

ISSUE 12 MAIN COVER 2024

UNIONBAND



IT'S A
RACE TO
THE TOP...

ISSUE 12

ISMOKEBEATZ KID AISO LV BABY MURPH KEYCANEZ
RUINDARAY OCTAVION DAVIS DEEZY HIGHROLLAZ VADOR



ISSUE 12 DIRECTORY:

MAIN &
EX(CLUSIVE
COVERS

COLLECT THEM ALL!



ISSUE 12
MAIN COVER LINEUP



LEFTY GUNPLAY
EXCLUSIVE COVER 1/5



WALLIE THE SENSEI
EXCLUSIVE COVER 2/5



ROSECRANS VIC
EXCLUSIVE COVER 3/5



YELOHILL
EXCLUSIVE COVER 4/5



TWIZZYTWITCH
EXCLUSIVE COVER 5/5

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SINNER SEEKING
ILLEGAL BUSINESS
THA RENTS DUE

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UNDRGRND MAGAZINE



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UNDYGRNDZ

THE ALBUM

FRI
AUG 2

ALBUM RELEASE
CONCERT +

NEW STUDIO
GRAND OPENING!



MYLAN.THEPARIES YUNG CURRY LEEKY2X VANESSA LYNNÆ HEIR THE PROPHECY LUEY CHXP
KACEY FAMILY ZUMA QUINTERO MURPH LYBABY DAN JAMES POFSKY GMBEATZ KIDAISO UNIVERSEL DRIVE
LIT LITOS HXVX BRODIE VINCENT LOPEZ MR. OUTTHAWAY AJ BROWN KILO TAE YZ CHOPPA



Photo by AJ Lopez
The Issue 12 Main Cover lineup poses for our cover shot
June 26th, 2024 at the UNDRGRND Studios in Downtown Los Angeles

Top Left to Bottom Right: Andrew Mason, Michael Pofsky, Octavion Davis, Vador, KeyBangz
Photos: Jorge Padilla & AJ Lopez



Run D Ray

GOV'T NAME
DESHAUN FRAZIER

KNOWN AS
RUINDARAY

HOMETOWN
CARSON, CA

BORN
10/26/1989

MAKING MUSIC
8 YEARS

JOB / HOBBIES
CONTENT CREATOR,
STREAMER, SKATER

**NOTABLE
MUSIC MOMENT**
MAKING THE SONG
"BACKSEAT" (2021)

HIGH SCHOOL
RANCHO DOMINGUEZ

COLLEGE
LA FILM SCHOOL

DREAM COLLAB
THAT MEXICAN OT,
DENZEL CURRY,
ASAP FERG, J. COLE

FAY MOVIE
"THE SHREK
FRANCHISE"

FAY FOOD
"ZAXBY'S OR WAFFLE HOUSE"

DREAM PRODUCER
ZAY TOYEN, METRO BOOMIN,
TAZ TAYLOR

NEWEST RELEASE
"MAX'D OUT" (2024 SINGLE)



**"NOT EVERYONE'S GOING TO LIKE YOUR CONTENT,
SO JUST BE YOU AND THE REAL ONES WILL FLOCK IN"**

PICKING UP STREAMING

"I'M A HARDCORE GAMER AND I'M REALLY GOOD, AND ALSO GOOD AT ENTERTAINING PEOPLE. I USED TO ALWAYS WANT TO BE A YOUTUBER BACK IN HIGH SCHOOL. TO ENTERTAIN PEOPLE. I WANTED PEOPLE TO WATCH ME PLAY. THEN THE MORE I STARTED STREAMING, THE MORE I REALIZED I WANTED TO DO IT FULL TIME. SO I INVESTED IN A PC AND WENT CRAZY."

I DON'T CARE...

"I USED TO BE REALLY SELF-CONSCIOUS ABOUT MY MUSIC. I DIDN'T LIKE SHOWING MY MUSIC & I WASN'T GOOD WITH CERTAIN PEOPLE TRYNA GIVE ME CRITICISM. MY CONFIDENCE FOR ALL OF MY TALENTS HAS SKYROCKETED OVER THE YEARS FROM JUST BEING MYSELF AND SAYING 'FUCK IT.' AND IF SOMEONE DOESN'T LIKE IT, I DON'T CARE."

RDCWORLD

"THE GROUP THAT INSPIRES ME THE MOST HAS TO BE RDCWORLD. THEY ARE LIKE THE FUNNIEST FUCKING GROUP I'VE EVER SEEN. I CAN WATCH THEIR VIDEOS ALL GODDAMN DAY. THESE PEOPLE PUT TOGETHER A VIDEO WITHIN 15 MINUTES. THEY'RE CONSISTENT. THEY'RE FAST WITH THEIR WORK. AND IT'S SO CLEAN, SO CRISP. I'M TRYING TO BE LIKE THAT FOR REAL."

BRIDGING GAMING & MUSIC

"I WANT PEOPLE TO SEE THAT YEAH, I'M A RAPPER. BUT WHAT ELSE CAN I DO? I WANNA BE MYSELF TO THE FULLEST EXTENT AND SHOWCASE MY TALENTS TO PEOPLE BY SHOWING THEM IT'S OK TO BE DIFFERENT. I PLAN TO KEEP BEING MYSELF SO THAT MY FANS AND I WILL BUILD A STRONGER AND DEEPER BOND."

IMPROVING THE MUSIC

"THE QUALITY OF MY MUSIC HAS CHANGED SINCE STARTING OUT AS A NEW ARTIST, TO NOW BEING WELL-BALANCED AND KNOWING WHAT I WANT. I LOVE THE WAY I'M FREESTYLING MORE ON THESE TRACKS AND THAT WAS SOMETHING I STRUGGLED WITH COMING UP. REALLY JUST AN IMPROVEMENT ON MY SOUND IS WHAT SETS ME OFF. EVERYTHING SOUNDS MORE NATURAL AND LYRICS MORE FLUID."

"BACKSEAT" (2021 SINGLE)

"I REMEMBER SCROLLING THROUGH BEATS ON YOUTUBE WHILE I WAS SMOKING IN MY CAR TRYING TO WRITE MUSIC. I HAD THE VOLUME ALL THE WAY UP AND I REMEMBER CLICKING ON THE BEAT. AND WITHIN THE FIRST FIVE SECONDS I KNEW THIS WAS A HIT. OFF RIP THE BEAT WAS CRAZY AND THEN I JUST STARTED FLOWING. I WROTE THE WHOLE SONG IN MY CAR. WENT TO THE STUDIO AND WAS RECORDING IN THERE. AND THE ENERGY WAS GREAT. I HAD A 'NWA / EASY-E MOMENT.' WHEN HE WAS RAPPING AND ORE TOLD HIM 'THAT WAS TIGHT.'"

NEW MUSIC JUST DROPPED!

"I JUST DROPPED THIS SINGLE CALLED 'MAX'D OUT.' AND THAT SONG IS GOING TO JUMP. IT'S ABOUT HOW I FEEL LIKE I'VE MADE IT TO THE NEXT LEVEL. BUT I'M STILL SITTING. WAITING FOR MY TICKET TO BE CALLED."



KEYBANGZ

GOV'T

KeySean Devin

KNOWN AS

KeyBangz

HOMETOWN

Tacoma, WA

BORN

6/21/1998

FAV MOVIE

No Country for
Old Men (2007)

DREAM COLLAB

Mustard, Dr. Dre,
Kendrick Lamar,
Snoop Dogg, YG & Tyga

MUSIC INSPOS

"All the West Coast hits
and hip-hop legends"

HOBBIES

"Huge car guy, I built
a big reputation in
the North West in the car
scene for building lowriders"

FAV MOMENT

Dropping first project *Synthesis*
("It felt like I was turning a new leaf")

GO-TO ENG

"I produce all my own beats,
but my go-to engineer is my
best friend, Lemmon"

"THIS IS JUST ME AND
I'M JUST DOING MY BEST.
THIS IS ALL I COULD BE,
ALL I COULD BE IS ME"



MULTI-INSTRUMENTALIST:

"My first memories with music was having a private tutor, who would teach me chords. I remember specifically hitting the keys and being like, 'That don't sound like how I want it to sound — I gotta figure this out.' Now, piano, saxophone, guitar, drums, bass, those are my proficient instruments. Anything with strings I could hop on and figure out, but those are my core — I spent years playing those."

SHOUTOUT KENDRICK:

"When *Good Kid, m.A.A.d City* [by Kendrick Lamar] dropped [in 2011] I was going through hell with my family. I remember just hearing those stories and hearing Kendrick speak. There's somebody who knows how I feel, like he was speaking those stories, you know? I just felt so heard when I listened to "Sing About Me, I'm Dying Of Thirst" — I was like, 'I know those people bro.' So forever after that, I was like, 'No, I'm gonna be an artist. Like I gotta be able to do that. To speak for people and tell those stories.'"

HIT THAT MOTION:

"Through the years, the hard part was really putting my time into the music. Since I transitioned to being like, 'I don't wanna be in the streets, I wanna be in the lowriders,' and then, 'I don't wanna be in the lowriders, I wanna be an artist.' Going through those phases of really being more confident. I had a reputation for who I was and the type of shit I would do. So once I really hit that motion, people were like, 'This is it, this is him.' It seemed like shit just started coming to me. My first year I put out like eight videos, I dropped four projects, it was just time to get that momentum going."

SYNTHESIA (2023 ALBUM):

"My first project that I was working on, I was working on for years. Inspired by the struggles and moments that stuck with me through a crazy part of my life. My mom died, I was raising my little sister alone, I was tryna get out the streets, I walked away from a car scene I was prominent in. I just loved the music so much it kept me going. Those songs take me back to times I could never explain to anyone. There were no words for the emotions I was feeling, just the music. No matter what was happening or what I was going through or how alone I felt. The music made me feel like everything would be alright."

CRAFTING UNIQUE SOUNDS:

"I feel like I have a unique sound. I really spent years trying to cultivate what that was and what my inspirations were to be able to do that. I was making music since I was so young, I felt like that really gave me the tools to figure that out. It wasn't just guessing and throwing darts at the board. This is why I sound like this, this is why it's different, these are the inspirations."



OCTAVIAN

GUY'S NAME
OCTAVIAN DWAYNE DAVIS

KNOWN AS
OCTAVIAN DAVIS

HOMETOWN
LANSING, MI

BORN
8/20/2000

MAKING MUSIC
8 YEARS

OCCUPATION
OWNER OF GAME CHANGER ENTERTAINMENT

DREAM FEATURE

DR. DRE, STEVIE WONDER, KEYSHIA COLE

FAVORITE MOVIE
3 STRIKES (2000)

FAVORITE RESTAURANT
FIRE MOUNTAIN

GO-TO PRODUCTIONS
"MY MAN DARIUS OR MAJORITY OF THE TIME I PRODUCE EVERYTHING"

NEW RELEASE
"FOR THE BETTER"
(2024 SINGLE)

MIKE JONES:

"I REMEMBER WHEN I WAS A LITTLE KID AND I WAS IN THE HOUSE, MY MOM WAS LIKE, 'YO, YOU WANNA GO SEE MIKE JONES?' WE WENT OUTSIDE, I KID YOU NOT, IT WAS PACKED, THERE WERE A BUNCH OF PEOPLE OUTSIDE GOING CRAZY. ALL I REMEMBER AS A KID WAS SEEING HIM, THE WAY THE GIRLS AND PEOPLE WERE GOING CRAZY, THE WAY GROWN MEN WERE GOING CRAZY. SEEING MIKE JONES PERFORM IN MY NEIGHBORHOOD AS A KID, BEING SURROUNDED BY IT, MADE ME WANT THAT ATTENTION."

