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BIOGRAPHY

The Kray Twinz have amassed a shed load of accolades in their professional career. Having gained international smash hits, produced award winning music for TV shows, movie soundtracks, video games, House Bhangra, Hip Hop and R&B bangers... Their midas touch is still intact. The experimental hit makers are a brand that has loyal and fierce supporters, media champions and are constantly watched for their next move.

Their musical education began early and in contradiction was born out of classroom boredom. When most kids were obsessed with Tekken and Street Fighter at the arcades, they were strategically mixing techniques and buying up records. Today their collection of vinyl alone takes up the majority of the ground floor of their studio.

Their debut into the world of music and production came at the age of 13 when their mixing skills were put to the test live for a family party. The reactions only proved what they believed themselves and encouraged them even more to achieve stardom. The first time they played out to a club crowd was in Coventry and was the genre of house music, a world away from what their tastes have evolved to reveal today, but won them scores of fans. From funky to dirty, commercial to electro, house was the game and they were making a name for themselves.

After mastering this and becoming synonymous amongst promoters as well as crowd fanatics, they turned their attention to creating their own music and production. Their first big production was for Punjabi MC where the entirely non English language track turned into a ground breaking cross over anthem that hit number 1 spots in Europe and around the world. Their debut solo release was another global smash hit, the experimental nature of it paired British master of Grime Lethal Bizzle with US heavyweight Twista was a recipe for success.

Since then the Coventry born twins have steadily moved onwards and upwards creating a song in the highly acclaimed EA sports game Fight Night, which was nominated for Best Video Game Soundtrack at the 2006 MTV Video Music Awards. In an effort to keep creating experimental music for the masses they teamed up with Jamaican superstar Elephant Man and created the song Indian Dance which rocked dance floors around the world with their signature hard hitting bass.

Their remix portfolio includes platinum artists Mark Morrison and Keyshia Cole to name a few. Today the Twinz have checked most of the boxes that they had dreamt of including working with some of their own champions the legendary Sting, DMX, Jay-Z, Ray J, Truth Hurts, Lee Ryan, Mr Vegas, Cecile and Pharcyde being a few out of many to name.

More recently The Twinz have turned their heads to the film industry creating the title song Hustle for the Sean Bean Hollywood Motion picture CASH. The single again broke boundaries as it brought together a dream team featuring American rap superstar Twista, UK's pioneering and award winning rapper Sway and British artist Jag Soulsinger.

Hot off the success of Hustle the Twinz were approached by Bollywood producer Pritam to create the song Second Hand Jawani for one of the biggest films of 2012 Cocktail. It featured as the title song and even had its own music video due to the success of the song which featured the film's star studded cast Saif Ali Khan, Deepika Padukone and Diana Penty.

Preparing the next step of their journey The Twinz are continuing to excel at integrating the traditional Indian aspects of musical sounds into western concepts which is seen as their trademark. They are in the process of producing their latest musical project and are looking to launch it later this year, make sure you're there at the start line.

ENDORSEMENTS & SPONSORSHIPS









KRAY TWINZ

The Kray Twinz are front runners at integrating the traditional aspects of musical sounds into Western concepts which is seen as their trademark. Having gained international smash hits, produced award-winning music for TV shows, movie soundtracks and video games, they continue to produce house, bhangra, hip hop and R'n'B bangers. The experimental duo have worked with the legendary Sting, DMX, Jay-Z, Keysha Cole, Truth Hurts, Elephant Man, Mr. Vegas and The Pharcyde to name a few.

WWW.KRAYTWINZ.CO.UK ...



Cocktail was one of the biggest box office films to come out of Bollywood in 2012 grossing 36 crores on its first weekend.

The Kray Twinz were commissioned to do a song called "SECOND HAND JAWANI" which went on to be the title song and even got its own music video due to the success of the song. It featured the films star studded cast Saif Ali Khan, Deepika Padukone and Diana Penty.



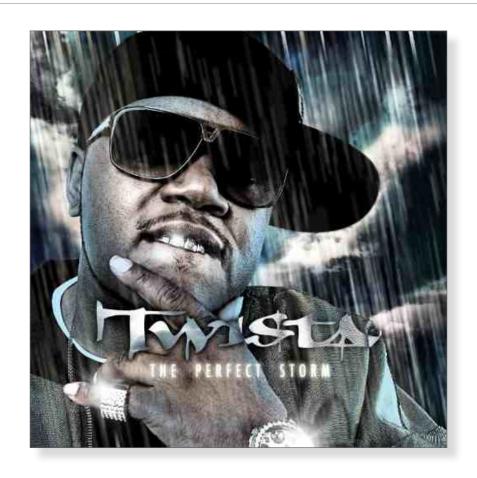
In 2011 The Kray Twinz unleashed an aural experience like you've never heard, collaborating with dancehall sensation Stush who is known for her club hits with producer Sticky and Groove Armada. A hypnotic snake charming beat crossed with lyrical dexterity caused a huge buzz in nightclubs across the world.

KRAY TWINZ FEAT TWISTA, SWAY, JAG SOULSINGER "HUSTLE 2010"

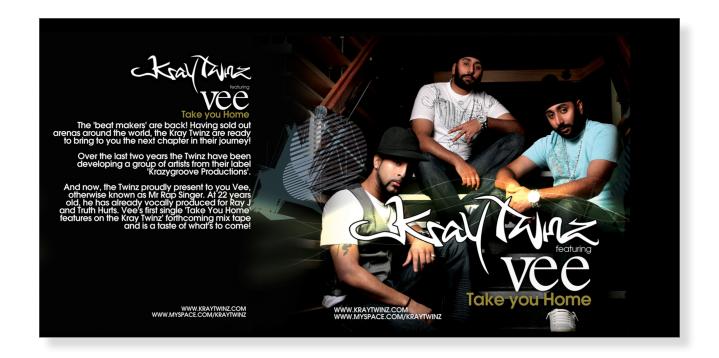


The Kray Twinz were commissioned to open "HUSTLE 2010", as the lead single featured in the Sean Bean Hollywood Motion picture "CASH". The single again broke boundaries as it brought together a dream team featuring American rap superstar Twista, UK's pioneering and award winning rapper Sway and British artist Jag Soulsinger. The movie features Brit bad boy, as well as new Hollywood heartthrob Chris Hemsworth and has been written and directed by Stephen Milburn Anderson, who is praised in the New York Times alongside film star Novels such as Quentin Tarantino.

