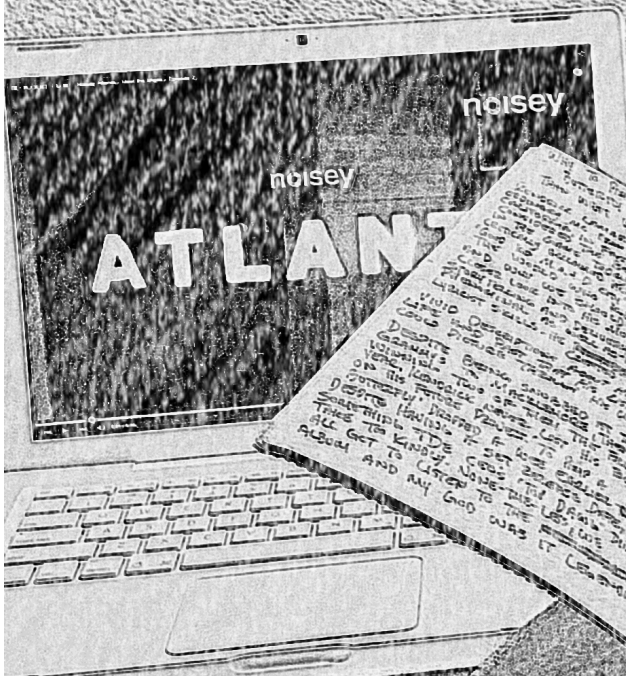


TIL'S HIP-HOP STOP

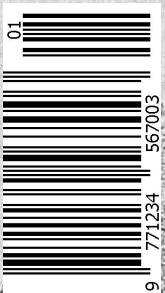
KENDRICK
LAMAR
REVIEW

SXSW



THE
FUTURE
OF MUSIC
LISTENING

TOP 6
ALBUMS
WE'RE
WAITING FOR
PLUS MORE!



TOP 6 ALBUMS OUT RIGHT NOW

1. To Pimp a Butterfly, Kendrick Lamar

After releasing a week before the designated release date, Kendrick's album took a different approach compared to his previous album *Good Kid m.A.A.d City*. His funky jazz approach makes listening worthwhile as its unique sound blends well in the ears of the listeners.

2. I Don't Like S***, I Don't Go Outside, Earl Sweatshirt

Earl's sophomore album was brought to us a week after Kendrick's had dropped, surprisingly along with Action Bronson's. Nonetheless this album was great with its dark and gritty sound. This ten-track album is filled with Earl spitting over some dark deep sounds, which he produced himself, at least the majority of it that is. The *Odd Future* standout showcases his versatile lyricism proving that he is someone to be taken seriously.

3. B4.DA.\$\$, Joey Bada\$\$

Joey Bada\$\$ is no stranger in the rap game today. In January he debuted his first studio album *B\$.DA,\$\$* starting off the year right. His 90's sounding approach makes this album great as Joey shows how good of a lyricist he is repping the New York area. This was one of the most highly anticipated albums to drop coming into 2015, and it did not disappoint.

4. If You're Reading This it's Too Late, Drake

Drake surprised everyone by dropping his fourth studio album overnight making the internet go absolutely crazy with streams and downloads. Drake brought his same approach to this album as he did with "Nothing Was The Same" only with a harder production and a different attitude. It's crazy because we're still expected to hear another album drop from Drake later on in the year, "Views From the 6."

5. Mr. Wonderful, Action Bronson

Another highly anticipated album dropped the week after Kendrick's as well. We got to listen to Action Bronson's debut studio album after having much success with his previous mixtape projects "Blue Chips" one and two. Action didn't take the typical hip hop route on this album as he incorporates a rock inspired guitar riffs and sounds in his songs while still sounding like Bronson and delivering some great music.

6. Dark Sky Paradise, Big Sean

After receiving criticism from his last album "Hall of Fame," Big Sean bounced back with an album that seemed to be a little bit darker compared to his last pieces of work with the help of his mentor Kanye West along with other producers such as Mike WiLL Made It, Boi-1da, Metro Boomin and many more. This project seems to be the best album from Big Sean thus far.