WAKE-UP CALL:

"I GOT LOCKED UP WHEN I WAS 16, SO I HAD SOME TIME TO THINK. I WAS PLAYING A LOT OF BASKETBALL, LIKE EVERYDAY. IT WAS LIKE A WAKE-UP CALL, BECAUSE EVERY TIME I CAME BACK FROM PLAYING BASKETBALL MY BODY WOULD BE TIRED AND HURTING, BUT THEN I STARTED WRITING AND MY HAND WASN'T TIRED. ONE DAY OFFICER LOUI FOUND MY RAP BOOK AND READ IT - HE TOLD ME IF I REALLY TOOK IT SERIOUSLY, I'D MAKE IT OUT."

THE DECISION:

"WHEN I GOT OUT, MY BROTHER WAS LIKE, 'WHAT YOU GONNA DO NOW, BECAUSE YOU CAN'T BE IN THE STREETS, YOU CAN'T BE NO KNUCKLEHEAD.' I WAS EITHER GOING TO BALL OR I WAS GONNA RAP. EVENTUALLY I GAVE UP BALL, BUT I LOST A LOT OF FRIENDS BECAUSE I WANTED TO BE A RAPPER."

TIGHTENING THE CIRCLE:

"I STARTED RAPPING WITH A BUNCH OF PEOPLE, BUT AS TIME WENT BY ALL THE PEOPLE I WAS AROUND STARTED GOING TO JAIL, HAVING KIDS, MOVED AWAY, AND IT WAS LIKE I WAS THE ONLY ONE JUST STICKING TO IT. I JUST REMEMBER EVERYONE HAD SOMETHING TO SAY, BUT I KNEW THEM SAYING SOMETHING ABOUT ME DOING THE MUSIC SHIT WAS A GOOD SIGN, AND I'M DOING SOMETHING RIGHT. I'M BLESSED THAT GOD GAVE ME A SECOND CHANCE AND I'VE JUST BEEN AT IT AND IT'S STARTING TO PAY OFF A LITTLE BIT."

MCCOY & SPARKS MUSIC REVIEW:

"I REMEMBER JUST REWINDING BACK AND I'M HEARING TRAVIE MCCOY BEING LIKE, 'MAN WHDEVER THIS KID IS, HE'S GOING TO DO IT.' I REMEMBER SEEING MY FACE ON THE SCREEN AND I JUST WENT CRAZY. I RAN DOWNSTAIRS AND I SHOWED MY STEPFATHER, HE WAS GOING CRAZY. I SHOWED MY MOM, AND ONCE MY MOM SAW THAT TRAVIE MCCOY AND CLINTON SPARKS WAS TALKING ABOUT ME, THAT'S WHEN I KNEW I HAD SOMETHING."

LEARNING FROM MISTAKES:

"I SIGNED MY FIRST RECORDING CONTRACT AT 20, AND I DIDN'T READ IT. ME LEARNING FROM THAT SITUATION MADE ME LEARN ABOUT MARKETING. HOW THERE'S A LOT OF LEVELS TO THIS SHIT, YOU KNOW? I STOPPED LOOKING AT MYSELF AS A RAPPER, I STARTED LOOKING AT MYSELF AS A BRAND. I WANT TO BE ABLE TO GET MY SHIT OUT THERE AND TO STAND OUT."

"FOR THE BETTER" (2024 SINGLE):

"EVERYONE'S GONE THROUGH DEPRESSION, FELT MISERABLE, AND WE'RE YOUNG. YOU GOT SOCIAL MEDIA THAT BE MAKING IT MORE FUCKED UP BECAUSE YOU SEE ALL YOUR FRIENDS GOING TO FUCKING MIAMI, PEOPLE HAVING ALL THE FUN. BUT AT THE SAME TIME, ALTHOUGH THEY HAVING FUN, MY HARD WORK IS GOING TO PAY OFF. MY FUN IS THE MUSIC. ONCE THE MUSIC STARTS PAYING OFF, THEY'RE GOING TO UNDERSTAND MY PERSPECTIVE."

WION

"I'M MY OWN BIGGEST CRITIC"

PRO



"I REMEMBER
NOT EVEN HAVING
MONEY FOR A
PRO CLUB A
COUPLE MONTHS
AGO"



MEET OTR RECORDS' VIRAL NEW SIGNED



BY ADILENE GOMEZ SANTIAGO
PHOTOS BY NOAH GUDAL



UNDGRND MAGAZINE FIRST GOT WIND OF LEFTY GUNPLAY — A LATIN RAP ARTIST FROM BALDWIN PARK, CA — THROUGH OUR RELATIONSHIP WITH OTR RECORDS FOUNDER, SEDULESS, AND MEDIA PERSONA, ROSEBRANS VIC. SINCE COMING OUT OF PRISON IN EARLY 2024, LEFTY HAS SKYROCKETED IN POPULARITY, OFFICIALLY SIGNING TO OTR RECORDS AT THE TOP OF THIS YEAR.

LEFTY BEGAN GAINING TRACTION THROUGH HIS FREESTYLE RAPS ON POPULAR BEATS, AND WAS RECENTLY FEATURED ON THE THIZZLER PLATFORM, FREESTYLING VERSES ALONGSIDE ZOE OSAMIA, LOU DEEZI, ROWDY RACKS, AND LUL BOOGA.

LEFTY HAS RELEASED TWO ALBUMS SO FAR IN 2024 — *FAMOUS GANGBANGER*, AND *ROOKIE OF THE YEAR*. HE PERFORMED WITH YOUNG DRUMMER BOY AT THE OBSERVATORY IN SANTA ANA, AND EVEN SOLD OUT SHOWS IN ARIZONA AND UTAH.

"I JUST KEPT IT REAL, I REALLY DON'T KNOW HOW I DID IT," LEFTY SAID. "I UNDERSTAND THAT I'M BLESSED AND I'M DOING SOME CRAZY SHIT. I KNOW THAT WE'RE ALL GONNA LOOK BACK AT THIS SHIT LIKE, 'DAMN, HE DID IT.'"

IN MARCH 2024, LEFTY FIRST STEPPED FOOT INTO UNDRGRND STUDIOS IN DOWNTOWN LA. HE DROVE UP WITH TWO WHITE ROLLS ROYCES AND GOLD CHAINS HANGING OFF THE SPIRIT OF ECSTASY'S. WITH DRUMMER BOY, THE TWO FILMED THE MUSIC VIDEO FOR THEIR SONG "LETTER FROM LEFTY," SHOT BY SHOOTERZONGO.

BETWEEN THE LATINO AND BLACK COMMUNITIES. LEFTY HAS RECEIVED MULTIPLE DISSES AND HATE AS HE BECOMES MORE WELL-KNOWN IN THE RAP COMMUNITY AND IS SEEN MORE IN THE PUBLIC EYE.

HOWEVER, DESPITE ALL THE CONNOTATIONS WITH THE PLATFORM THAT LEFTY HAS BEEN CREATING, HE NOTES THAT HIS GOAL IS TO ULTIMATELY UPLIFT BOTH COMMUNITIES.

"I'M TRYNA BREAK THAT BARRIER AND BRIDGE THAT GAP BETWEEN MEXICANS AND BLACKS AND SHOW PEOPLE OF MY SKIN COLOR THAT WE CAN RAP TOO," LEFTY SAID. "I'VE SEEN A LOT OF LITTLE KIDS' DREAMS IS TO RAP, SO HOPEFULLY THEY SEE ME DO IT AND THINK THEY CAN DO IT AND THEN HOPEFULLY THEY DO IT."

LEFTY HAS BEEN RECENTLY SEEN WORKING IN CHALICE RECORDING STUDIO WITH HIT-BOY AND BIG HIT, LINKED UP WITH BUSTA RHYMES, AND HAS SOMETHING IN THE WORKS WITH TY DOLLA SIGN AND SNOOP DOGGS.

SINCE THE MOMENT WE WERE FIRST IN THE STUDIO WITH LEFTY IN JANUARY 2024, WE KNEW HE WOULD BE THE STAR HE IS TODAY. IN THIS SHORT TIME, HE HAS EXCEEDED THE CAREERS OF ARTISTS WE HAVE WATCHED SINCE THE BEGINNING OF OUR PLATFORM. HIS LIKEABILITY HAS RESULTED IN MAINSTREAM ARTISTS SHOWING HIM LOVE, WHILE STILL MAINTAINING A VIRAL GRIP ON THE UNDERGROUND SCENE.





Photo by Noah Cudal
Lefty Gunplay (left) and UNDRGRND Co-Founder, Pofsky (right)
At the UNDRGRND Studios in Downtown Los Angeles

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YOU
KNOW,
YOU
KNOW...

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Photos by Shane Gomez
The "Who Splashin'" Basketball Game Crew Takes a Group Flick Post-Game
July 12th, 2024 at the Venice Beach Basketball Courts in Santa Monica





YouTube



LV BABY

GOV'T NAME:

ARMANDO ALAN GONZALEZ

KNOWN AS:

LV BABY

HOMETOWN:

BEAUMONT, CA

BIRTHDAY:

11/26/1996

MAKING MUSIC:

5 YEARS

OTHER OCCUPATION:

DELIVERY DRIVER

HIGH SCHOOL:

BEAUMONT

MUSIC INFLUENCES:

KALAN.FRFR, BLXST,
CHRIS BROWN, DNYC3

NOTABLE MUSIC MOMENT:

MAKING A CROWD SHOUT FOR AN ENCORE

DREAM FEATURE:

KALAN.FRFR, BLXST

HOBBIES:

POKER, JIU-JITSU,
HANGING WITH MY GIRL AND DAUGHTER

FAVORITE MOVIE:

WHITE CHICKS (2004)

FAVORITE RESTURANT:

THE CHEESECAKE FACTORY

GO-TO PROD/ENG:

CBEAT2, DNYC3, GMBEAT2, DAN JAMES

"EVERY BEAT
— EVERY ARTIST —
IS DIFFERENT"

Reserved

ORIGINS OF LU BABY:

"I USED TO BE IN A BAND WITH MY TWO BEST FRIENDS, CALLED 'THE LVOE.' WE WERE DOING PRETTY GOOD, PLAYED SHOWS, JUST ALWAYS GRINDING, MAKING SONGS, AND THEN THAT KINDA DIDN'T WORK OUT, SO WE PARTED WAYS. I ALWAYS JUST LIKED THE NAME OF OUR BAND, I KIND OF KEPT IT IN MY MIND FOR A FEW YEARS AND ONCE I STARTED PRODUCING AGAIN, I WENT BY 'LVOE ALAN.' THEN MY BOY CORY WAS LIKE, 'JUST GO BY LU, IT'S EASIER.' EVENTUALLY, I WENT WITH 'LU BABY' AND IT JUST STUCK WITH ME."