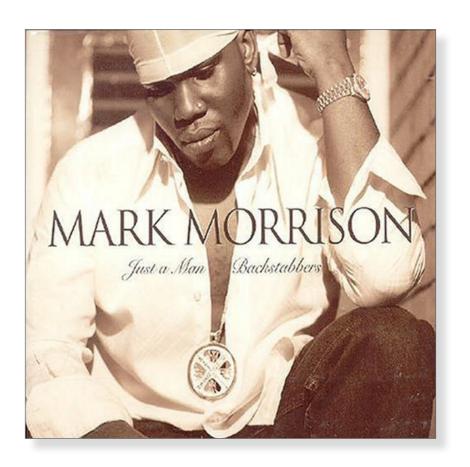
TWISTA "THREE MINUTE MURDER" PRODUCED BY KRAY TWINZ 2010



After the success of "WHAT WE DO", The Kray Twinz gave Twista another hard hitting hip hop beat which was featured on his 2010 album "THE PERFECT STORM" and was called "THREE MINUTE MURDER" which did what the title says. It was three minutes of Twista giving you crazy bars with no hooks or distractions.



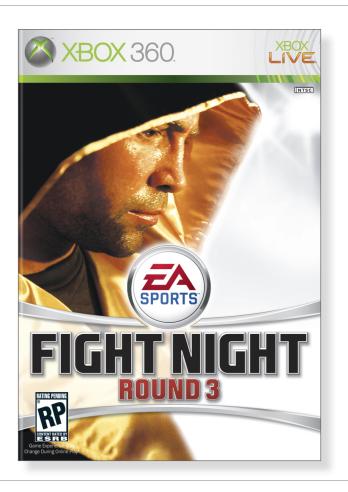
2008's R'n'B Summer Anthem, "TAKE YOU HOME" was the first single to be taken from the mix-tape "MR RAP SINGER" which went to Number 7 on the MTV BASE CHART and was Nominated for Best Video & Best Urban Act at the 2009 UK AMA'S. As part of the mix-tape promotion, The Kray Twinz launched the "MR RAP SINGER" video diaries, which received over 1.2 Million Hits from social Networking Platforms i.e. FaceBook and American website Desi Hits. The diaries took viewers behind the scenes with The Kray Twinz and guests, to reveal the production, writing and recording process that fans normally would not have access to.



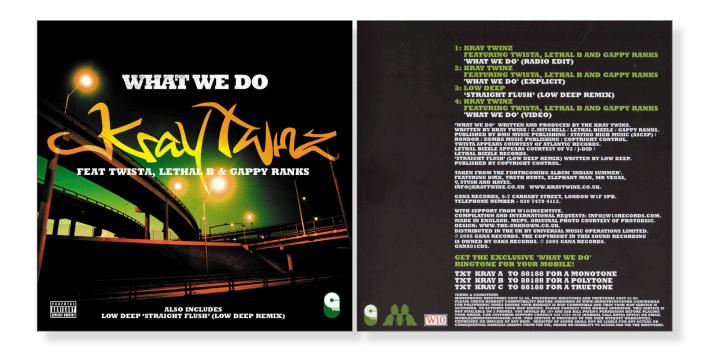
The Kray Twinz remixed Backstabber's for Platinum Selling artist Mark Morrison featuring Daz Dillinger & Tray Dee, a massive underground record across the world and was also featured on his third album entitled "INNOCENT MAN" which included a guest appearance from rapper DMX.



"INDIAN DANCE RIDDIM" A 7 track complication e.p featuring Jamaican superstar Elephant Man, UK'S Hottest Reggae Artist Gappy Ranks and various other artists from the UK Urban Scene, produced by The Kray Twinz in 2006.



The Kray Twinz produced another hit titled "ROUND ONE" for EA Sports Fight Night - Round 3, the most anticipated boxing game of 2006. The game was also Nominated for Best Video Game Soundtrack at the 2006 MTV Video Music Awards.



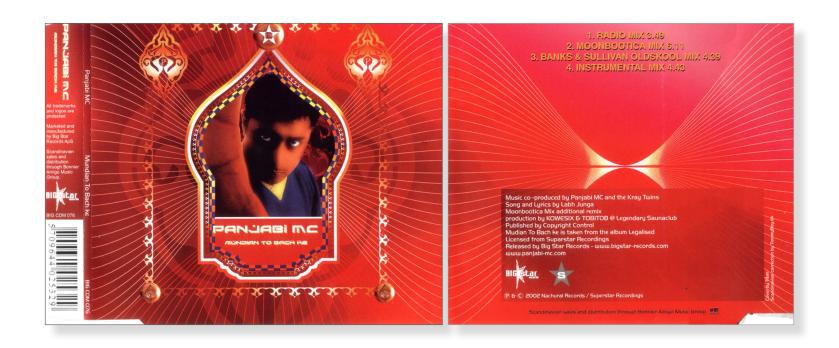
"WHAT WE DO" was one of the biggest selling records of 2005 hitting the Number 18 slot as a Debut Single in the UK TOP 40, it was also featured Number 1 Position for the UK Urban Charts. The video stayed at the Number 1 spot on the MTV BASE CHART for 12 weeks.

It was also Nominated for Best Single, Best Video at the UK Urban Music Awards and Won Best Single at the UK AMA'S.



