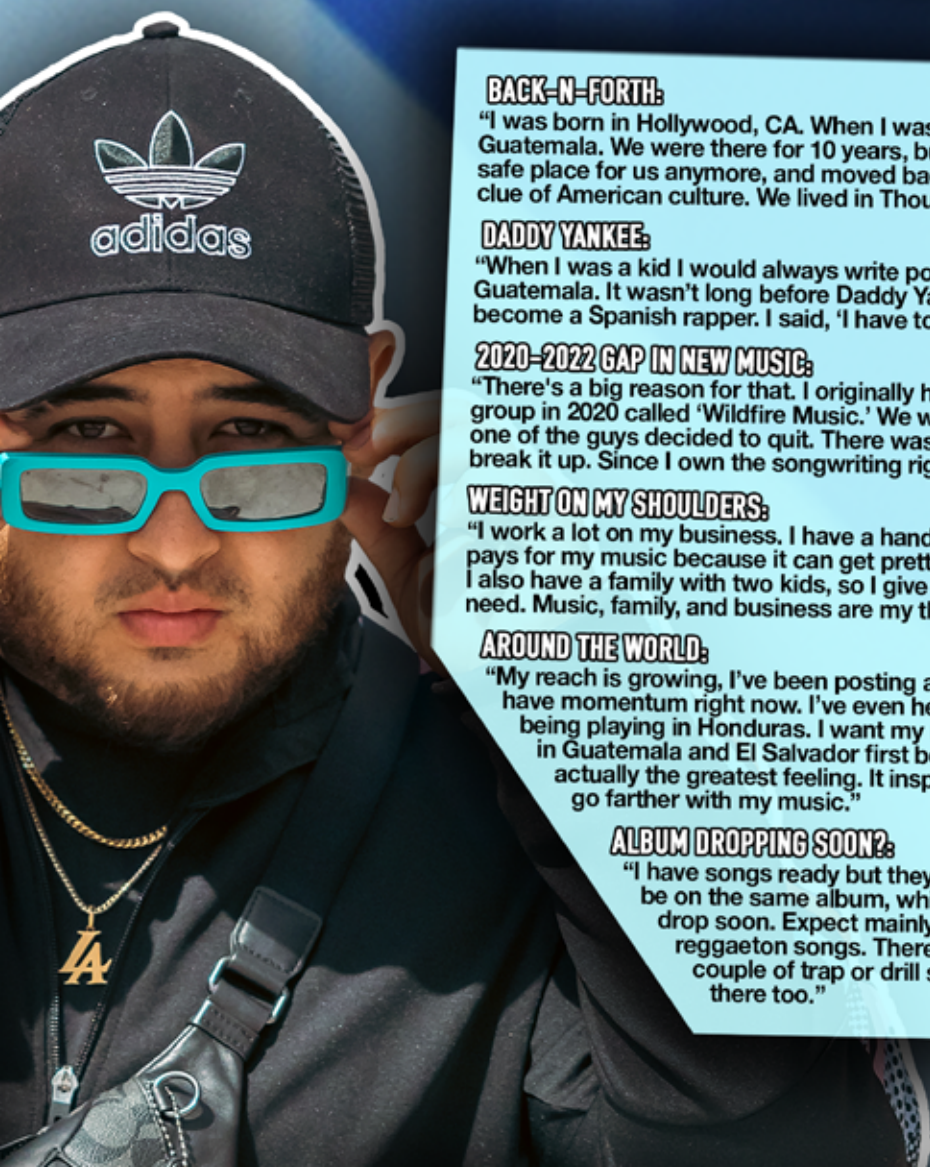
zodiac sign **Virgo** *music influence* **Daddy Yankee** *dream feature* **Chencho Corleone**

new single **"Vice" (August 2023)** *favorite restaurant* **Love Sushi (Simi Valley)**

producer/engineer **DJ Nono (Bellaco Records)/Danny Zico (The Room Z)**

“It doesn't matter if you speak English, Arabic, or any other language. Everyone can dance to Spanish music.”

OUTTOS



BACK-N-FORTH:

“I was born in Hollywood, CA. When I was four, my dad moved us back to his home country of Guatemala. We were there for 10 years, but things got tough and things got real. It wasn't a very safe place for us anymore, and moved back to California. I spoke no English and had no sense or clue of American culture. We lived in Thousand Oaks, which had a very small Spanish population.”