IN LOVE WITH PRODUCTION:

"I DIDN'T KNOW WHO TO BE IN A BAND WITH AFTER LVOE SPLIT UP, SO NATURALLY, I STARTED MAKING BEATS ON MY OWN FOR FUN, IT WASN'T ANYTHING SERIOUS. THEN AROUND THE PANDEMIC, WHEN WE WERE FORCED TO BE INSIDE, THAT'S WHEN I REALLY LOOKED TOWARDS BEATS AGAIN. JUST GOING IN DEEP WITH PRODUCING, MAKING COOL STUFF, AND THAT'S WHAT LED ME BACK INTO MAKING BEATS AND TAKING MUSIC SERIOUSLY."

A HINT OF GRUNGE:

"SOMETIMES WHEN I BE MAKING POP SONGS OR POP BEATS, I'LL ADD A GRUNGE FACTOR TO IT. I'LL ADD SOME GUITAR, PUT SOME FUZZ, SOME DISTORTION, AND THEN I'LL PUT SOME BASS ON IT. EVERYTHING JUST DEPENDS ON WHAT KIND OF VIBE YOU'RE GOING FOR. I LIKE MAKING STUFF WITH THAT GRUNGY FEEL AND THAT FUZZY SOUND ON THE GUITAR AND THE DRUMS."

COLLABING WITH OTHERS:

"IT COULD BE CHALLENGING AT TIMES, BUT IT'S DEFINITELY FUN BECAUSE YOU'RE ALWAYS JUST MAKING DIFFERENT STUFF. EVERY BEAT IS A NEW BEAT. WHEN I COLLABORATE WITH SOMEONE, IT'S A PROCESS, LIKE, FEELING OUT WHAT THEY LIKE TO DO AND THEY'RE FIGURING OUT WHAT I LIKE TO DO."

BEING A DAD-RAPPER:

"I'M DEFINITELY WORKING ON GETTING IT A BIT MORE BALANCED AND BEING MORE STRUCTURED WITH IT. THAT'S ALL IT TAKES, HAVING A STRUCTURE, HAVING A SET SCHEDULE OF WHEN YOU WANNA DO YOUR MUSIC STUFF AND THEN WHEN YOU HAVE TIME TO BE WITH YOUR FAMILY."

UNDRGRND MAY 2024 WRITING CAMP:

"I LEARNED A LOT, YOU REALLY GOTTA OWN YOUR SHIT. IF YOU WANNA PLAY SOMETHING FOR SOMEONE, YOU GOTTA DO IT RIGHT THEN AND THERE. I LEARNED A LOT FROM DAN JAMES, HE BASICALLY SHOWED HOW FAST IT SHOULD TAKE TO MAKE A BEAT FROM SCRATCH. WHEN THE ARTISTS ARE RECORDING WITH YOUR SONGS, YOU WANT TO BE A PART OF THAT PROCESS AND HEAR HOW IT SOUNDS."

MY OWN STYLE:

"MY BIGGEST DRIVE IS TO LITERALLY JUST BE OUT THERE WITH MY OWN STYLE, MY ORIGINALITY. I TRULY ENJOY THIS SHIT WITH A PASSION. I WANT TO GET BETTER WITH EACH BEAT AND SONG I MAKE, STRIVING TO BE ABLE TO MAKE A BUNCH OF DOPE ASS RECORDS WITH AS MANY COOL, TALENTED ARTISTS, AND HOPEFULLY ONE DAY I'LL BE ABLE TO WORK WITH SOME OF THE BIGGEST ARTISTS AND PRODUCERS IN THE GAME."



M

U

R

P

H

**GOVT NAME:**

AIDAN MURPHY

KNOWN AS:

MURPH

HOMETOWN:

SAN LUIS OBISPO, CA

BORN:

12/13/2002

MAKING MUSIC:

3 YEARS

HIGH SCHOOL:

ARROYO GRANDE

COLLEGE:

CAL POLY SLO

MUSIC INFLUENCES:

TORY LANEZ, DRAKE, CHRIS BROWN

NOTABLE CAREER MOMENTS:

FIRST STUDIO SESSION IN HAWAII,
UNDRGRND MAGAZINE RAP CAMP

DREAM FEATURE:

TORY LANEZ OR CHRIS BROWN

HOBBIES:

BASKETBALL, TRAVELING, SPEARFISHING,
HANGING OUT WITH FRIENDS & FAMILY

FAVORITE MOVIE:

THE HANGOVER (2009)

FAVORITE RESTAURANT:

EMBER RESTAURANT

GO-TO PROD/ENG:

DAN JAMES, LV BABY

LATEST RELEASE:

"GET YOU RIGHT" (2024 SINGLE)

DORM STUDIO IN HAWAII:

I WAS IN HAWAII WHEN I STARTED RECORDING. I WAS GOING OUT THERE FOR SCHOOL AND I DON'T KNOW, ALL THAT MUSIC OUT THERE IS VERY MELODIC AND THERE'S A LOT OF SINGING THAT HAPPENS IN THE ISLANDS. I WAS RECORDING OUT OF MY DORM AT FIRST, I GOT TIRED OF IT, AND I WAS LIKE, I NEED TO GET IN THE STUDIO. I PULLED UP TO IDEA STUDIOS AND LAID MY FIRST TRACK DOWN. THAT'S KIND OF WHERE IT ALL STARTED AS FAR AS ACTUALLY GETTING INTO PROFESSIONAL STUDIOS.

THE ACES & PAINS:

IT'S BEEN VERY HUMBLING. I THINK BEFORE I THOUGHT IT WAS JUST LIKE YOU FLIP A SWITCH AND YOU'RE THERE AS AN ARTIST. YOU REALLY GOTTA PUT IN THE TIME TO GET YOURSELF OUT THERE AND PUSH YOURSELF THROUGH EACH STEP. THE MORE I'VE WORKED WITH SINGING AND DOING MY OWN SOLO RECORDING, THE MORE I'VE REALIZED HOW MANY LITTLE BITS GO INTO REALLY MAKING A SOLID FINISHED PRODUCT THAT SOUNDS GOOD IN OTHER PEOPLE'S EARS.

SWITCHING TONES:

TONALITY SWITCHES CAN BE TOUGH, AND ESPECIALLY WHEN YOU'RE SINGING A LOT, IT CAN CONCENTRATE YOUR VOICE. SO, IT'S A LOT MORE DIFFICULT TO RAP IN A MELODIC TONE VERSUS JUST WHAT MY BASS TONE WOULD BE, BUT YOU LEARN TO WORK WITH IT.

TAKING CRITICISM:

I THINK GETTING CRITICISM FROM PEOPLE WHO ARE ACTUALLY BEHIND THE TRACK BEYOND JUST FRIENDS AND OTHER PEOPLE YOU'RE SHOWING IT TO, IS LIKE SOME OF THE BEST ADVICE YOU CAN GET. THEY'RE PART OF THE FOUNDATION FOR IT AND I FEEL LIKE THEY HAVE THE BEST DIRECTION IN MIND MOST OF THE TIME FOR THE TRACK. THAT'S WHERE I LIKE TO PULL MOST OF MY CRITIQUE FROM.

FRUSTRATIONS:

THE PAST COUPLE OF MONTHS I WAS JUST DOING AND PUTTING OUT MUSIC WITHOUT REALLY GETTING ANY KIND OF FEEDBACK. I DO BLAME THE AREA I'M IN, THERE'S JUST NOT A LOT OF LOVE FOR ARTISTS. THAT WAS DIFFICULT — WORKING FOR LIKE ONE OR TWO YEARS ON TRACKS, AND THEN HAVING THEM KIND OF FADE WITHOUT GETTING REALLY ANY RECOGNITION. SUPER FRUSTRATING.



"GET YOU RIGHT" (2024 SINGLE)

THAT'S A TRACK I DID WITH DAN JAMES AND IT'S DEFINITELY JUST LIKE A SUMMER SMASH KIND OF TRACK. BUT TO ME IT REPRESENTS THE MOMENTUM I'VE HAD FROM COMING AND WORKING HERE WITH DAN AND UNDERGRND AND KIND OF FINALLY BEING ABLE TO GET MY FOOT IN THE DOOR FOR THE FIRST TIME — THE ENERGY I'VE BEEN FEELING FROM ALL OF THAT.



KIDDA ISO



GOV'T NAME:
ARMUNTRE JACKSON

KNOWN AS:
KIDDA ISO

HOMETOWN:
LOS ANGELES, CA

BORN:
7/26/1998

MAKING MUSIC:
6 YEARS

OTHER OCCUPATION:
STUDENT; RECENTLY OUT OF MILITARY

HIGH SCHOOL:
WASHINGTON, LOU DANTZLER,
WESTCHESTER, ALLIANCE

COLLEGE:
CSULA, SOUTHWEST, CAL ARTS

MUSIC INFLUENCES:
JID, XXXTENTACION,
EMINEM, KENDRICK LAMAR
(“EVEN ROCK & CLASSICAL MUSIC”)

NOTABLE MUSIC MOMENTS:
WORKED WITH COCA-COLA,
ASSISTED ON SET WITH GUNNA

OTHER HOBBIES
GAMING, GUITAR, SKATEBOARDING,
MANGA, ANIME

FAVORITE MOVIES:
CORALINE (2009),
FIGHT CLUB (1999)

FAVORITE RESTURANT:
STEVEN'S BURGERS
(“IT'S PASTRAMI”)

GO-TO PROD/ENG:
CHXP (@MIXEDBYCHXP)

**“I'M EXCITED TO BE A
PART OF UNDERGRND
— SOMETHING I CAN
PROUDLY LOOK BACK
TO WHEN I BLOW UP”**

*Arachna in California
Part of the Los Angeles
Metropolitan Area*



TAKING IT ALL IN:

"I LISTEN TO EVERYTHING FROM EVERY GENRE. MICHAEL JACKSON, METALLICA, FRENCH MUSIC, JAPANESE MUSIC. I LISTEN TO EVERYTHING. MY INFLUENCE COMES FROM EVERYWHERE. THAT'S LUCKILY WHAT MAKES ME SO VERSATILE. I CAN GET ON ANYTHING BECAUSE I LISTEN TO ANYTHING."