The Kray Twinz composed the Music for ITV'S 6 Part Children Comedy Drama. The Drama series went on to win the following awards with The Kray Twinz credited as music composers.

Bafta Children's Awards, Chicago International Children's Film Festival, Adults Jury Awards Nominated for: Directors Guild of Great Britain (Dbbg Award)
Outstanding directional achievement in 30 Min TV, RTS TV Awards Best Children's Drama



"MUNDIAN TO BACH KE" was Co-Produced by The Kray Twinz and released by Punjabi MC, it was a massive Asian Hit which went to Number 1 in Germany and reached Top 5 in the UK national Charts. It also broke new grounds in the U.S by having Jay-Z feature on the official Remix. Won Best Dance Award at the 2003 MTV Europe Music Awards. Won Best Indian Artist Award in October 2003, at the World Music Awards in (Monte Carlo, Monaco). Dance Award - June 2003 (Italy) & Won UK ACT OF THE YEAR at the MOBO Award - 25th September 2003 (London, England).





The faces above may be unfamiliar to most, but, spanning a range of genres, they reflect a shift at the heart of the music industry. They are among a growing number of artists who are stepping aside from the traditional structures of the business to strike out independently, on their own. They have decided that the best way to make a living from their music is to do it themselves. Music Week takes an in-depth look at this movement, talking to the artists who are taking the initiative and rewriting the music industry rulebook. Who are these pioneers? See p10

Back for good... one more time

As their "best of" hits the Too 10. Take Trial reunite to announce news of their first live dates in more. than a decade p14

Capital gives DJs control of output

As part of a dramatic retainch plan, the GCapowned station cuts back ads to give DJs radio freedom p15



WOTYA gong for creator of Later

Janet Fraser Crock, co-creator of Later with Jools Holland, talks about her surprise Woman Of The Year Award pl7







Ras Kwame: And DEY has led to mass creat veryone's doing it. Most people are doing it real

MTW: Do you think a big issue here is simply control and artists getting some of that control back?

Bavid Ford: For I what I do, a manager is central to the DIY approach. I feel a bit of a charlatan here, because I must confess I have very little interest in the music industry as far as marketing and distrisation go, For me, DIY is about not having to use a producer or an engineer or a studio or make a video I don't want to. It's more about not luving anyone site involved in artistic decisions. But then my manager takes care of all the business things

which, kind on purpose, I don't get involved in-shich, kind on purpose, I don't get involved in-fletiseen the too of us, it works.

I make the decisions about every element of the creative and he'll advise me on the business things. Most of the time I'll go with what he says, because I almost deliberately don't want to make

Mark Kelly: There's a lot to be said for that. If you've got a good manager and he charges 30% or whatever, but that allows you to get on and he the artist and take care of musical decisions and let him do the business.

MW: What would you suggest to anyone thinking of taking the DIY route is the single most important thing to do when you start out on

mogen Heap: It's really fucking hard and you hose to do it because you can't live without it, not for any reasons of fame, I think a crestive person

just can't live without it. At the end of the day, when it gets tough, you have to really want it. Mark Kelly: Stuid a database. When you are out gogging, get contact names. We've done all norts of schemes to try and get people to identify them-solves. Give away free CDs, but make sure people give you their name and address.

Rick Parkhouse: Smild a fanbone, but also most Parkhouses build a tanbase, but also mobilise it and work it as well. Dee't just collect names - interact with them and find our what they want from you and what they're listening to. Jab: Work hard and dedicate all the time you downloads Jan. Work first has desirable as the fame you have to it. Don't do it just for the fame or fit gets. Be a model if you want to be in a magazine. Too many people are too refused, you need to lie your art down and get your fathbase dedicated to your art. It's easy to get sidetracked.

Jaz: Networking is a big part of it, just talking to people. I get my publishing deal through Peter Edge who works with Clive Davis, before I even had a song out. I used to send the majors my tracks all the time, so by the time that track came out they would know who I was.

spread your

work on

label

Staven Liedsay: Good songs. That's no different than it's ever been. It's about good songs. Any-body can make a record and get it out there, but, you have to make sure you know what you're doing first and market yourself.

David Forth I can remember first signing with a

record label five or elx years ago and morting A&R people and being taken aback. Everyone at

Ages, people and nearly taken anacte, arreyout as the label had their own opinions. It took me in few-years to realise that they didn't know alst. So you should have fishli in your own judgment.
Ras Kwame: Yur um, it's all about the péoduct. Before you get to the D in DIV, you have to make some good product. Once you have a good prod-Now we can projects we want to and ex encrything can run from that. A good product brings in fans anyway.

brings in farst anyway.

Swey: Know yourself and got a good team and know them, so you man cowe each other's backs. Don't try and be greech; No man is an island. You'll init actually doing it on your own, it's doing it with actually doing it on your own, it's doing it will be nown of people that believe in it.

Emma O'Hell! Trust your instincts. And make It wouldn't through a



they had developed themselves to a certain. Sway: Whether you give it to people for free or stage, because if let's faced with 12 acts that, not, they are going to take it for free. Someone is used to develop from scratch, or one act that used to be supported themselves, then the latter is after propile are going to downfould it. It's not suffer propile are going to downfould it. It's not

note out-reflective.

These DIY hands like us, you can combe a living booms or the linear state of the more and reflective and the like us, you can combe a living booms or the linearest and build yourself up to the point where somebody might where somebody might want to snapp you up for a lity deal. That's working.

The did did solows, het CDs are all simultaneous the living was a book in your band and plut in your to be living you can book in your band and plut in your to be living you can book in your band and plut in your to be living you can book in your band and plut in your to be living you can book in your band and plut in your to be living you can book in your band and plut in your to be living you can book in your band and plut in your to be living you can book in your band and plut in your to be living you can book in your band and plut in your to be living you can book in your band and plut in your to be living you can book in your band and plut in your to be living your to be living you can be living you can be lived to be lived to be living to be lived to be lived to be living to be living to be living to be living to the living to be living to want to study you up bor a log desis. I that windowly
at the moment becomes the major black are interented in selling bits of plants. I don't know if this
is auguse closic acceptance, but our experience is
that although we're dealing quite a loi with the
intermet, we're still selling bits of plants.