DADDY YANKEE:

“When I was a kid I would always write poems, and in 2004, reggaeton was really popular in Guatemala. It wasn't long before Daddy Yankee blew up and he became my main inspiration to become a Spanish rapper. I said, ‘I have to be like him.’”

2020-2022 GAP IN NEW MUSIC:

“There's a big reason for that. I originally had more songs on streaming [platforms] but I formed a group in 2020 called ‘Wildfire Music.’ We were 10 songs deep and shot one music video before one of the guys decided to quit. There was a huge argument and a fight before they decided to break it up. Since I own the songwriting rights, I ended up re-recording some of the music myself.”

WEIGHT ON MY SHOULDERS:

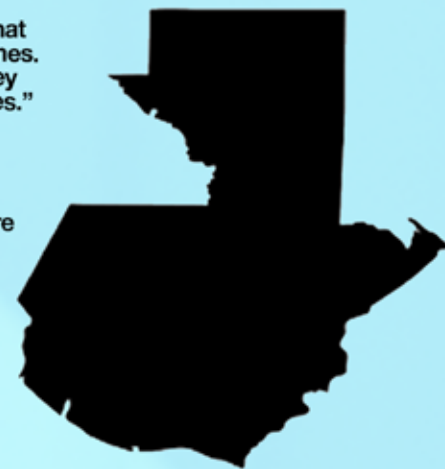
“I work a lot on my business. I have a handyman business that pays for my music because it can get pretty expensive at times. I also have a family with two kids, so I give them the time they need. Music, family, and business are my three main priorities.”

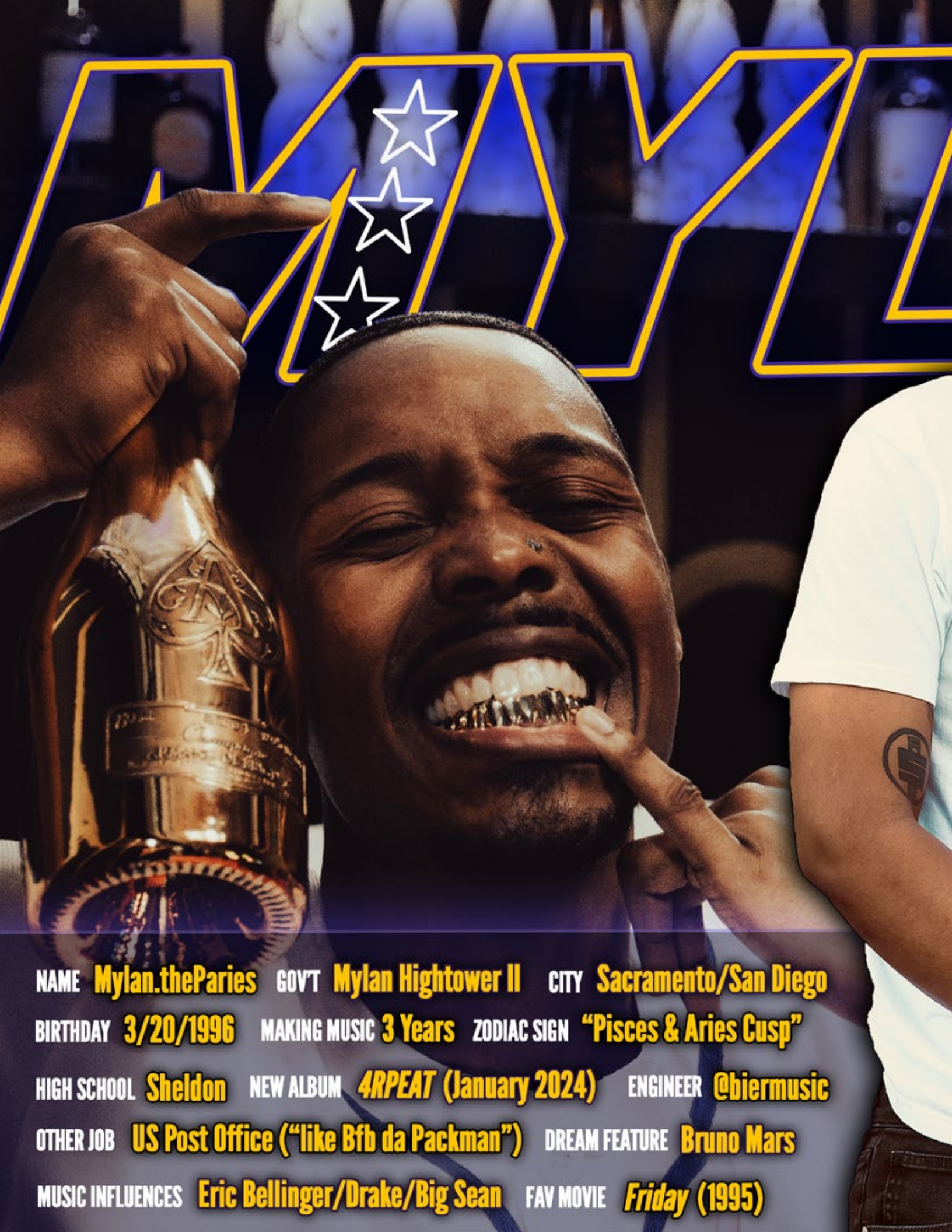
AROUND THE WORLD:

“My reach is growing, I've been posting a lot on socials—I have momentum right now. I've even heard my music is being played in Honduras. I want my music to pop more in Guatemala and El Salvador first because it's actually the greatest feeling. It inspires me to go farther with my music.”

ALBUM DROPPING SOON?:

“I have songs ready but they need to be on the same album, which will drop soon. Expect mainly reggaeton songs. There can be a couple of trap or drill songs in there too.”





NAME **Mylan.theParies** GOVT **Mylan Hightower II** CITY **Sacramento/San Diego**

BIRTHDAY **3/20/1996** MAKING MUSIC **3 Years** ZODIAC SIGN **"Pisces & Aries Cusp"**

HIGH SCHOOL **Sheldon** NEW ALBUM **4RPEAT (January 2024)** ENGINEER **@biermusic**

OTHER JOB **US Post Office ("like Bfb da Packman")** DREAM FEATURE **Bruno Mars**

MUSIC INFLUENCES **Eric Bellinger/Drake/Big Sean** FAV MOVIE **Friday (1995)**



“When you really decide you want to push this, that’s when the business and marketing come into play.”

DRUMMER BOY:

“I was influenced by my grandfather a lot, who was a drummer and would have musicians come by all the time to play saxophone or bass in the garage. That was his creative outlet. I would go in there and play on the drums, and eventually started playing the saxophone. I was always captivated by music. When I was in the second grade, I wrote down that I wanted to be a rapper and now it’s happening.”

MEANING OF ‘PARIES’:

“I used to go by ‘M2D,’ but then I had a battle with myself about who I was and why I picked the name. I realized people are going to accept me however I present myself. I’m just me. ‘Paries’ comes from my mom (a Pieces), and my dad (an Aries). And I was born on March 20th, which is the cusp of the two signs.”

NIPSEY INSPO:

“Nipsey was a man of integrity and being about that action. People can say stuff all day long, but until you really do it, people don’t believe you. He carried out his plan and his vision. He didn’t sway or succumb to any pressures of the industry. Nip stayed himself, and that’s admirable.”

GUITAR HERO:

“I still play *Guitar Hero*. I lean on that as being a musical influence. That’s why I like rock music...and ‘cause my mom used to play rock in the car. Playing that game for years helped tweak my ear and open myself to all music.”

LEGACY:

“I want people to remember my spirit. I’m a caring person, so I want them to know that I was a man of integrity at the end of the day. That I made great music and good choices. Hopefully I’ll have some children to leave the legacy with.”

TELL YOUR YOUNGER SELF SOMETHING:

“Be educated on the business. If you want to get into this, be ready for everything else that comes with it because it’s not just music. Educate yourself and know how to wear multiple hats.”



GOTDAMMIT DUPRI

#LosAngeles





★
Perhaps the busiest 2023 came the way of multi-platinum and Grammy-nominated producer GotDamnItDupri. Since the early 2010s, Dupri has proven himself as a “must-work-with” musical entity through his genuine relationships, catchy producer tag, and his ability to keep his name as a “main artist” on the songs and projects that he works on.