RECORDING IN THE MILITARY:

"DURING THE MILITARY, I RECORDED IN MY CLOSET, EMPTY BARRACK ROOMS, WHEREVER. I WAS USING BANDLAB ON MY PHONE AND STARTED WRITING SONGS, LITTLE BY LITTLE. EVEN TODAY, IF MY ENGINEER DOESN'T KNOW EXACTLY WHAT I WANT, I'LL GO HOME, RECORD IT ON BANDLAB, AND BRING IT BACK TO HIM."

COKE STUDIOS LA:

"I STARTED COMING THROUGH COKE STUDIOS IN DOWNTOWN LOS ANGELES, AND ONE DAY I GOT HIT UP TALKING ABOUT, 'HEY, IF I PAID YOU A CERTAIN AMOUNT OF MONEY, WOULD YOU WRITE AND RECORD SOMETHING FOR US?' AND I WAS LIKE, 'FOR US AS IN YOU, OR FOR COCA COLA?' AND THEY SAID 'COCA COLA.' THEY GAVE ME A PIECE OF PAPER AND AFTER THAT WE KIND OF JUST LOCKED IN."

GUNNA MUSIC VIDEO:

"I GOT TO DO SOME PRODUCTION ASSISTANT WORK FOR A MUSIC VIDEO. I SHOWED UP, WAS TOLD TO RUN AROUND, GRAB ALL THESE THINGS LIKE AN ERRAND BOY. I PULL BACK UP TO THE LOCATION AND THIS DUDE IN ALL LEATHER, SPIKES, AND LONG HAIR WAS WALKING AROUND. I WAS LOOKING AT HIM, MUSIC WAS PLAYING, I WAS LIKE, 'THIS IS HARD, WHY DOES IT SOUND SO FAMILIAR?' DUDE PUTS ON SOME SUNGLASSES, AND I REALIZED, THAT'S GUNNA BRO, UNRECOGNIZABLE WITHOUT GLASSES. I SHOWED HIM SOME OF MY MUSIC."

UPCOMING VIDEO:

"I'M CURRENTLY WORKING ON MY FIRST MUSIC VIDEO WITH AN ACTUAL PRODUCTION TEAM. I WANT TO GET INTO ACTING, SO I'M TRYING TO INCORPORATE THAT SIDE TO IT. I'M MAKING A MUSIC VIDEO FOR THE SONG I JUST DROPPED, 'SNOWFALL' — THE VIDEO WILL BE BASED OFF THE TV SHOW, SNOWFALL."

GRIND DON'T STOP:

"I JUST REALLY ENJOY MUSIC, CREATING IT IS FUN. THERE'S SOMETHING SO SATISFYING ABOUT FINISHING A SONG. FROM THE LYRICS, TO THE EMOTION, TO THE VIBE. THE FACT THAT I'M GOOD AT DOING IT AND IT COMING SO EASY TO ME MAKES ME NOT WANNA STOP. IT'S NOT A TEDIOUS THING THAT I HAVE TO TRY HARD TO DO. I'VE CONTRIBUTED SO MUCH TO GET TO WHERE I'M AT, AND AM LEARNING SO MUCH TO BETTER MY CRAFT, THAT IT WOULD BE POINTLESS TO NOT GO ANYWHERE WITH IT NOW."

WALLIE THE Samsen

WRITTEN BY
ADILENE GOMEZ SANTIAGO
ANDREW MASON
& MICHAEL POFSKY

PHOTOS BY
BRIAN TIGAS

"I FEEL LIKE I
CAN SEE
EXACTLY WHERE
I WANT TO
BE, VERSUS
EVERYTHING
BEING BASED
ON IMPULSE OR
EMOTIONS."



On June 19th, 2024, Kendrick Lamar brought out the West Coast at "The Pop Out: Ken and Friends" at the Kia Forum in Inglewood, CA. He captivated the crowd with powerful delivery as he performed his legendary catalog, including hip-hop's top diss track, "Not Like Us."

K.Dot brought out several *UNDRGRND Magazine* alumni throughout the show, including RJMrLA, Storm DeBarge, AzChike, Rucci, 310babii and others.

One of the highlight sets came the way of Wallie the Sensei, one of the few artists who performed on-stage without any backtrack. In fact, Wallie was the only artist to perform acapella that night, as he sang his top track — "03 Flow" — without the instrumental, demonstrating his unique style and natural stage presence.

"I just came out with no beat, all vocals," Wallie said. "I went half of the song acapella, and then half-dropped the beat. I thought that shit would be kind of cool and it turned out good."

Hailing from Compton, CA, Wallie has been making waves in the music industry since the late 2010s, reaching a new height in 2021 after the release of his hit album *GOLDEN CHILD*, featuring popular tracks "Scandalous," and "03 Flow," the latter titled in homage to rapper 03 Greedo. The song has garnered over 11M streams on Spotify alone, with the official music video amassing an impressive 23 million views on YouTube.

With such promising success, Wallie has been motivated to make changes in both his professional and personal lives. One area in particular, was sobering up.

"Being sober, I feel like it's the responsible thing to try. I think it's crazy that I never was sober," Wallie said. "I'd go years without sobering up for at least a couple of weeks and now it just feels good. I feel better health-wise and my thoughts are a little more clear."

UNDRGRND catches Wallie amidst a two-year album hiatus. However, Compton's 'Golden Child' has been working on major collaboration projects that have yet to be released. According to Wallie, he has been cooking up with Kalan.FrFr, G Perico, Saviii 3rd, and even more mainstream acts like Ty Dolla \$ign and G Herbo.

In August and September of 2024, Wallie officially joined Atlanta royalty Future and Metro Boomin as an opener on multiple stops during the *We Trust You Tour*. The move gave Wallie a chance to perform in arenas in Las Vegas, Texas, Utah, Colorado, California, and more.



While we wait for his next full-length release, Wallie continues to flood his fans with new singles, build his relationship with Los Angeles-based streetwear brand 'Sinner Seeking,' and has planned a clothing drop of his own tied to his upcoming project.



Check out
Wallie the Sensei
on Instagram at
[@walliethesensei](https://www.instagram.com/walliethesensei).

Photo by Brian Ticas
Wallie the Sensei (left) and UNDRGRND Co-Founder, Andrew Mason (right)
At the UNDRGRND Studios in Downtown Los Angeles



UNDRGRND MAGAZINE X MAJOR LABELZ PRESENTS

meet n greet



TWIZTYTWITCH



WALLIE THE SENSEI



LEFTY GUNPLAY



YELOHILL



ROSECRANS VIC



THURS SEPT 12TH

807 S LOS ANGELES AVE

FREE EVENT ALL AGES 5-11PM

HARD COPY MAGAZINES AVAILABLE ON-SITE

OFFICIAL ISSUE 12 RELEASE EVENT



UNDRGRND

new drop
radar 



TOXIC LOVE



Photos by Noah Cudal
Behind the Scenes of the New G Perico & Steelz "Toxic Love" Music Video Shoot
August 13th, 2024 at the UNDRGRND Studios in Downtown Los Angeles

**PARENTAL
ADVISORY**
EXPLICIT CONTENT



THE



310babii
Performing Live
TOUNSIDAY
KILLA CAM &
CHARLIE CINCO

ALONG WITH
KACEY FAMILY & POFSKY
JUNE 29TH
LIVE AT THE MOVO
TICKETS AT 310BABII.COM



NOVO



Photo by Jovanni Martinez
KaceyFamily (left) and UNDRGRND Co-Founder, Pofsky (right) Open for 310bali
June 29th, 2024 at The Novo DTLA in Downtown Los Angeles

DEEZY

GOV'T:

WENDELL O'BRIEN

KNOWN AS:

DEEZY

HOMETOWN:

ROSEDALE, NY

BORN:

OCTOBER 11TH

MUSIC INFLUENCES

JAY-Z, CHRIS BROWN,
DRAKE, USHER, J. COLE

HOBBIES:

FOOTBALL, CREATIVE ARTS

FAV MUSIC MOMENT

DROPPING FIRST EP,
PERFORMING IN HOMETOWN



"FAITH OVER FEAR"



OTHER OCCUPATION:

TEACHER/NON-PROFIT

DREAM COLLAB:

LIL WAYNE, DRAKE,
BEYONCE, OR TORY LANEZ

COLLEGE:

LA PIERCE COLLEGE,
CAL LUTHERAN UNIVERSITY

FAVORITE RESTAURANT:

"MY MOM'S KITCHEN"

NEWEST DROP:

"SOFT GIRL SUMMER"
(2024 SINGLE)

FAVORITE MOVIE:

PURSUIT OF HAPPINESS (2006)

MAKING MUSIC:

3 YEARS



FINDING DEEZY:

"THE FIRST YEAR AS A SOLO ARTIST, IT WAS REALLY FASCINATING 'CAUSE IT'S LIKE, 'OK, LET'S TRY AND FIND OUT WHAT YOU CAN DO.' RIGHT? I WAS ON A LOT OF DIFFERENT BEATS, TRYING DIFFERENT THINGS, TRYING TO FIND MY SOUND BASICALLY. I THINK ONCE I FOUND IT AND FOUND WHAT I LIKED, I THOUGHT THAT EVERYTHING I WAS MAKING WAS FIRE, WHICH TO ME STILL IS. BUT LISTENING BACK TO WHAT I MADE THEN AND NOW, MY VOICE HAS GROWN SO MUCH AND MY WRITING AS WELL."

PERFORMING AT CAL LU:

"I WAS AT AN OPEN MIC AT MY COLLEGE — CAL LUTHERAN UNIVERSITY. I WAS NERVOUS BECAUSE I'M THE FOOTBALL GUY, RIGHT? SO DAMN IT. I'M LIKE THE BLACK TROY BOLTON AT THIS POINT. I'M SINGING A SONG BY MASEGO AND I WAS NERVOUS, BUT I HEARD THE REACTION OF THE CROWD AND HOW EVERYBODY WAS ROCKING WITH IT. SO I DID MY THING. NOW TO COMPARE THAT TO WHERE WE ARE NOW, I MEAN, NOW WE ARE STANDING ON BLEACHERS, TABLES, CHAIRS AND LIGHTING UP A WHOLE ROOM FULL OF KIDS THAT DON'T EVEN KNOW ME. FROM DAY ONE, IT FELT LIKE I WAS LIVING ON THE STAGE. I STILL FEEL LIKE I'M LIVING ONSTAGE."

THE CAUSE INTERNATIONAL:

"TO START, IT WAS ME AND MY BROTHER, ANTOINE, TRYING TO FIGURE OUT HOW TO CONNECT THE TWO DOTS [MUSIC AND CHILDREN]. I FEEL LIKE THE TARGET MARKET IS THE YOUNGER KIDS. FOR ALL OF US GROWING UP, DRAKE, KENDRICK, EVERYBODY KNOWS THOSE ARTISTS BECAUSE THEY WERE A PART OF OUR LIVES GROWING UP. IN MIDDLE SCHOOL OR HIGH SCHOOL, WE HEARD WHEN KENDRICK AND DRAKE DROPPED, IT WAS A PART OF OUR DAY-TO-DAY LIVES. IT'S THE SAME THING RIGHT NOW, SO WE'RE TRYING TO FIGURE OUT HOW TO IMPACTFULLY BRIDGE THE TWO."