The plants of the pl not selling downloads.

the timpless, locate that an analysis of the period of the



These DIY hands like us, you can make a living because of the internet and build yourself up to the point where somebody might want to snap you up for a big deal

ple will buy it. not selling downhoads.
If that transmitch napperar and people actually that transmitch napperar and people actually ward downhoads and they're not interested in the CD any more, then sudelwight what bable label space to time disappears, because that's all they're doing black of plastic.

I make You being black of plastic.

I make You being black of plastic.

I make You being and I would buy their drai allowing your gigs, who have the plastic and I would buy their second the plastic.

MW: How does veryone feel about people swooping digital files for free?

The case in question for me and have sour postering and have sour post up on the wall, whether it's available free or not.

The case in question for me would be Damien Marity's new album. Then a fan. I could have downloaded it, but I still really warried to have the packaging and to read the book and to know the packaging and the packaging and to read the book and to know the packaging and to read the packaging and to read the book and to know the packaging and to read the packaging and t that that's mine. The appeal of the moste and the artist is strong enough to make you want to go and buy it. DIY or not, that's what an artist hus to

do. You've just got to be good. Rick Parkhouse: I think where the internet does really help us as independent artists is interact-ing with your fanhase and therefore increasing the pecentage of really loyal fars. These days on the interent with things like formum and chart december and MySquare you can not only talk to mur fam but you can find out what they want, shat they want to heat, what other music they inten to, where they find new munic. All these lates to, where they find new munic. All these home

kinds of things.

If you just listen to what they're saying you can tap into things that other people are completely musting. I think that is the real power of the inter-net: not so much for spreading new output, but



The artists who are d



The press has said plenty about DIY

what do the those who are doing it for themselves really think? To find out, Music Week held a round-table discussion at the Arts Club in Mayfair with 11 artists from across the genres - from rising UK hip-hop star Sway and hit producers Kray Twinz to Imogen Heap and Marillion. At first glance. this group from vastly different ends of the musical spectrum had

little in common. However, as well as highlighting the sheer diversity of those who have taken a DIY approach to their career, the results offer a fascinating snapshot of life from an artist's perspective and, perhaps

most surprisingly, a

wealth of common

experiences. A full

transcript can be read

online at musicweek.com

MW: Imagen, you've had some success recently, luxen't you? Could you tell everyone what you've been doing?

Imagen Heage I've just had a lot of joy really, I

know a girl who works at a company called Zync Music and she finds music for TV and films, and she's got amazing contacts and she's really great at her job. And so, basically, she approached me after hearing the demos off my allows and she got three of my tracks on The OC, a counie on CSI. Six Feet Under and she get my song Let Go on the Garden State soundtrack. So now I think people are starting to realise that my music works quite well with film. I was on the Shrok II soundirack.

as well.

Since then, I've got my own studio and I can do these things really quickly, and if somebody wants something specific then I just do it and send it off to them. The most recent thing that I've done is the end track to The Liun, The Witch & The Wardrobe and I got that from a pho-when I was on holiday with my boyfriend.

MW: Sway, you've just won a Mobo award. Can

you tell us how you first got involved in distrib-uting your mixtages? Sway: In the beginning I was selling them direct-by after my shows. I've been on tone with a couple of people and I do loads of shows all over the country, I didn't work it like a typical urban act. It was more like a ruck hand where I toured a lot, and did a load of shows before I even went to radio. So there was a demand there before I even

Originally I was going to put the album out in a similar way that I put out the mixtapes, after my shows. I wanted to create demand and I only shiese. I wanted to create demand and I only, wasted to po ha a label if the demand was high. I clink I vaisar to be used to the analysis of the control was and end up greiting Frantzated. They've a lossinose, they've not supposed to do that groundwork for me and that where a lat of artistic get continent. They forgit that tecord labels are businesses. MW: Do you think there has been a change

of perception about what a label is actually there for?

Sway: All of these programmes like Pop Idol have Swap. All of these programmes and rop and nave made everybody in their living rooms an A&B. Everybody in their living rooms understands the industry a lot more. They understand how many people are trying to get into it, what it takes; they understand the harshmen of it now.

Dovid Ford: I think most of the people who are sat here, the reasons that they are doing the DIY thing is not necessarily because they think that put out an that's the best way to go, it's because record labels are not weeking in the way they want them to. You've got to do most of their job for them.

Too ver got to do enset of there you bee them.

Lisa O'Neil's agree. Traditionally it was their job to pick semoone out and to brilp develop you as an actist. But that doeun't happen nows.

Sway: I personally don't believe that. As an actist together.

and musician you should know what you are you get about You should know where your strengths lie.

Don't go to somebody empty-handed just because you can sing and be like. "Make me into want to get a star". You have to have the drive yourself and if you don't then you're gonna end up heartbroken.

and who Rick Parkhouse: I cause into this like a sterrotypical kid with a guitar and a dream and I realised



release you

believe in it.

coted. They don't want anything that they have to spend money on. But the irony is that by the tim

abels sniffing cound your door, do you really years to sacrifice having the ultimate control over your product, your image, your brand and every thing else you've worked so hard to build an make attractive to a label, only to possibly have

MW: Is it hard to have to start taking care of business and use the other side of your brain? Or is there a mystique about how difficult it is?

Emma Anderson: Absolutely, I was talking to someone the other day who was probably on the same level as Lush were and be was saying, "Two got a new hand together now and I'm looking for got a new hand together new and 1m nodang tor a duel, but it suppose if a donest happen then I'll be hanging up my guitar and that's the end of it... 'And I just thought, 'You don't have to do it like that." But he's still in that tunnel vision of having to have a record deal.