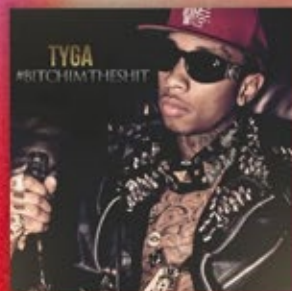
Dupri’s team — shoutout Dnyc3 and Khani of ALAgitCompany — focuses heavily on producer branding. And as producers and engineers can often be the ones “forgotten” behind the star of the rapper, it’s worth it for beatmakers worldwide to take a page out of Dupri’s book in order to get the credit and retain the relevancy that they deserve.

Let’s take a look at just some of GotDamnItDupri’s lengthy catalog, including 2023 collaborations and placements with Tyga, YG, YeloHill, Baby Stone Gorillas, G Perico, and Zoe Osama amongst other top Los Angeles talent. (cont. next pg.)



THE
DAMN

"2011 WAS WHEN I GOT MY FIRST REAL RECORD, 'BOUNCING ON MY D*CK' BY TYGA" - GOTDAMNITDUPRI



'BOUNCING ON MY D*CK'
TYGA
[SINGLE]
DEC. 2011



GOTDAMNIT BABYSTONES 2
[COLLAB ALBUM WITH THE
BABY STONE GORILLAS]
AUGUST 2023



'HIJAK'
TYGA FT. 2 CHAINZ
[SINGLE]
APRIL 2013



THE PRELUDE
FT. AZCHIKE, TTAKEJAY & MORE
[SOLO EP TAPE]
SEPT. 2023



'WALK THRU'
RICH HOMIE QUAN FT. PROBLEM
[SINGLE]
FEB. 2014



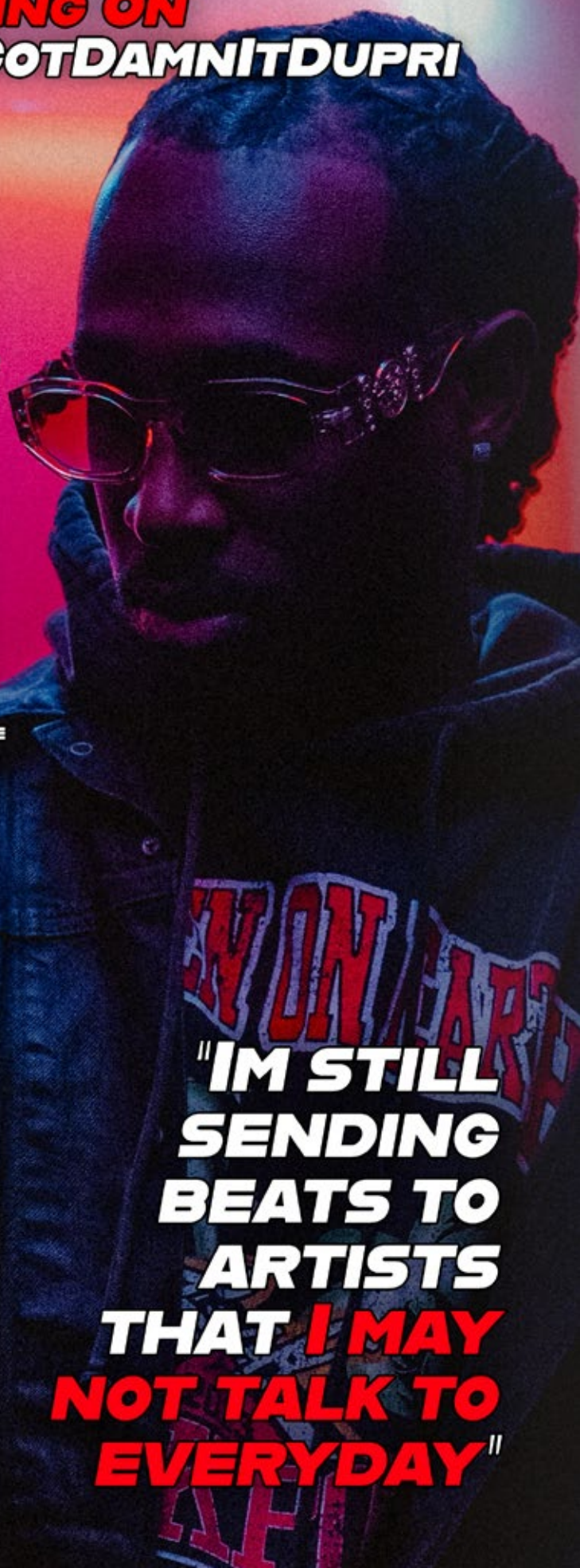
LA SUMMERS 3
[COLLAB ALBUM
WITH G PERICO]
OCT. 2023