WHAT'S YOUR CAUSE TOUR:

"THAT WAS MY FIRST TOUR, IT WAS FIRE. I DON'T THINK IT SUNK IN UNTIL WHEN WE WERE ON THE ROAD AND AROUND OUR TEAM, CRAMPED UP IN THE CAR OR IN THE AIRBNB, AT THE HOTELS, AND FIGURING THINGS OUT EACH DAY. THAT MADE IT REAL—BEING OUT THERE IN THE FIELD WITH YOUR TEAM AND YOUR SOLDIERS MADE US FEEL LIKE, 'OH YEAH, WE'RE REALLY DOING SOMETHING.' YOU SAW THE RECIPROCATATION WITH THE KIDS AND WITH THE MUSIC AFTERWARDS."

TAKES TIME (UPCOMING EP):

"IT'S A COLLECTION OF SONGS THAT I'VE HAD, TALKING ABOUT THE THINGS THAT I WENT THROUGH, WHETHER IT'S RELATIONSHIPS, BEING ON TOUR, ETC. TAKES TIME IS ABOUT HOW YOUR JOURNEY TAKES TIME. THINGS TAKE TIME...GOD'S GONNA PREP EVERYTHING AND COOK IT UP, AND AT THE RIGHT TIME WHEN IT POPS, IT'S GONNA POP, AND IT'S GONNA BE TIMELESS."

MESSAGE TO SUPPORTERS:

"I APPRECIATE ALL OF MY SUPPORTERS THUS FAR AND EVERYTHING WE'VE BEEN CREATING. I'M HEAVY ON BUILDING HORIZONTALLY WITH THE PEOPLE AROUND ME AND MY TEAM. SO EVERY TIME YOU GUYS COME TO A SHOW, YOU STREAM THE MUSIC, YOU REPOST, YOU MAKE A VIDEO, YOU SHOUT OUT AND YOU'RE THERE PHYSICALLY, IT MEANS THE WORLD TO ME."

SmokeBatz

GOV'T NAME

TRIPP SKYLARK

KNOWN AS

ISMOKEBEATZ

HOMETOWN

LONG ISLAND, NY

BORN

02/25/1998

MUSIC INFLUENCES

LIL UZI VERT, 50 CENT,
A BOOGIE WIT DA HOODIE,
JAY-Z, KANYE, FUTURE

HOBBIES

FATHERHOOD, IT, GFX,
BASKETBALL, MODELING, GAMING

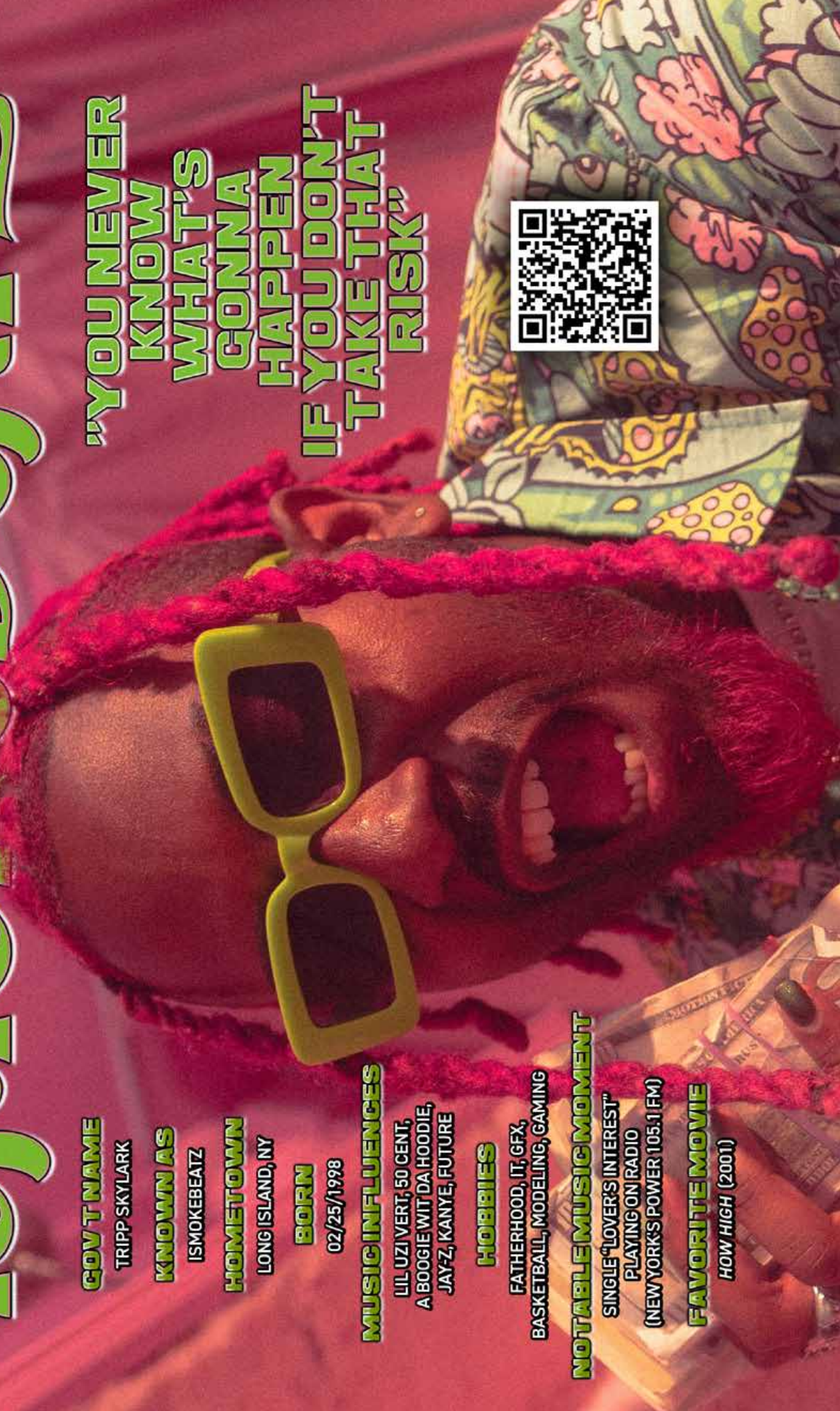
NOTABLE MUSIC MOMENT

SINGLE "LOVER'S INTEREST"
PLAYING ON RADIO
(NEW YORK'S POWER 105.1 FM)

FAVORITE MOVIE

HOW HIGH (2001)

"YOU NEVER
KNOW
WHAT'S
GONNA
HAPPEN
IF YOU DON'T
TAKE THAT
RISK"



THE HOME ISLAND CROWD:

"YOU CAN ATTRACT A GROUP, LIKE A CRAZY CROWD OF PEOPLE THROUGH ONE SONG. JUST ONE SPECIFIC LITTLE VIRAL PART IN THE SONG. EVERYONE JUST LOVES IT. THEY'LL COME, LIKE, 100 DEEP TO A SHOW JUST TO HEAR THAT PART AND SING IT WITH YOU OUT IN LONG ISLAND."

GENRE-BENDING:

"THAT LIL UZI VERT TYPE OF VIBE, THAT'S ALWAYS JUST BEEN LIKE MY VIBE, YOU FEEL ME? I'VE ALWAYS LOVED THAT TYPE OF MUSIC. I GREW UP BUMPING HOLLYWOOD UNDEAD FROM OVER HERE IN CALI, TOO. I LISTEN TO RAP AND ALL THAT, DON'T GET ME WRONG, BUT I ALSO LOVE ROCK MUSIC. SO COMBINING IT WAS LIKE, GENIUS."

UNBREAK (2023 EP):

"IT'S BASED OFF MY LIFE. I PUT MY WHOLE LIFE IN A BIOGRAPHY AND JUST SANG IT OUT LOUD. I'M NOT REALLY A CONVERSATIONAL TYPE OF PERSON. THAT'S WHY I WRITE EVERYTHING OUT MORE, I CAN EXPRESS MYSELF, AND REALLY GET OUT WHAT I'M SAYING."

SPACE RACE (2023 ALBUM):

"THAT WAS MY FIRST STUDIO ALBUM THAT I FIRST PUT TOGETHER AFTER I DROPPED THE EP. AT THAT TIME, I WAS DEFINITELY GOING THROUGH A LOT. IT WAS A LOT IN MY MIND AND I NEEDED TO EXPRESS IT SOMEHOW. THEN THOSE BEATS I FOUND AT THE TIME, I WAS JUST LIKE, WHOA, LIKE I COULD REALLY TALK TO YOU ALL FOR REAL AND THAT'S WHAT I DID. THEN I THREW A LITTLE SHOWCASE. THE OUTCOME WAS UNEXPECTED, IT WENT AMAZING. SHOUT OUT TO MY PARTNERS, PYE & KAYY LINDO, LIKE THAT WAS OUR FIRST BIG THING WE PUT TOGETHER AND EVERYTHING HAS JUST BEEN OUT OF SPACE SINCE, EVERYTHING'S BEEN OUT OF THIS WORLD. IT'S TOO UNREAL."

BUILDING AN AUDIENCE:

"I REACH OUT, I TRY TO GET TO KNOW THEM, YOU KNOW? UNDERSTAND EVERY TYPE OF PERSON 'CAUSE THERE'S DIFFERENT TYPES OF PEOPLE...I JUST LIKE TO JUST HELP OTHERS, JUST BE KIND. YOU NEVER KNOW, IT COULD LEAD TO A DIFFERENT OPPORTUNITY FOR REAL."

BAKAWING MUSIC & FATHERHOOD:

"I HAVE A DAUGHTER, SHE'S FIVE YEARS OLD. THERE'S DEFINITELY A LOT OF WORK, BUT THERE'S NOTHING THAT WE CAN'T OVERCOME. IF WE PUT OUR MINDS TO IT, WE COULD REALLY DO ANYTHING WE WANT TO. WE COULD SUCCEED IN ANYTHING IF WE REALLY FOCUS ON IT. IF I REALLY WANT THIS DREAM, IF I REALLY WANT THIS GOAL TO HAPPEN, I'M GONNA KEEP PUSHING THROUGH."

FUTURE MOVES:

"AFTER THE RADIO, AFTER THIS MAGAZINE, I REALLY WANNA BE IN A FILM, OR ON ONE OF THE SHOWS LIKE POWER OR THE CHI. MY CHILDHOOD DREAM WAS ALWAYS TO BE ON TV REGARDLESS OF WHAT I DID. I JUST WANT TO BE AN ACTOR, JUST PLAY A ROLE, SO LIKE, WHY NOT MAKE IT HAPPEN, YOU KNOW? IF THE MUSIC CAN HELP ME ULTIMATELY GET THERE, SO BE IT."



