

Mp3 Lassic - Let Em Know Vol.1



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What if you could take Nas, Jay-Z, Eminem, Chino XL, Big L, The Neptunes, RZA, Timbaland, and Canibus, and roll them up to make one MC/Producer...you would have Lassic. With lyrics that are meaningful, creative, thought provokin, over commercial beats, th 20 MP3 Songs HIP HOP/RAP: Hip Hop, HIP HOP/RAP: East Coast Details: Youve heard hood stories, this is normal life instead. Precisely my life is the life you have read. -Lassic As a lyrical illustrator of life, Lassic has given a voice to provoking images of everyday survival. Through his rhymes, Lassic echos the lives of his listeners but spins the situations to bring enlightenment and understanding, even words of hope, encouragement and wisdom beyond his years. With the blood of the West Indies charting through his veins, this Long Island, New York native ventured to and settled within the dream catcher of aspirations, Southern California. California Love became the theme song of his heart long before rap prophet, Tupac Shakur, uttered those infamous words. However, it was many years before Lassic understood the magnitude of his call to the rap game. Cracking the shell of his own raw talent, Lassic worked hard to learn the flow of his pen while simultaneously teaching himself the difficult task of learning bars. Developing a signature style that cant be defined by coast, Lassic put his skills to the test by free styling on local corners, turning out parties and slaying competition in rhyming battles. With a gumbo of genre influences to ladle from, Lassic readily incorporates Techno, Rock and cultural music from around the world with Hip Hop to build his own mixture of original sounds and beats. Having worked various jobs while attending school, Lassic managed to continue fine-tuning his writing and rhyming. As A&R at a major record label where he exercised artist development and refinement, Lassic soon realized that the magic and realness that artists like Tupac, Big L, Canibus, Naz and Jay-Z used to take rap to a superior level, was now lacking in the artist that were readily being signed. Frustrated that rap was becoming less of a story of lifestyle and

more so a mass-market machine, Lassic took on his greatest challenge to reverse the effects of what he called, watered down rap. Striving to evoke emotions and deep thoughts while still maintaining the hard edge that solidifies most rappers, Lassic turned to his own life experiences as material of truth. With lyrics like, The projects is nothing, Moms house sunk and sank. Damn, their hard work I have to thank. you cant help but imagine that whats being said is true. Lassic once again self taught himself - this time being the art of producing. Looking to such greats as RZA, Timbaland, Kanye West, Smashing Pumpkins and The Neptunes for inspiration, Lassic was able to capture a wide spectrum of diverse flavor. Collaborating with many artists such as Bishop Lamont, Mykestro, Diverse, Trek Life and Kamikaze Grey, to name a few, Lassic released three CDs in eighteen months, crediting an impressive five thousand units to his record label, 360 Records. Since creating 360 Records, Lassic has worked with DJs and radio stations such as DJ Gemini, DJ Sketch, DJ Marlino of Z90-San Diego, Mr. Choc of Power 106-LA, and Tawalla Sharp of 100.3 The Beat and has been featured on xradio.biz. Theres no shortage to Lassics fan base as club goers chant, We Want Lassic, and supporting artists rhyme, Three-Six-Oh, tattoo it in your mouth. Creatively managing to be a voice of the voiceless for over eight years, Lassic is a creator, an entrepreneur, a believer and an undeniably, brilliant poet. And as he continues to redefine himself, the music industry can only benefit as Lassic steps up and brings his chess piece to the rap game.

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