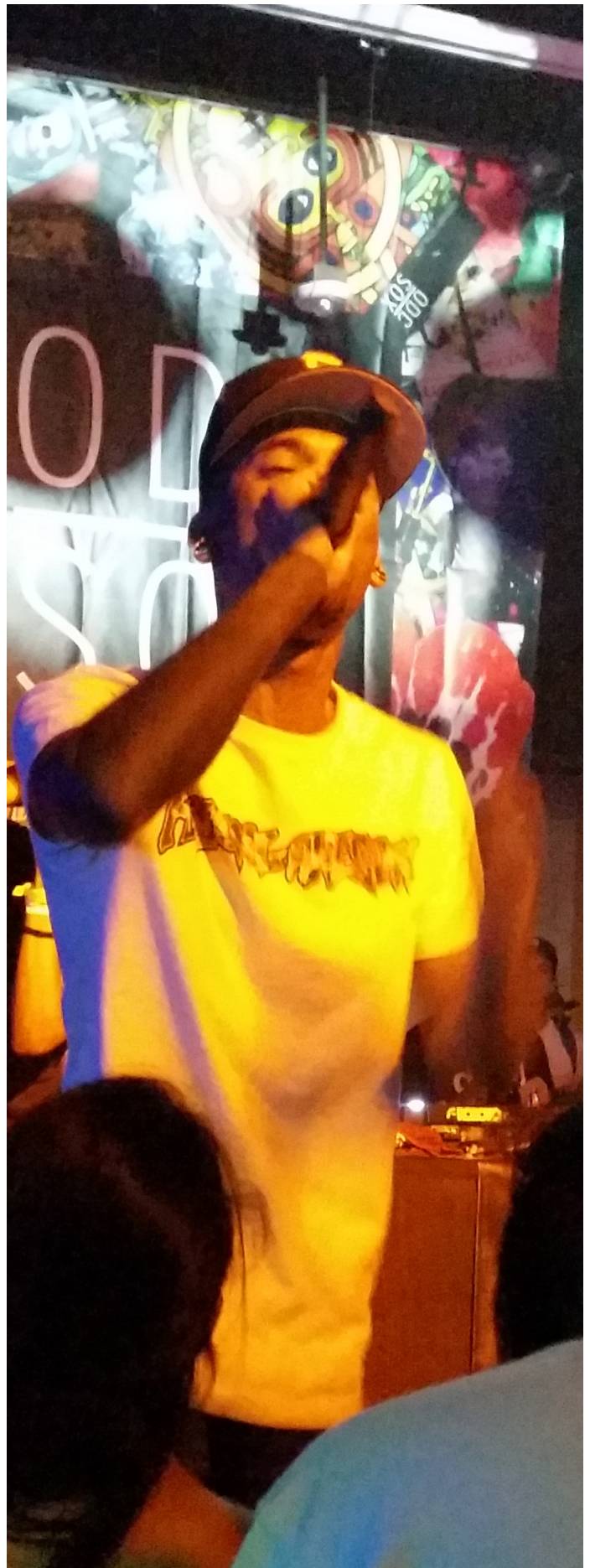


SXSW

Austin held its annual music festival known as South by South West (SXSW) on March 17th, 2015, that lasted through the 22nd. The event was filled with musicians and artists from different genres such as rap, country rock and particularly indie. 6th Street was flooded with people all with the same goal in mind, watch a bunch of shows, have fun and drink, the way a 21 year-old should. Some artists were spotted walking through 6th street with a couple people from the entourage trying to blend within the crowd and enjoy the city of Austin.

The events were amazing as far as the rap scene was concerned. Rappers such as Big Sean, A\$AP Rocky, Earl Sweatshirt Wyclef Jean, Chance The Rapper and many more showcased their music on various stages bringing excitement to the fans who walked miles across downtown in search of the right venue to enjoy as well as the fans who waited hours in line.

The hip-hop scene in SXSW has gradually grown year by year and has become an event that the fans anticipate, it really is an event you have to experience at least once. Hopefully this is something beautiful that will continue to grow.