ROSECRANS VIC

ADDING ANOTHER ALBUM TO THE RESUME

ROSECRANS VIC, A POPULAR LATINO RADIO & MEDIA PERSONALITY AND JOURNALIST, IS CURRENTLY WORKING ON HIS SECOND COMPILATION ALBUM AS AN EXECUTIVE PRODUCER. HIS FIRST PROJECT, *A RIDE DOWN ROSECRANS* (2019), FEATURED LOS ANGELES RAP STARS SHORELINE MAFIA, KALANFRFR, BIG SWIFT, AND MANY OTHERS.

REFLECTING ON THE EXPERIENCE, ROSECRANS VIC (BORN VICTOR ULLOA) SHARED, "IT WAS A LOT OF FUN MAKING IT, BUT THAT SHIT WAS MISERABLE. BEING AN ARTIST IS NO JOKE."

FACING THE PRESSURE OF A ONE-ALBUM DEAL WITH EMPIRE, VIC NEEDED TO DELIVER AN ENTIRE ALBUM WITHIN A STRICT 60-DAY TIMELINE AND WITH A LIMITED MARKETING BUDGET. DESPITE THE CHALLENGES, VIC UTILIZED HIS RELATIONSHIPS WITHIN THE LA RAP NETWORK TO SUCCESSFULLY FULFILL HIS CONTRACT, CRAFTING A 14-TRACK ALBUM WITH HITS LIKE "DOWN FOR ME" (FEAT. SHORELINE MAFIA & T SW/ISH), AND "PLAYER SHIT" (FEAT. BRAVO THE BAGCHASER).

"I DIDN'T REALIZE WHAT WE WERE DOING AND THAT MY WHOLE SUMMER WAS ABOUT TO BE GONE," VIC SAID ABOUT *A RIDE DOWN ROSECRANS*. "IN THE END I WAS PRETTY HAPPY WITH THE PRODUCT AND IT'S A DOPE LEARNING EXPERIENCE. I HAD TO DELIVER AN ALBUM, PUT TOGETHER MUSIC VIDEOS, AND EXECUTE THE ENTIRE VISION."



WRITTEN BY ADILENE GOMEZ SANTIAGO
ANDREW MASON & MICHAEL POFSKY
PHOTO BY NOAH CUDAL

"AS ALWAYS BEEN
THIS MESSY MESS
MATTERS. MESSY
CANTED THIS
MEXICAN IS TO BE
EVALUATED
VICTOR IN LA
HEAD-IT"



LIKE VIC'S NICKNAME, THE DEBUT ALBUM'S TITLE IS AN HOMAGE TO THE 27.5 MILE ROSECRANS AVENUE THAT RUNS FROM FULLERTON IN ORANGE COUNTY, ALL THE WAY TO LOS ANGELES' MANHATTAN BEACH. THE STREET WAS NAMED "L.A. HIP-HOP'S MAIN STREET" BY THE LOS ANGELES TIMES IN 2018, DUE TO THE AVENUE'S HISTORIC RELATIONSHIP TO HIP-HOP ICONS LIKE DR. DRE, KENDRICK LAMAR, YG, AND MORE.

BECAUSE VIC BOUNCED AROUND NEIGHBORHOODS AS A KID AND TEEN, HE DOESN'T CONSIDER HIMSELF TO BE FROM ONE SPECIFIC PART OF L.A. HOWEVER, ROSECRANS AVENUE REMAINED CLOSE BY, NO MATTER WHERE VIC MOVED.

"I ALWAYS KNEW THAT STREET WAS HOME TO ME," VIC SAID.

VIC HAS BEEN STEADILY MAKING HIS MARK IN THE LA HIP-HOP INDUSTRY FOR OVER A DECADE, ORIGINALLY POPPING ONTO THE SCENE IN THE EARLY 2010'S AS A STUDENT JOURNALIST & RADIO HOST AT LONG BEACH COMMUNITY COLLEGE. IN 2014, HE FOUNDED ROSECRANS MEDIA, A LA HIP-HOP CENTRIC MEDIA PLATFORM THAT CONTINUES TO GROW AND REACH NEARLY 50K INSTAGRAM FOLLOWERS.

"I FEEL LIKE A LOT OF STUFF FINDS ME," VIC SAID. "IT FINDS ME AT THE RIGHT TIME AND I'M PAYING ATTENTION AT THE RIGHT TIME."

THROUGHOUT THE REST OF THE 2010S AND INTO THE NEW DECADE, VIC CONTINUED TO GROW AS A JOURNALIST, MANAGER, A&R, AND RADIO HOST. HE PUT HIS ARTIST RELATIONS TALENTS TO THE TEST YET IN AGAIN IN 2019, JOINING OTR RECORDS, A LOS ANGELES-BASED RECORD LABEL. DURING HIS FIVE YEARS WITH OTR, VIC PLAYED A FOUNDATIONAL ROLE IN THE YOUNG COMPANY'S SUCCESS, WHICH NOW BOASTS AN IMPRESSIVE ARTIST ROSTER OF CHITO RANA\$, LEFTY GUNPLAY, TOPRANKGANG, AND MORE.

IN JUNE 2021, VIC BEGAN HIS MOST NOTABLE HOSTING VENTURE TO DATE — CO-HOST OF THE BROWN BAG PODCAST WITH LA COMEDIAN DOKNOW, AND POWER 106'S LETTY PENICHE.

THE THREE HAVE CONNECTED TO THE LATINO COMMUNITY IN A WAY THAT IS UNIQUE & IMPACTFUL TO THEIR AUDIENCE, PROVEN BY THEIR ABILITY TO SELL OUT THE NOVO DTLA AND OTHER NOTABLE VENUES ON MULTIPLE OCCASIONS FOR THEIR LIVE SHOW EVENTS. AFTER INITIAL INDEPENDENT SUCCESS, THE BROWN BAG TRIO SIGNED ON TO "BROWN BAG MORNINGS" ON POWER 106 LOS ANGELES, MAKING THEM THREE OF THE CITY'S MOST-HEARD MORNING RADIO SHOW VOICES.

IN 2024, VIC GOT HIS HANDS ON ANOTHER HOSTING OPPORTUNITY, PARTNERING WITH HAT CLUB IN A NEW VIDEO SERIES, "CROWNED." THE SERIES CONSISTS OF HAT SHOPPING WITH CELEBRITIES — A CONCEPT THAT BOTH VIC AND THE HAT CLUB TEAM BROUGHT TO LIFE TOGETHER.

"IT'S WEIRD THE WAY GOD WORKS," VIC SAID. "I HAD THE IDEA, I LITERALLY HAD WRITTEN IT DOWN AND TOLD MY ASSISTANT, 'THIS IS WHAT I WANT TO DO.' THEN I JUST HAPPENED TO MEET THE ENTIRE STAFF OF HAT CLUB ONE DAY ON MELROSE AND TOLD THEM MY IDEA. [THE CREATIVE DIRECTOR] WAS LIKE, 'WE'RE WORKING ON THAT ALREADY BUT WE DON'T HAVE A HOST,' AND I'M LIKE, 'LET'S FUCKING DO IT TOGETHER.'"

WITH "CROWNED" EPISODES NOW OFFICIALLY RELEASING, VIC BALANCES HIS ATTENTION ON HIS MANY OTHER RESPONSIBILITIES. HE CONTINUES TO INDEPENDENTLY MANAGE BUZZING TALENT LIKE DOWNEY'S BIG \$WIFT. HE ALSO GEARS UP TO ROLL OUT HIS SEQUEL ALBUM, WHICH IS COMPLETED ON THE MUSIC PRODUCTION SIDE AND INCLUDES HOT FEATURES LIKE OHGEE\$Y, 310BABII, BIG HIT, AND OTHERS.

WHILE THE TITLE OF THE ALBUM HAS NOT BEEN SHARED, VIC TELLS UNDRGRND MAGAZINE THAT WE CAN EXPECT THE ALBUM THIS YEAR.

STAY UP TO DATE WITH ALL THINGS ROSECRANS VIC ON INSTAGRAM AT @ROSECRANSVIC AND CATCH 'BROWN BAG MORNINGS' ON POWER 106 LOS ANGELES MONDAYS-FRIDAYS 5AM-11AM.





Photo by Noah Cudal
Rosecrans Vic Sits in Our New Orange Fur Set, Designed by Damien Bruz
At the UNDRGRND Studios in Downtown Los Angeles

Solidity



By Andrew Mason
Photos by Nathan Brant (@chasingmicmedia)

In her own words, Solidity makes music for “my girls who wake up early for work and bust their ass to make their dreams come true.”

The 30-year-old was born in Texas, raised in Newport News, VA, and moved to Colorado Springs in 2018 to join the Army. The rapper/singer tells us she started piecing together lyrics at a young age.

“It really started with me writing poetry in my diary,” Solidity said.

But it was in the armed forces when Solidity was first introduced to the professional music space. In 2021, she began recording regularly with artist Harry Potter W Da Stick, and producer/manager Jamal Wade.

“We used to go to the same recording studio and we all had the same engineer — ‘Franchise’ at AML Production Studios in Colorado Springs,” Solidity said. “We all had our dreams, we were in the military because we had to be.”

When asked about her music influences, Solidity praises some of hip-hop’s most notable female acts: Nicki Minaj (“she’s immortal — everyone likes her music, no matter who you are and what’s your skin color”), and Doja Cat (“she’s crazy in the most Picasso way”).

Like the artists she looks up to, Solidity also aims to put on for underrepresented communities.

“I’m using my platform as a voice to highlight what the nursing and working women go through,” she said. “I’m doing this for people from Newport News — the underdog. The people working 12, 16-hour shifts.”

Following this theme, she hosts a podcast — *Underpaid & Overworked* — where her and guests break down corrupt realities of the harsh modern day work landscape, particularly in the health industry.

Solidity completed her military service in January 2023, but still lives in the Colorado area, working as a solo independent artist. She continues to focus on her nursing career, all the while preparing to begin releasing singles from her upcoming debut album, titled *Solidity University*, which she aims to drop in Fall 2025.

Away from the studio, Solidity enjoys hitting the gym. She also recently celebrated her 30th birthday, a milestone Solidity said she won’t take for granted.

“30 feels like a ‘now or never age’ for me,” Solidity said. “I don’t have time to fuck around anymore. I’m either gonna do it all with my music, or nothing at all.”

Follow @theofficialsolidity on Instagram, and check out the *Underpaid & Overworked* podcast on YouTube.

Colorado
Springs



YELOHILL

**GHETTO SUPERSTAR:
WITH A NEW 14-TRACK
ALBUM OUT NOW,
YELOHILL IS EMBRACING
HIS INNER MAFIA BOSS.**

**BY ANDREW MASON
PHOTOS BY NOAH CUDAI**



ON A MISSION TO TOUCH AS MANY ASPECTS OF THE LOS ANGELES SCENE AS POSSIBLE, *UNDRGRND* MAGAZINE WAS OVERDUE SHOWING LOVE TO YELOHILL. THE WEST LA RAPPER ROSE TO STREET-RAP FAME IN THE LATE 2010s & EARLY 2020s WITH HITS LIKE "HOOD MUSIK" AND "TALES FROM THE HOOD," AND HAS BEEN ABLE TO MAINTAIN RELEVANCY OUT HERE IN THE WILD WEST EVER SINCE.