Steven Lindsay: A major label can be a big machine you can get caught up in. When you're using their press department, the art departmen and the TV pluggers department and it's all in house and it's people who maybe don't necessari

oing it for themselves



you put out an independent release you put your ... JAE Yish it was. But we never had the finances, own train together, you get people who want to ... that's why we went to a label first. But when we

working outside of the traditional record label and to do.

secretary occurse or me transnonar record unast sections. Now we can work on what projects we want to Stores Undergo: Absolutely. Now shown to things allow attracts. I meet do try and get involved in the same. We had to do it on our come — it mendature across the same stores of the same was to be some worked going through a label. have worked going through a label. MWT. To what extent do you feel that if you want

happens, if you've got your own team together, it's not like in a second company where they did GGay Twinsk I don't think it's worth it thus, maybe dun't even get thanks for what they do - We were confident, so we got it is the stage where shaper other even age culture are what is it together.

It was there are not wist a first of the war to company invested in us. If
ex. And a lot of popule who have been overling on.

The way to the label, with law end of the working on.

The way is to be a label, with law engle 270,000 for a
tiple to the label.

The way is the label of the working on.

The way is the label of the working of the label of the working of the label of not anymore, so they've seen that side of things. MW: It's interesting that the two artists here We're all together now and there's a big celebra-tion whenever anything good happens, even if it's

And simple things like the artwork. I low my

Sway: A lot of people sing off major record labels,
artwork to much, it's so over the top [on my new but aren't most of the most smooth artists in

purloage with a 16-page booklet and it's some-thing I never would have dreamed of had I been

Mark Kelly (Marillion): [Mimicking voice] "You oun't have 16-page, you can only have eight."

We spent 10 times as much an packaging for I think

our last album than would have been spent at EMI. We spent £5 on the actual packaging of the CD. The downside of that is that our studio and our offices are next to each other and we have five musicians people who work for us and of course you have these exertings that go on for hours and the last thing you feel like doing at the end of them to

MW: Is that the downside of DIY? None of you is sit in a got involved with music in the first place because you wanted to be designing Displace, cupboard all day playing Displace, day playing

did you? It's not exactly recovered, is not songs and body here gets a buck from being contage, but taking nailing a playlist is also part of that. You've done drugs if yourself and it feels good said it totally occurred acts any feelings of being rejected. It feels so much more satisfying that you've achieved it on

your own and with limited resources. Lisz O'Neil: I think there's a myth as well that secions are stopic; that we're not interested in selling records and all we want to do is sit in a curboard all day playing sange and taking drugs.

cupboard slit day playing songs and takang array. Marketing is part of the whole certains process, and it's an interesting part. Emma Anderson: Presonally speaking, I love proving people wrong as well. When Lush apits up and I started Sing-Sing, I think a lot of up this work is the mask embastic were thinking. On how you will be supported to the province of the pr Emma, don't you think It's time you gave this up. I realised now - you've petrage one a bit. Some of it was speakers, some of it was unspokers. on that you

MW. Jaz and Jat, when you first started, was the idea of making music by yourself something by know your music, you can get lost, But when that you'd considered?

over the state of being signed to a label is that sense of getting lost. In destroy it now? So we decided to do it our selves. The money was there, but we know we wouldn't get the support to do what we want-

would want to do it their way.

Image: Heap: Each time that something good and all the rest, that you'd have to eventually sign with a major?

who haven't been signed (Sway and GetAmped) are under no illusions about the business side of the industry.



there's a myth that want to do



I wouldn't say that people should slag off major labels, because at the end of the day they are still running the game. If anything. they make people work harder

major labels still to this day? There's a reason

for this. Because they can actually do the job, but just not with everybody. If you come to them

with the right combination of things, like for

yourself

business

some the right continuous of strongs, the reample, if you's self 50,000 independently, you can go to a record company and tell them, "Look, I don't want to use your press person, I want to use toy press person. I then't want to use this or that - all I want to use in your templates that you've built up for the past 20 years and the relationships you've got with ITV and BBCL, so let me use those templates and we can all A wouldn't say that people about black of Course on that you

labels all the time, because at the end of the day they are still running the game. If anything, I think the fact that major labels have messed up have to turn so many people, has made people like myself and everybody else here work harder.

MW: We spoke to someone the other day who said he was told by a senior record company

Who's who on the cover



S. David Funt 6. Dratu Anderson (Sing-Sing); 7 Liss 074r8 (Sing-Sing); B. Sunzy 9. Images Hope 10. Staven Linksay 11. Maris Holly



LOOKS like the MTV Europe Music Awards won't be the only place where outrageous demands are being made this week. Hip-hop stars at Saturday's Kiss awards have made some big-time requests, too. An insider tells us: "The Kray Twinz and Lethal B are arriving in five Hummers brought in from the States. Others are asking for PlayStations, Cristal champagne and, er, sexy women." No surprise there, then... At least soulful Angle Stone remains refreshingly low-key. Says our source: "She just wants fresh fruit and mineral water." For tickets to the show at London's ExCel call 0870 9988888.





KRAY TWINZ: KEEPING IT GANGSTA

DIVIDING THEIR TIME BETWEEN LA, LONDON AND COVENTRY, THE KRAY TWINZ ARE THE MEN WHO MADE THE LOW DEEP BANGER STRAIGHT FLUSH. JAZ AND JAT TOOK TIME OUT FROM SHOOTING THEIR LETHAL B/TWISTA VIDEO FOR WHAT WE DO IN LA, TO FILL US IN ON THE PHONES, SPEAKERS AND MAN BAGS THAT RULE THEIR WORLD... THIS IS HOW THEY DO. WORDS BY CHANTELLE FIDDY IMAGE BY SIMON WHEATLEY @ MAGNUM



Pentium 4 Dual Processor

We had our PC specially designed for our needs; it's bespoke alright. A Pentium 4, dual processor with 2GB memory. It will take out any computer, you can't get any better. We buy a lot of our equipment through Sound Control - soundcontrol.co.uk

Keyboards

There's a lot of different ones we use; M-Audio, Korg Triton, MicroCal... we got a bunch. I started on an Atari with plug-ins, the Roland, PC 300 - old school modules, controller keyboards. Everything was sampled rhythms when I started out. We prefer to re-create samples, rather than straight sampling.