TO PIMP A BUTTERFLY

Kendrick Lamar is no ordinary emcee from Compton, California, in fact he is considered the best rapper in the game today. His critically acclaimed album “Good Kid m.A.A.d City” showed the world who Kendrick was and why we should take a closer look into his music. His storytelling and delivery are phenomenal as well as his lyricist skills. Kendrick has the ability to make you see a vivid description about his life and past that have his listeners wanting more. Despite being snubbed at the Grammys to Macklemore, then winning two the following year, Kendrick never lost his focus on his future project. “To Pimp a Butterfly” dropped a week earlier despite having a set release date, something TDEs (Top Dawg Entertainment) CEO “Top Dawg” didn’t take too kindly. Nonetheless we all had a chance to listen to the album and it’s so good that it has already been categorized as an instant classic.

Kendrick took a different approach towards this album, the combination of funk, jazz, hip hop and spoken word made the world greatly appreciate the amount of work this man put into his music. Personally, the most interesting part of the album is the last track, “Mortal Man.” Kendrick raps the first five minutes of the song while it slowly transitions into an interview where he is interviewing the late great 2Pac the last seven minutes. The original 2Pac interview came from a rare video that was shot back in the late 90’s, right before his death. Kendrick managed to take parts of Pac’s interview to where he fit it in his album and asked him questions from events that took place in today’s day and age.

Throughout the process of creating this album Kendrick wrote when he was hit with inspiration from current events that occurred throughout society. Recent reports claimed that K. Dot visited South Africa in search of inspiration as well as simply visiting. Other news that sparked in the US such as the deaths of Trayvon Martin and Mike Brown were also topics that inspired the emcee as you can hear it on his track, “The Blacker the Berry.”

Everything we wanted from Kendrick on his new album is what we got plus more. Kendrick proved that there was no such thing as a “sophomore slump;” this was one of the most talked about and highly anticipated albums coming into 2015 and it did not disappoint. All hail King Kendrick.

TOP 6 ALBUMS WE'RE WAITING FOR

1. Kanye West

Yeezus is known everywhere these days whether you love him or hate him. His seventh studio album is set to drop sometime this year as he has already shown us some songs that will be featured on the album such as "All Day, Only One and Wolves." It sounds like Yeezy is bringing an iconic sound, sounding nothing like what we've heard from his "Yeezus" album.

2. A\$AP Rocky

Rocky has been under the radar for some time since the release of his debut album "Long Live A\$AP" back in 2013. Despite losing the founder of "A\$AP Mob" Steven Rodriguez aka A\$AP Yams, we are still expected to hear Rocky's sophomore album. He previewed one song from the new album during SXSW, which got his fans very excited wanting more.

3. Tyler, The Creator

Tyler's unique story telling from his previous projects "Bastard, Goblin and Wolf" have captured the interests of many. His characters have intrigued his fans throughout the years. After a photo of Tyler's next project titled "Sam" surfaced, the world of twitter got fans believing that we will be getting the next chapter of the rapper sometime this year.