'DOWN'
G-EAZY FT. LATTO
[SINGLE]
SEPT. 2020



MR. PERFECT
[COLLAB ALBUM WITH
YELOHILL & HIT-TOWN]
NOV. 2023



"IM STILL
SENDING
BEATS TO
ARTISTS
THAT I MAY
NOT TALK TO
EVERYDAY"

UNDRGRND MAGAZINE & ALAGIT COMPANY PRESENT...

PRODUCER PANEL **JAN 11TH**

HOSTED BY KHANI, ANDREW & POFSKY



GOTDAMNITDUPRI | CYPRESS MORENO | LOWTHEGREAT | DNYC3 | MIKE CROOK | STEELZ
JAYNARI | KILLA CAM | GMBEATZ | LARRY JAYY | C BEATZ | PREACH IT 2'EM CHRIS! | JAYWAVY

PANEL DISCUSSIONS + PERFORMANCES FROM THE BABY STONE GORILLAS + MORE!

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TIX AVAILABLE AT UNDRGRNDMAG.COM/STORE

UNDRGRND 51

ZUMA

BE AUTHENTIC
BUT MOST
IMPORTANTLY
STAY PATIENT!



NAME
ZUMA QUINTERO

MAKING MUSIC
7 YEARS

NEW PROJECT
DARK PARADISE

PRODUCER
GMBEATZ

OTHER JOB
PROMOTER
BARTENDER

CITY
LOS ANGELES, CA
DALLAS, TX

FAVORITE FOOD
NOBU MALIBU

DREAM FEATURE
PARTYNEXTDOOR

FAVORITE MOVIE
WANTED (2008)

NOTABLE TRACK
"DREAMS" FT. POFSKY

SWISS ARMY KNIFE:

"It's like when you're in school, you have math, English, Spanish and calculus. You learn all those courses at the same time and that's how I was shown music. I was just trying to learn different things. I would sit in Starbucks for like 10 hours learning Ableton. I now know how to DJ, produce, write and record."

ZUMA BEACH + "QUINTERO":

"I love Zuma Beach. My grandfather, who passed away, used to take me to Zuma, and it was the coolest experience driving there in a big ass van. It's sentimental to me and I've always had a "California-esq" to my music. Then I wanted to keep my last name, 'Quintero,' because it's a rare Latin name."

PRODUCER & ARTIST RELATIONSHIP:

"I like pouring into other people. I've learned that, especially as a producer. I get to be a blank canvas for an artist to come in and tell their story. I can help them and they push me. It's all about bringing value to other peoples' lives."

'MODERN DAY HUSTLERS' (2023 SINGLE):

"That drop was when people started to appreciate my music. It takes the sound of what's coming and what was done before and it became this middle ground for my music. It stands on its own, giving me the power to say I've had this sound."

UPCOMING EP 'PALO SANTO':

"When I was doing Palo Santo, I wanted to make sure it sounded perfect and clean, that it was ready. I didn't care if it took me 10 days to write a song. It has to be even better than what I did before. I burn palo santo everyday — it's a healthy wood you burn for protection and it takes away the evil energy."

ADVICE TO ARTISTS:

"Stay focused, study everything you can and never stop learning. Never burn bridges because you never know who you might meet later down the road. It's about trial and error, so stop worrying. As long as you're further than where you were last year, you should be proud of that."



KILO TAE

1. GIFT N CURSE
2. GUCCI CARDIGAN
3. IN MY ZONE
4. CATCHING A VIBE
5. NEW WAVE
6. DARK NIGHT

STREAM NOW



KILO
TAE

SILENT

EXCLUSIVE PRODUCED BY ISSAWI
ENGINEERED BY HOODIE TONE & GMBEATZ

PARENTAL
ADVISORY
EXPLICIT CONTENT

welcome to Lustt ANGELES



Jefe



We are excited to introduce you to Lustt Models, the hottest modeling agency located all around the country. The company, stationed in major US cities like Los Angeles, Miami, New York, and Atlanta, was founded by an Atlanta-native, Jefe, and has casted over 50,000 music videos to date.