Games Room

No work would get done if we had a console in the studio, so we built a games room. We've got a pool table, PlayStation... The whole house has been converted in fact. There's the main studio, a pre-production studio, a guest bedroom, the games room, cinema... And now we've got a new house in Beverley Hills to do up. It's going to be the sickest studio.

M-Audio Speakers

M-Audio are the ones but we have Adams in the studio, which Eminem uses too. On road we use Studiophile M-Audio speakers, we've blown up so many speakers. We had some really expensive ones, £4,000 a piece, and we even managed to

The MPC

We've had MPC's for time. If you use an MPC the sequencing is tighter, you won't get that sound from a PC. It just has the hip hop quantize, the looseness. PC's can make it sound too tight and robotic.

Second Studio

We're going to be working three months in America then back to the UK for a month. The new studio in America will be our best yet. There's going to be rigs and whatever you'd find in a professional studio.

Mobile Phones

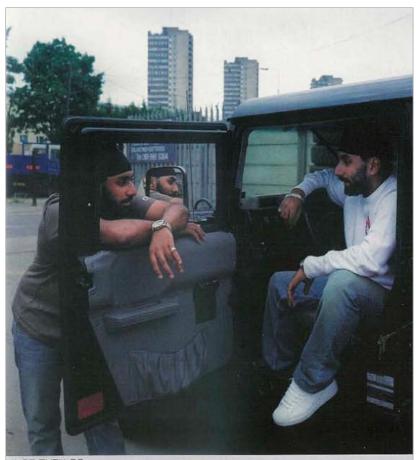
Man, there's about six of them... P900, Nokia Communicator. Samsung DS00, Blackberry a new one and an old one... It depends on the day.

A lot of cars

There's the Mercedes SL500, Volvo, BMW MS, Hummer, Lexus... We lend them out a lot, the Hummer's somewhere in France at the moment. Whichever artist wants to use it, they can. The crew is like family it's no big thing, just take the keys.

Man Bag

I have to carry all the phones around in a man bag, you know the Gucci ones? Money and phones, that's all that goes in the



WHAT THEY DO

n it. There's other artists we want to get. The Elephant Man ack will probably be our next release, it's going to be a riddim cord: Cecile and Mr Vegas are confirmed, and we're hoping for

Top 3 USA artists collabo'd with

Top 3 studio essentials

- 3. Sound card "So I can make a beat wherever I am."

Song they wish they'd produced

Michael Jackson Off The Wall

BBC.CO.UK/1XTRA DOCUMENTARY & ID





DOUBLE TROUBLE

It was a total roadblock when DMX came over to my house in Coventry to cut his verses for our album," says Jat Hayer, sipping a coke in a swanky Covent Garden members' club, It's an unlikely story, but so is everything about this man and his brother Jaz's life. As production team The Kray Twinz, these identical Sikh siblings have carved out a unique niche in hip hop's big league. They boys have hung out with Pharrell, are on first-name terms with Rich Harrison and have recorded with Elephant Man. It's not the sort of thing you expect to hear from a guy with a Midlands accent and a turban, and Jat knows it. "We've managed to nake our own breaks by getting to -D VOL IVXXII NO263 THE NEW FUTURE ISSUE

know people through being DJs on other people's tours. We were twins, we played on four decks, we didn't look like people expected us to and they liked that," he laughs. "But that was the best way. Now we don't have to deal with people's management or go through any of the usual channels to get the artists we want, we just go straight to the source and concentrate on making great music with people we're really into working with." Making great music is exactly what they do, too. In fact, their very first foray into production was Panjabi MC's globeconquering Mundian Te Bach Ke. Despite Jat saying that, as a lifelong rap junkie, he's never really listened to

i-D Feb 2006

much bhangra and certainly didn't want to be seen as an Asian artist. It was an anthem of the burgeoning desi scene, which then became a straight-up mainstream hit that eventually became the Jay-Z duet Beware Of The Boys. Now it's time to concentrate on their debut album. Scheduled for early next year, it will include an impressive roll call of guest artists and will be released independently by the boys, something that's hugely important to the two 26year-olds. "We talked to major labels and we just had so much stuff and so many people to work with that they didn't know what to do with it. So, we decided we were better off outting it out ourselves," Jaz says. "Of course

that's a gamble, but you can see what we're like. It doesn't matter that we're flying all over the world and working with these big stars, or that my brother is sitting in our Los Angeles studios right now. We're pretty humble people We're not into having big cars or living like we're in a hip hop video. What we're doing here is real. The only reason we're putting so much effort into this is because we love music and want to do our own thing our OWN WAY." DAVE STELFOX PHOTOGRAPHY BY MARIUS HANSEN The Kray Twinz debut album Indian Summer is out in early 2006. Shot at The Langley, www.langley.co.uk

Underground Dance

Chantelle Fiddy keeps her ear to the street, her pen on the page and her ass on the dancefloor...

How did the tune come about?



beats then firsh back to early 2005 and Low Deep's "Straight Flush" "Straight Flush" was a nerrix of the Kray Twinz. "What We Do" which has now been vocalised and features Twists, Lethal B and Surcycle's Gabby Parks. The b-side of the promo will feature Low Deep (who we didn't even know had fyrics), splitting over his version. UD met the

"We've been working on our album and have had this tune about two years but didn't know what to do with it. Low Deep, who's on our "What are your tee with producer \$86kky?" production label, wanted to do a remo: 'course the track was garage tempo (we normally do hip hop), and it went massive. If you listen to

"We kept it hush "cause we don't know what we wipe doing with.