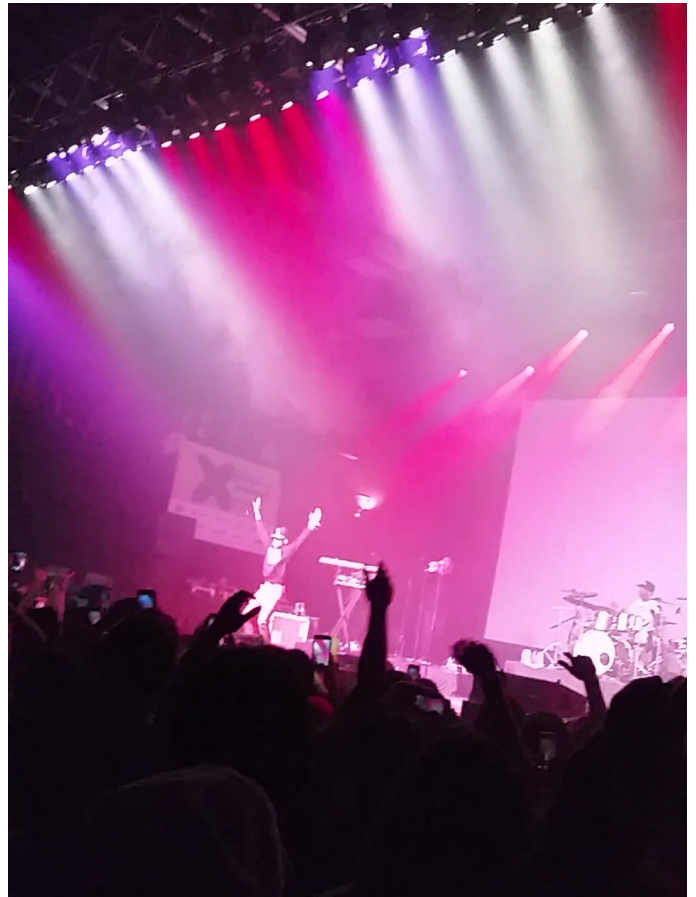
4. Frank Ocean

Where's Frank Ocean? We haven't received any new music from Mr. Ocean since his debut album "Channel Orange" back in 2012. We can only hope that Frank will surprise us this year with some new material, fingers crossed.

5. Drake

As far as we know, Drake is expected to drop "Views From The 6" sometime this year even though he released "If You're Reading This It's Too Late" earlier this year. Two albums in one year seems pretty impressive, let's see how this turns out.

6. Chance The Rapper & The Social Experiment
After having great success with his last mixtape "Acid Rap," Chancellor Bennett has been on a touring frenzy since 2013. His band "The Social Experiment" have traveled with him playing along to the young rappers songs performing all over the world including festivals such as "Lollapalooza" and "SXSW." Chance's new project titled "Surf" is set to drop sometime this year as it includes the Social Experiment. We are led to believe this will be a surprise release so be on the lookout.



INTERVIEW WITH THE PUBLIC

We asked fellow hip-hop lovers some random questions and scenarios to see their take on the culture and influences. Our first was with Aya Rodriguez, a student attending the University of Texas in Austin.

Who's album are you most looking forward too and why?

"I'm looking most forward to another Talib Kweli album. He's touring right now and played in El Paso yesterday with Immortal Technique, but he keeps s*** real and he's been around since Zulu. I'm a fan of Brooklyn rap."

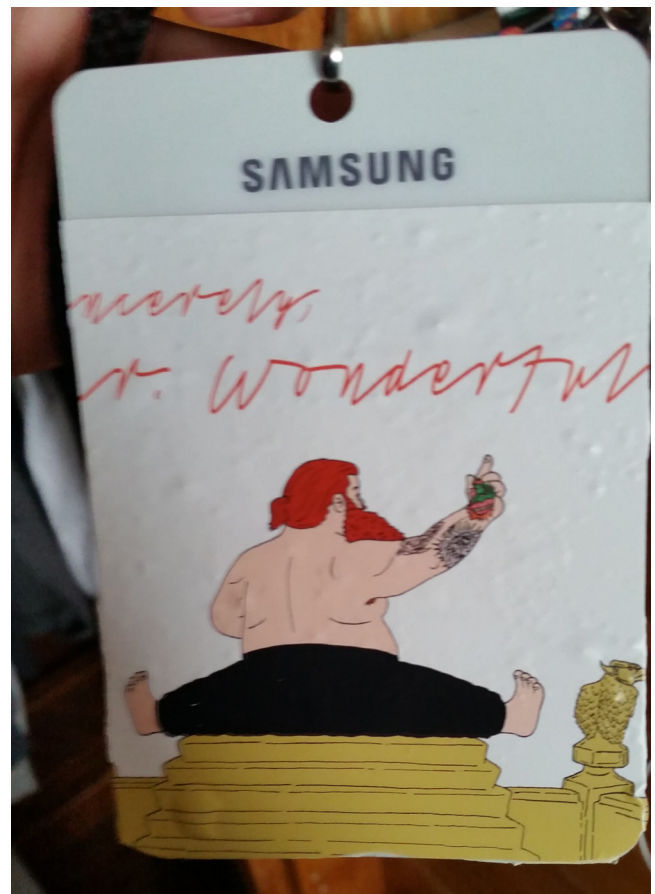
If you had the power to make a song for people to rap on a track, which artists would you pick and why?

"Lil Kim, Lauryn Hill and Nicki Minaj. I'm all for feminism and s***. They helped me become the woman I am today. Hip-hop is male centric but these women have helped millions of women who love hip hop love themselves. We need more of it, honestly. I know Lil Kim has beef with Nicki, but if I were to bring them together, women everywhere will realize we are equal and it's okay to be bad at times. Men don't define you and that is what Lil Kim, Nicki Minaj, Missy Elliot, and Lauryn Hill taught me; that is what I want to teach the world someday."