YELOHILL CAME BY THE UNDRGRND COMPOUND DURING THE PROMO RUN FOR HIS NEWEST PROJECT, *GHETTO SUPERSTAR*, A 14-TRACK ALBUM FEATURING TRU CARR, BIG \$WIFT, YHUNG T.O., HIT-TOWN, AND ROWDY RACKS. THE TAPE IS THE FIRST OF THE YEAR FOR YELOHILL, WHO CAME READY FOR PHOTOSHOOT ACTION IN A CLASSY, ALL-BLACK FIT.

ACCORDING TO YELOHILL, WEST COAST RAP WAS ALWAYS A PART OF HIS CHILDHOOD. HOWEVER, THE MUSIC HE WAS INTRODUCED TO FROM HIS PARENTS EXCEEDED FURTHER THAN JUST HIP-HOP.

"MY MOM WOULD LISTEN TO 94.7 THE WAVE, SMOOTH JAZZ," YELOHILL SAID. "AND MY DAD, HE WASN'T AROUND, HE WOULD LISTEN TO RANCHERO MUSIC. BUT TUPAC, SNOOP DOGG, THE DOVE SHACK — ALL OF THAT G-FUNK SHIT I WAS AROUND FOR SURE."

YELOHILL HAS A DIFFERENT ENERGY THAN MOST RAPPERS WE MEET. HE'S HIGHLY ATTENTIVE, HASN'T SMOKED WEED IN OVER EIGHT YEARS, AND EVEN DABBLED FOR A SHORT TIME AS A PESCARIAN ("I'M DONE WITH THAT SHIT NOW THOUGH"). HE'S A BLACK-MEXICAN WITH NATIVE-AMERICAN ROOTS, AND IS THE ONLY RAPPER I'VE EVER MET WHO OPENLY BRAGS ABOUT NOT CHEATING ON HIS GIRL.

ASIDE FROM HIS LIKEABILITY, ONE WAY YELOHILL HAS KEPT HIS NAME HOT WELL INTO 2024 IS HIS RELATIONSHIPS WITH LA'S DOPEST PRODUCERS. YELOHILL HAS AN IMPRESSIVE BEATMAKER RESUME, INCLUDING MULTIPLE PROJECTS WITH STEELZ, AN LA-BASED PRODUCER BEST KNOWN FOR HIS WORK WITH G PERICO, RUCCI, \$TUPID YOUNG, RJMRLA, AND OTHER WEST COAST ICONS.

FOR PRODUCTION ON *GHETTO SUPERSTAR*, YELOHILL CALLED ON SALTREZE, AN LA-NATIVE SIGNED TO OTR RECORDS AND MANAGED BY ROSECRANS VIC. PICKING SALTREZE, AS WELL AS THE PROJECTS' FIVE FEATURES, WAS PART OF YELOHILL'S PLAN TO GIVE A SPOTLIGHT TO THOSE WHO SUPPORT HIM FROM WITHIN THE INDUSTRY.

"I GOT PEOPLE ON THE PROJECT THAT I FELT WERE REALLY FUCKING WITH ME," YELOHILL SAID. "I'D RATHER GET PEOPLE WHO ACTUALLY WANT TO BE ON A RECORD WITH ME, RATHER THAN TRY TO FISH FOR SOMEBODY THAT'S BIGGER — BECAUSE THEY'RE NOT GONNA GIVE YOU SHIT."



GHETTO SUPERSTAR



AS WE FIND YELOHILL AMIDST HIS *GHETTO SUPERSTAR* ROLLOUT, HE TELLS US HE'S EMBRACING HIS 'MOB BOSS PERSONA.' HE'S A FAN OF 80s ITALIAN MAFIA MOVIES, WHICH WAS THE INSPIRATION BEHIND OUR ISSUE 12 EXCLUSIVE COVER DESIGN.

BUT YELOHILL KNOWS THAT BEING A BOSS IS MORE THAN JUST CARRYING THE TITLE.

"MAKING MUSIC IS THE FUN PART — I'LL GO IN THE BOOTH LIKE [LIL] WAYNE, 20 TRACKS A DAY. BUT IF YOU WANT TO MAKE MONEY FROM IT, CAPITALIZE ON IT, BE A BUSINESSMAN, YOU GOTTA MAKE SURE THAT YOU DOING ALL YOUR SHIT RIGHT. GETTING THE TEAM TOGETHER, BUDGET FOR PROMOTION, PAPERWORK IN ORDER — ALL THAT FUNNY SHIT IS WHAT TAKES LONGER."

YELOHILL IS HIS OWN DAY-TO-DAY MANAGER, BUT ADMITS HE IS OPEN TO LOOKING FOR SOMEONE WHO "MAKES SENSE AND COEXISTS WITH EVERYTHING I HAVE GOING ON." HE NOTES THE KEY QUALITIES HE'S LOOKING FOR IN A POTENTIAL MANAGER IS SOMEONE WHO'S IN LA, KNOWS THE SCENE, AND IS "NOT DEADWEIGHT."

GO STREAM YELOHILL'S *GHETTO SUPERSTAR* OUT NOW, AND FOLLOW HIM ON INSTAGRAM AT @YELOHILL.

Photo by Noah Cudal
YeloHill Reads Through UNDRGRND Issue 9 feat. Tru Carr
At the UNDRGRND Studios in Downtown Los Angeles



INFUSED PRE-ROLL

1.5G OF BOUTIQUE FLOWER AND .5G OF IN-HOUSE
PREMIUM EXTRACT. ROLLED IN A VIBES PAPER,

AVAILABLE IN 12 PACKS.

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FLOWER BLEND

ROLLED IN A
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Shant

Reelz



KNOWN AS
DIAMOND JAVY

HOMETOWN
LAS VEGAS, NV

BORN
8/20/1997

HOBBIES
BASKETBALL, PS5

MUSIC INFLUENCES
KALAN FRER, 03 GREEDO,
FUTURE, BLUEBUCKSLAN

FAV CAREER MOMENT
GAMEBOY MIXTAPE RELEASE,
PERFORMING @ JAROSE HOOKAH LOUNGE IN LV

GO-TO PROD/ENG
CYPHER1212, SAUCE MIYAGI



702



KNOWN AS
BASH

HOMETOWN
LAS VEGAS, NV

BORN
10/20/2000

HOBBIES
CHILLING WITH FRIENDS,
PS5

FAV MOVIE
A BRONX TALE (1993)

FAV RESTAURANT
P.F. CHANG'S

NEW DROP
"BOP" (2024 SINGLE)



MEETING EACH OTHER

BASH: "FOR THE MOST PART WE KNEW EACH OTHER FOR LIKE, DAMN NEAR OUR WHOLE LIFE. WE DID A LOT OF MUSIC STUFF 'CAUSE WE WENT TO THE SAME SUNDAY SCHOOL AND SO, LIKE, [JAYY] WAS PLAYING DRUMS AND I WAS ON THE KEYS. BUT WE NEVER REALLY TRIED TO RAP OR DO MUSIC UNTIL LIKE THREE YEARS AGO."

BECOMING HIGH ROLLAZ

JAYY: "I'VE ALWAYS TRIED TO FREESTYLE. SINCE LIKE MIDDLE SCHOOL I'VE ALWAYS FUCKED AROUND WITH IT, BUT NEVER TOOK IT SERIOUSLY UNTIL I LINKED UP WITH BASH. WE'VE JUST ALWAYS HAD THIS CHEMISTRY, WE ALWAYS SHARED THE KIND OF MUSIC WE FUCKED WITH, WE WERE ALWAYS BOUNCING OFF OF EACH OTHER."

BASH: "I REALLY LIKE THE PIANO SO I WAS MAKING A LOT OF BEATS BUT NOBODY WAS HOPPING ON MY STUFF, SO I ALWAYS BUGGED JAYY LIKE, 'DUDE, YOU CAN RAP, HOP ON MY STUFF.' WHEN IT ALL JUST KIND OF CAME TOGETHER, WE THEN KNEW WE REALLY CLICKED."

BRINGING OUT THE BEST

BASH: "JAYY HAS A LOT OF CHARACTER, HE'S A GOOD STORYTELLER AND IS GOOD AT PUTTING THAT PERSPECTIVE INTO OUR MUSIC. I'M MORE OF A MELODIC PERSON, TRYING TO FIGURE OUT THE STRUCTURE OF THE SONG, BUT HE REALLY BRINGS THAT COLOR TO IT."

JAYY: "SINCE WE'VE BEEN MAKING MUSIC, BASH HAS REALLY TAUGHT ME A LOT, LIKE EXPRESSING MY LIFE THROUGH THE MUSIC — I FEEL LIKE HE'S ALWAYS HELPED ME OUT WITH THAT."

WORKING AS A DUO

JAYY: "I'VE NEVER FOUND IT HARD TO WORK WITH BASH, I'VE FOUND NO HINDRANCE. I FEEL LIKE WE KNOW EACH OTHER AND TRUST EACH OTHER WHEN IT COMES TO THE MUSIC. SOMETIMES I HEAR BEATS WHERE I DON'T THINK I CAN GO CRAZY ON A CHORUS BUT I KNOW BASH COULD, SO I SLIDE IT TO HIM FIRST BEFORE I GET STARTED ON WRITING ANYTHING."

BASH: "WE RESPECT EACH OTHER AS ARTISTS, SO I KNOW WHAT HE SOUNDS GOOD ON, AND IF HE WANTS TO HOP ON SOMETHING THAT I'VE MADE FOR ME, I TELL HIM TO HOP ON IT BECAUSE IT BRINGS OUT A SIDE THAT HE MIGHT HAVE NEVER NOT AND VICE VERSA."

LAS VEGAS MUSIC SCENE

BASH: "WE GREW UP ON THE WEST COAST, SO A LOT OF OUR SOUND DOES COME FROM HERE. VEGAS IS CULTURAL AS PEOPLE COME FROM ALL TYPES OF PLACES IN THE WORLD. YOU'LL GO TO ANY PART OF THE CITY AND YOU'LL FIND DIFFERENT CULTURAL SPOTS AND YOU'LL LEARN A LOT. BUT FROM OUR POINT OF VIEW, WE WERE DEFINITELY INSPIRED FROM OUT HERE IN THE WEST."

JAYY: "WITH VEGAS AND OUR MUSIC, NO MATTER WHERE YOU COME FROM, YOU'RE GOING TO LIKE SOMETHING FOR SURE."

• BOP • (2024 SINGLE)

BASH: "THIS IS ONE OF OUR FIRST SONGS THAT WE REALLY BE SPEAKING OUR MINDS, HONESTLY. IT WAS THE FIRST TIME WE WENT TO A STUDIO, SHOUT OUT CYPHER 1212. WE MADE THE BEAT RANDOMLY AND THE WAY IT CAME OUT, I THINK JUST SCREAMS 'HIGH ROLLAZ.'"