Jefe tells *UNDRGRND Magazine* that it was back in Georgia where he first had the idea of running an agency that connects brands and rappers with beautiful actresses and dancers. According to Jefe, his friends encouraged the move after noticing Jefe's natural talent for surrounding himself around women. After successfully casting 20 models for his friend's music video, Jefe came up with the name "Lustt Models."

Soon into business, Jefe randomly met Lil Baby in an elevator, where he filled the multi-platinum and diamond artist in on details of his new company. Two days later, Jefe got a call and a booking for an upcoming Lil Baby video shoot. After the Lil Baby love, Lustt Models "blew up," Jefe confirms.

Jefe and his girls were next booked for shoots with artists like Future, Young Thug, and MoneyBagg Yo. Jefe then opened a Miami branch, and after living there for sometime, met a group of girls from Los Angeles who were interested in putting in work. They put the "@LusttModels_" in their Instagram bio, a move Jefe claims sparked over 100 LA-based models to follow him overnight.

After identifying the undeniable buzz Lustt Models would stir in the City of Angels, Jefe packed his bags for the West Coast, and began his takeover. Follow Jefe on Instagram at @jefemakingmoves, and check out Lustt Models at @lusttmodels_. Models can be booked for videos and shoots through lusttmodels.net.

LUSTT
MODELS

LUSTTT MODELS



Photos by Brian Ticas



UNDRGRND 57



Book models today by scanning the QR code.

IN HIS OWN WORDS :

DEEPSIDE



I create music to preserve and carry on the legacy of my friend who isn't here anymore to chase our dreams together.

When I was 18, I did my first show at a rundown bar in my hometown of San Angelo, Texas. Although it wasn't a huge show, that night truly changed my life. Performing that night made me realize that I could inspire positive change in the people and community around me — all through just my music.

One who always confirmed this way of thinking for me was my mentor, TK Crazy. TK was the only person who truly believed in me when I first started rapping. When I found out that he had committed suicide in late 2022, needless to say I was lost.

When he died, all of my inspiration was gone. Our plans of going on tour and taking over the industry had completely vanished in one phone call. I had no direction, and on top of that, I had just moved to Baltimore, MD, and had no connections or friends in the city. I felt isolated and alone, and began my own battle with depression. The one thing which stopped me from spiraling into a deeper pit of despair was the thought of TK. I remembered the pain his death caused his loved ones and that if something happened to me, no one would be here to tell TK's story.

I moved to San Diego, California and started over. It was good to get around the Southern California music scene because it gave me an opportunity to reinvent myself. I took all of my pain and I poured it into my music. I ventured to open mics and started performing again. I slowly fell back in love with the music after a long year lacking motivation. I was able to return to Baltimore and handle unfinished business. I spent two months in the city connecting with bigger artists and industry leaders, and developed systems to creating great music. Now that I'm back in San Diego full time, I want to contribute to the culture as much as I can.

The biggest thing I want readers to know is that no matter how hard life is and how alone you might feel, if you find the strength to wake up tomorrow, things will eventually get better. Even if life doesn't get better, you will get better.

Everything requires sacrifice, but you can be anything you want to be. Just keep faith and trust the process. If you feel unappreciated and alone, just know I'm grateful for you and my music will always be here for you. Thank you for reading."



DEEPSIDE (left) with TK Crazy (right)

Instagram: @deepside999

— DEEPSIDE

UNDRGRND MAGAZINE & BREAKING SOUND LA PRESENT

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7065 W SUNSET BLVD. ADULTS ONLY BAR DOORS 7PM TIX ON SALE NOW (21+)



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ATM | SLIM9INE5IVE | YZ CHOPPA | BRODIE | HEIR THE PROPHECY

with DJ ATRE

ISSUE 9
RELEASE EVENT



BREAKING
—SOUND
LA

UNDRGRND

LA
—SOUND

welcome to **LUSTT** ANGELES



LUSTT 
MODELS

the Hottest Model Agency



UNDGRND