It. At the dark we ware going to put films. Busta and "hintas on the same track but we wanted to unter DK and US "cause no one's "overground" process would indust support there is "overground" process would indust support there overground to proceed would indust support there is "overground" process would indust support there is not not provide the process of the pr done it properly. We didn't expect "Straight Flush" to get such a massive response that's for sure, but it's good for everyone that it's

So Colourful State, the label Low Deep is on, is that to do

with you too?
"Yes, that's a subsidiary of Krazygroove which is for the grime stuff." cause I wanted to mess with Low Deep but it didn't quite fit with what we were doing. So that's one part of our set up. The last thing we did properly was Mark Morrison's "Back Stabbers" and co-production on Purjubi MC "Mundian To Bach Ke", We've been ghost out. Our album will be similar to Neptunes Presents. We've already got Truth Hurts, Eliphant Man, DMX... hopefully we'll get Busta too."

"We were in LA recording the album and we had Truth Hurts in. Twista's manager came in and picked out the best, that was the Onicago soon after. It's not about labels and money, it's all us pulling thing together. We want to move out there in September because we're doing a lot of work with interscope where the Indian sound is

"This is our first proper release as us. Hot 97 have started playing it so we're hoping to get the UK some recognition. I know there's a lot of crap, Channel U is 90% rubbish but we need to get the good people out of it and try and get something happening."

So the whole album will be US meets UK?

"From vocalists to MCs. We've got an Asian singer who is blowing the Americans away. We put him on a track with a new interscope act, Haze, he's like the next Game. We've got bashment rickims in the pipeline too; there's one called "Indian Dance" which we've working on now. You'll find the Indian Resour in most of our work."

Which other UK acts are you looking to work with?

"To set you the truth we've been trying to get hold of a lot of UK acts. I was trying to get Kano and Dizzee, but a lot of these people think they've blown up before they have. For me, it doesn't make a difference, but all they think about is money and that's why I think UK never succeeds. A buzz on Channel U doesn't mean you've actually. Twista didn't even get paid or ask for money to go on this track?"

Are you expecting people to come running to you now?

'I hope so, but there's a lot of arrogance in the UK vibe, they always hate on each other, if we actually worked together wor'd get so much further, Look at the Americans and they always feature with each other, regardless of personal feeling. We just want to get the sound out there. We're UK producers but we've got a lot going off in America but we're concentrating on getting this record out and making people know it's not a grime record."

What is it then? Do you not stand by the arguement that grime is just the UK's

"It's a hip hop record to me. I don't know, the production quality of gritne musically isn't there. All I can hear is welld sounds and bass lines with no concepts and songs. That's why Kano is one of the few getting heat in New York, it's a good buzz because he's got what the others are lacking. There's a lot of good MCs but they don't have quality beats to ride and that will stop them getting noticed abroad."

This signed to our production label. We look him to America and he wanted to cross his gange stiff over them. People couldn't get their heads should a lot of it. It's so different to what they hused to LLT look as on the gritten though and he works to work with the UK. They like the stuff with energy - that's why everyone

"We're shooting it in LA at the end of August. This stuff has the potential to go overground if people would actually support their own and stop hating."

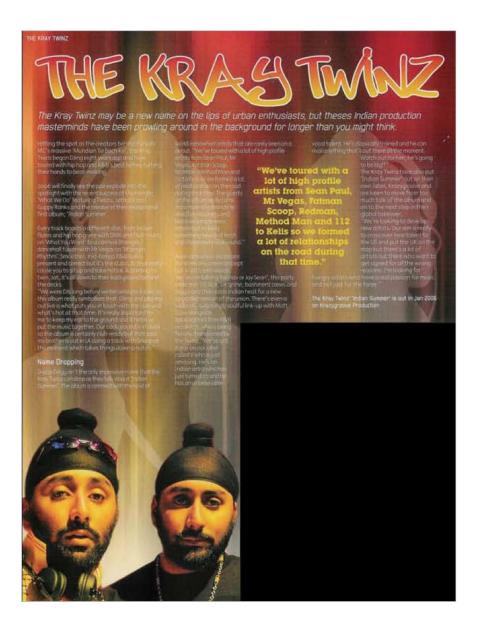
The b-side has Low Deep emceeing over "Straight Flush". I didn't know he

"We had him down as a producer, we didn't know he could spit but he wanted to put his version out initially as an instrumental. It makes sense to bring his vocal

"It will be either end of this year or early next year on Krazygroove. If a major steps in then we'll see but we're happy with what we've got in place, distribution, PR the lot. Now it's about blowing up the underground."

"What We Do" is released through Krazygroove at the end of September.





DJ

COVENTRY may be a long way from Los Angeles, but Midlands producers the Kray Twinz are taking off on both sides of the Atlantic. Having already collaborated with the likes of Jay-Z and the Punjabi MC on the massive hit 'Mundian To Bach Ke', the Twinz - Jaz and Jat - are in a prime position to spearhead UK urban music across the pond, something many are still struggling to achieve.

What makes the Kray Twinz different? Well, their well-forged relationships and collaborations with some of America's biggest urban stars helps - as does their genre-

kray twinz



blending sound that takes in the best of international urban flavas.

Their new single 'What We Do' (via their own label Krazygroove) features US hip hop star Twista, but uniquely, also brings in the UK grime scene's Lethal B, as well as dancehall-MC Gappy Ranks.

"We needed someone like Twista to endorse the track," explains Jaz before jetting off once again to LA. "So many people from the UK have tried to break into America and you need a name like that so people will take notice. Like when 50 Cent mentioned G Unit and then Game - and they went massive. But everyone is doing justice on the track, anyway. "In America, it's easy to offer something different, Here we're in a formula - if you're not doing it this way, you're not getting in."