BOB

GOV'T NAME:
EDWARD BOZEMAN JR.

KNOWN AS:
VADOR

HOMETOWN:
COMPTON, CA

BORN:
4/05/1999

MAKING MUSIC:
6 YEARS

OCCUPATION:
CO-OWNER OF 2 CHAIR RECORDING STUDIOS
IN CULVER CITY

HIGH SCHOOL:
BISHOP MONTGOMERY

COLLEGE:
EL CAMINO COLLEGE

MUSIC INFLUENCES:
MICHAEL JACKSON, KALANFRFR, CHRIS BROWN

NOTABLE MUSIC MOMENT:
OPENING UP FOR ITAKEQUAN AT THE BELASCO (2019)

DREAM FEATURE:
CHRIS BROWN

OTHER HOBBIES:
BASKETBALL, PLAYING BATTLEFRONT 2

FAVORITE MOVIE:
"THE STAR WARS FRANCHISE"

FAVORITE RESTAURANT:
GEN KOREAN BBQ HOUSE

GO-TO PROD/ENG:
VICTOR VERT

NEW RELEASE:
"CANDY" (2024 SINGLE)



"I LOVE THE PROCESS OF
STARTING FROM SCRATCH
AND THE JOURNEY TO
COME TO AN END RESULT."

COMPTON NATIVE:

"MAN, JUST GROWING UP IN COMPTON I WAS LUCKY AND BLESSED ENOUGH TO HAVE MY TWO PARENTS AND MY OLDEST SISTER, REALLY GROWING UP IN A COMPTON ATMOSPHERE, AND THE GANG ATMOSPHERE, MY FAMILY KEPT ME OUT OF THAT LIFESTYLE, AND THEY DID THEIR BEST TO DO SO. SO I'M JUST BLESSED AND I DON'T KNOW, I LOVE COMPTON. IT'S A COMMUNITY WHERE EVERYBODY KNOWS EACH OTHER. EVERYBODY'S VERY TIGHT-KNIT."

EARLY MUSIC STEPS:

"I GREW UP IN THE CHURCH PLAYING DRUMS, AND THEN I JOINED A JAZZ BAND AND WENT THAT ROUTE AND SOMEHOW FOUND MY WAY TO ACTUALLY RECORDING MUSIC. SIX YEARS AGO, AFTER I GRADUATED HIGH SCHOOL, ME AND MY HOMIE VIC [VERT] STARTED MAKING MUSIC IN HIS BEDROOM AFTER HE GOT THE SOFTWARE ON HIS COMPUTER. HE HIT ME UP LIKE, 'AYE SLIDE THROUGH, LET'S START MAKING SOME MUSIC.' SO I WAS LIKE, 'ALRIGHT, LET'S DO IT.'"

DRUMMER BOY:

"I DEFINITELY FEEL LIKE MY EXPERTISE IN DRUMMING COMES IN HANDY A LOT WHEN IT COMES TO PRODUCING AND HELPING STRUCTURE BEATS TOGETHER. I COULD JUST HEAR A LOT OF DIFFERENT THINGS THAT MIGHT SOUND A LITTLE OFF, LITTLE ACCENTS THAT MIGHT, YOU KNOW, KIND OF SOUND GOOD LIVE, BUT IT'S NOT REALLY TRANSLATING PROPERLY IN THE DIGITAL ASPECT. MY EXPERIENCE DOING LIVE MUSIC HELPS A LOT IN MY HIP-HOP PRODUCTION SPACE."

OPENING FOR I TAKE QUAN:

"THAT WAS WILD. I USED TO BE A PART OF A RAP GROUP WITH MY HOMIES CALLED 'YNS,' AND WE HAD GOTTEN AN OPPORTUNITY TO OPEN FOR I TAKE QUAN AT THE BELASCO ON OCT. 12TH, 2019. THAT WAS OUR FIRST PERFORMANCE, AND OUR FIRST BIG PERFORMANCE. IT WAS CRAZY. IT WAS SO MANY PEOPLE — PACKED UP. WHEN WE DID THAT PERFORMANCE, THAT'S WHAT REALLY GAVE ME THAT ANSWER. LIKE, PERFORMING IS AMAZING. IT KIND OF OPENED MY EYES, LIKE THIS IS SOMETHING I WANT TO DO FOR THE REST OF MY LIFE."

THE LIVE EXPERIENCE:

"WHEN IT COMES TO PERFORMING FOR PEOPLE, I JUST LOVE ENTERTAINING AND HOPEFULLY I INSPIRE PEOPLE. HELP THEM ESCAPE FROM WHATEVER THEY HAVE GOING ON IN THEIR REGULAR LIVES."

"CANDY" (2024 SINGLE):

"IT'S A SUMMER BANGER. IT'S UPBEAT, FUN, IT'S ABOUT, YOU KNOW, GOING OUT WITH YOUR HOMIES, MEETING SOME BEAUTIFUL WOMEN. SEXY BOTTLE GIRLS, YOU KNOW? THEY CANDY."



WIZZY

THE ARTIST & THE BUSINESSMAN

**BY ADDY GOMEZ SANTIAGO
ANDREW MASON &
MICHAEL POFSKY
PHOTOS BY NOAH CUDAL**



JUST LOOK
ILLEGAL

Wizzy
Twitch

"I'M GONNA KILL IT EVERY TIME, TO THE POINT IT'S UNDENIABLE"

TWIZZYTWITCH IS A MULTI-FACETED BUSINESS OWNER, ARTIST, AND SONGWRITER FROM LONG BEACH, CALIFORNIA. HE'S CREDITED WITH WRITING LYRICS FOR WELL-KNOWN ARTISTS SUCH AS CARDI B, MACY GRAY, AND JHONNI BLAZE, AND JUST RELEASED A SONG WITH RJMRLA & JAG. IN ADDITION, TWIZZYTWITCH OPERATES MULTIPLE SELF-STARTED BUSINESSES, INCLUDING A POPULAR RECORDING STUDIO CHAIN, LOST VISIONARY (LV) RECORDING STUDIOS, AND HIS NEW CLOTHING BRAND, 'ILLEGAL BUSINESS.'

BUT PRIOR TO WEARING THESE MANY HATS, TWIZZYTWITCH WAS JUST A LBC LOCAL FROM THE NORTH SIDE.

"THE NORTH IS THE SIDE THAT YOU'RE JUST HAPPY YOU GREW UP AND GOT THE FUCK ON," TWIZZYTWITCH SAID. "A LOT OF PEOPLE DIDN'T."

HE ENROLLED AT GEORGIA STATE UNIVERSITY IN ATLANTA, EVENTUALLY TRANSFERRING AND GRADUATING FROM NEARBY FORT VALLEY STATE UNIVERSITY WITH AN ACCOUNTING DEGREE. SOON AFTER IN 2018, TWIZZYTWITCH PUT HIS ENTIRE LIFE SAVINGS INTO A RECORDING STUDIO IN LOS ANGELES, A VENTURE THAT TURNED OUT TO BE WORTH THE RISK.

"I PUT EVERYTHING I HAD ON THE LINE TO MAKE MY FIRST BUSINESS HAPPEN," TWIZZYTWITCH SAID OF LV STUDIO. "I DIDN'T HAVE ANYWHERE TO SLEEP, BARELY ANYTHING TO EAT, I TOOK A SHOT AND IT JUST HIT."

HE ADMITS THAT WHILE HE ALWAYS LOVED TO RAP BY HIMSELF, HE DIDN'T START SHARING HIS TALENT PUBLICLY UNTIL A FRIEND EGGED HIM ON.

"THIS RAP SHIT WASN'T THE GOAL OR THE AGENDA," TWIZZYTWITCH SAID. "THEN THERE WAS A BET ONE DAY WITH SOMEBODY SAYING I CAN'T RAP, AND I WAS LIKE, 'PUT ME IN A BOOTH.'"

TWIZZYTWITCH HAS RELEASED MUSIC ON STREAMING PLATFORMS OFFICIALLY SINCE 2019, WITH HIS FIRST FULL-LENGTH ALBUM COMING IN OCTOBER OF THAT YEAR. THE TAPE — *FINAL SEMESTER* — DOCUMENTED HIS COLLEGE EXPERIENCE IN GEORGIA, AND FEATURED SEAN OWEN, FOEVABEATZ, AND UNDRGRND MAGAZINE ISSUE 7 COVER ARTIST, GARREN OF COMPTON.

BUT A SONGWRITER, RAPPER, AND RECORDING STUDIO OWNER ISN'T ALL THAT TWIZZYTWITCH IS. HE HAS ALSO BEGUN TO REACH INTO THE WORLD OF FASHION BY CREATING HIS OWN CLOTHING LINE, 'ILLEGAL BUSINESS'. ACCORDING TO TWIZZYTWITCH, ILLEGAL BUSINESS IS A "LIFESTYLE BRAND," WITH MULTIPLE PIECES, INCLUDING SHIRTS, HOODIES, BEANIES, JACKETS, AND OTHER ITEMS.

"I WANNA CREATE SOMETHING MY PEOPLE RELATE TO AND FUCK WITH," HE SAID. "I HOPE ONE DAY I CAN ACTUALLY DO SOMETHING BIG TO CHANGE SOMETHING THAT I KNOW NEEDS TO BE CHANGED."

ASIDE FROM HIS UPCOMING CLOTHING DROPS, TWIZZYTWITCH PROMISES A NEW ALBUM WITH IMPRESSIVE FEATURES — JADAKISS AND SYMBA, AMONG OTHERS. HE ALSO TELLS UNDRGRND THAT HE'S WORKING ON A SINGLE WITH G PERICO, WHO HE WENT ON TOUR WITH IN 2023. HE ALSO TEASED SOME POTENTIAL WORK WITH O.T. GENASIS.

UNDRGRND GIVES TWIZZYTWITCH THE HUSTLE AWARD FOR ISSUE 12: "IT'S A RACE TO THE TOP." WHILE HE BALANCES HIS STREAMS OF INCOME, HE REMAINS LEVEL HEADED AND EASY TO WORK WITH. HE'S SOMEBODY IN TODAY'S UNDERGROUND RAP SCENE THAT PEOPLE CAN'T HELP BUT SUPPORT AND GET BEHIND. WHEN HE COMMITS TO SOMETHING, WHETHER IT'S A NEW BUSINESS VENTURE OR A PROJECT DROP, HE'S ALL IN, AND DELIVERS IN A FOCUSED, EFFICIENT, AND IMPACTFUL WAY.

FOLLOW TWIZZYTWITCH ON INSTAGRAM @TWIZZYTWITCH AND CHECK OUT HIS NEW SINGLE, "GO BABY" (FEAT. RJMRLA & JAG) BY SCANNING THE QR CODE ON THIS PAGE.





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