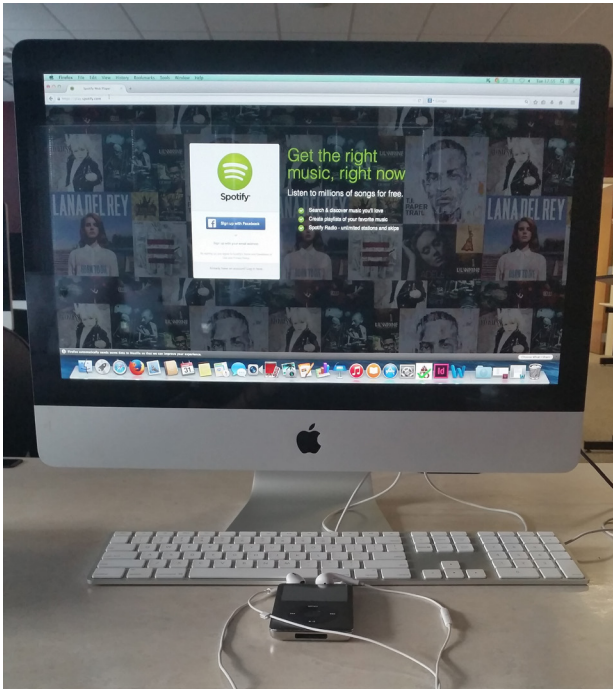
DON'T DISTURB ACTION BRONSON WHILE HE'S PERFORMING PEOPLE

Action Bronson is a very large individual with exceptional skills behind the mic as well as behind the kitchen. At first glance you might be a little intimidated, but soon you'll see how awesome this guy is. Mr. Wonderful has had a history when it comes to random people coming up on stage mid performance and they've all ended physically.

Whether he hits you with a closeline from hell, pushes you down with force, throws you off stage like a WWE wrestler or even makes you sit in the corner for a song or two like a child, you will suffer consequences. Is physical pain from an artist like Action Bronson worth getting up on stage like an idiot? It shouldn't, but for those who disagree otherwise good luck to you.



STREAMING VS. CDS



It's 2015; do we still buy cd's? The answer is both yes and no to be exact. It seems that streaming music has been on the rise for some time now. It has to be one of, if not the easiest access for us hungry music lovers when wanting to hear the latest albums that drop. Kendrick Lamar's album, "To Pimp a Butterfly" broke Spotify's streaming record with a total of 9.6 million streams its first day of release. Despite streaming the album managed to sell 350,00 units its first week. It seems that streaming music might also be more convenient as opposed to driving store to store to pick up a couple copies, then again fans are willing to purchase rather than stream. In the end it really comes down to preference, you can either buy copies; stream it through your phone or tablet, or even both. The choice is up to you.

INTERVIEW WITH THE PUBLIC

We interviewed another person, Eli Watson, a Journalist for Complex magazine, to see what his take on the world of hip-hop was.

Who's album are you most looking forward too and why?

"It's already out so I have to say Kendrick. I still haven't listened to it, but I know I'm in for a treat whenever it comes to him. I like that it's very pro-black, and I appreciate that Kendrick uses his platform to empower black people. You don't see that often with contemporary rappers. Plus, sonically, it's encyclopedic in a way you can tell he and the producers listened to the greats while making the album: Miles Davis, James Brown, Parliament, etc!"

Do you think this years hip hop albums set to release throughout the year will be better than 2013s?

"Absolutely. We're barely in April and the hip hop game is already overwhelming. I can't even remember who came out in 2013. That was the year of Yeezus and Nothing Was The Same, right? Regardless, we have To Pimp A Butterfly which has totally transcended rap and proves that people still enjoy complicated and intricate records (it's a 79 minute album that challenges listeners). We have Earl's new record, we have Eat Pray Thug by Heems; this'll probably be the year Rocky returns which is great; Kanye; and these are only confirmed ones. I can only imagine who's going to drop what later in the year. Plus, this is more of the breakout year for artists who've been on the mixtape hustle, specifically Young Thug. But yes, 2015 is already looking to dominate 2013."



***THANKS FOR
READING!***