A tightly woven mix between hip hop, grime and bashment, 'What We Do' is also a serious attempt at establishing Asian musical influences within the urban scene. This is no fad-following appropriation of Indian sounds just for the sake of it.

"People did jump on the bandwagon when the Asian sound first hit, but the way we use the Indian influence isn't obvious," says Jaz. "It's in the scales we use and the string section. I say use it right or don't use it at all. Indian music is like bashment in that there's so much energy in it."

The Kray Twinz's forthcoming album looks set to push things forward further with already inked collaborations with heavyweights such as DMX and Truth Hurts (they've produced tracks for both artists' own albums). Jaz also admits that Game and Snoop Dogg are in the running to feature too.

"When I went to record labels and told them who I'd got on the album they were like, 'How the hell did you get those people on there?" It gives you some clout."

No doubt. Still, the Kray Twinz are doing it their way, on their own label and on their own terms. They may have named themselves after notorious East End gangsters but the Kray Twinz musical methods are strictly legit.

'What We Do' is out at the beginning of October on Krazygroove.

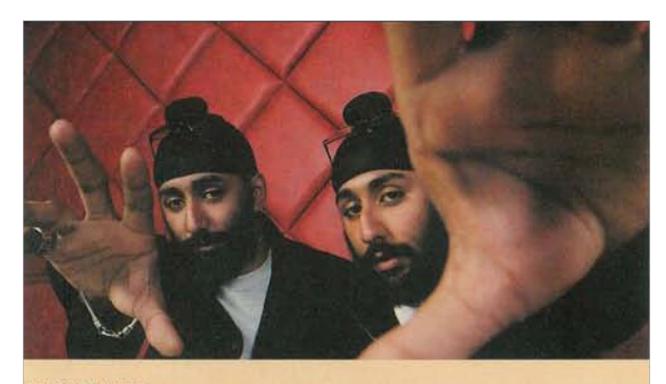


ONE TO WATCH The Kray Twinz

This pair of twins from Coventry are making waves both in the British and US rap scenes with their irresistible electronic bhangra/Indian-influenced hip hop productions. Forthcoming single What We Do bridges the gap between UK and US rap, featuring Kanye West collaborator Twista and our own Lethal B, as well as some ragga from Gappy Ranks.

As a result, the Kray Twinz are producing for Interscope Records artists (such as Haze) and are looking to move to LA to complete their debut LP, which will feature Truth Hurts, Elephant Man and DMX. And did we mention the Kray Twinz coproduced the most successful and defining hip hop-bhangra record to date, Panjabi MC's Mundian To Bach Ke?

Rahul Verma What We Do is out on October 24 on Gana Records.



SUREPLAYER

KRAY TWINZ

What We Do Krazygroove

This one has been caned, and caned some more on all the crucial radio shows and at clubs since its white label release featuring the mighty vocals of Low Deep. Now it finally hits the streets. With beats by 'Mundian To Bach Ke' producers Kray Twinz, and featuring a US/UK MC powerhouse of Twista, Gappy Ranks and our very own Lethal Bizzle, this is a heavyweight collaboration. Hip hop vibes, Asian beats, grimy strings and firing MCing make for an anthem with an epic, cross-cultural feel. Is it hip hop, is it UKG, is it bashment? It's a bit of all that and more, put into an almighty blender with unique results. A truly boundary-blurring/continent-combining masterpiece.

HIP-HOP SINGLE OF THE MONTH:

KRAY TWINZ

WHAT WE DO FEAT. TWISTA, LETHAL BIZZLE & GAPPY RANKS [KRAZYGROOVE]

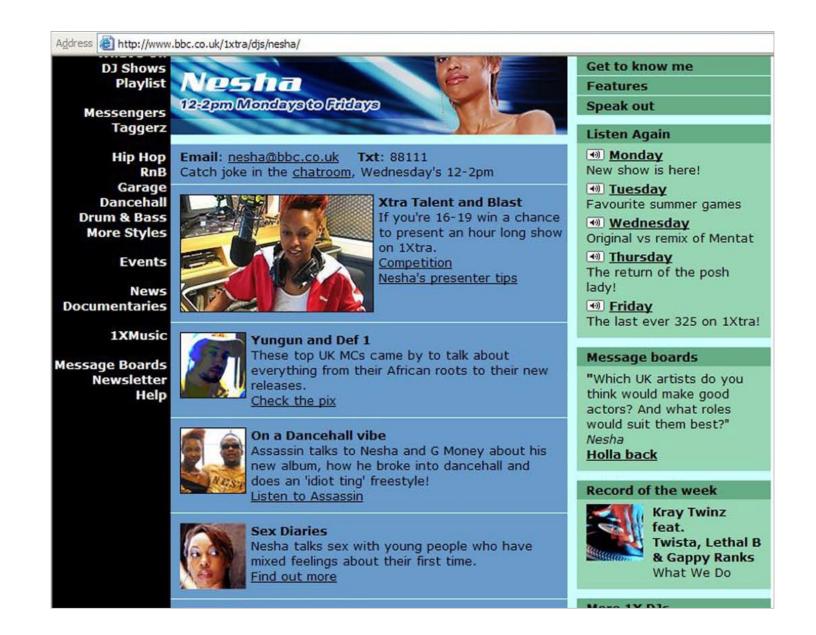
The Kray Twinz have been behind numerous productions and remixes, including Panjabi MC's and Jay'Z's Beware Of The Boyz, but this single may be their best work yet. Musically we've heard it all before - patented Kanye West sped-up vocals shaded with some Asian rhythms - but it's the collection of emcees that is the most alluring element of this record. Whether you attribute it to the Dirty South rappers' influence or Eminem's popularity that followed, American wordsmiths are speeding up their



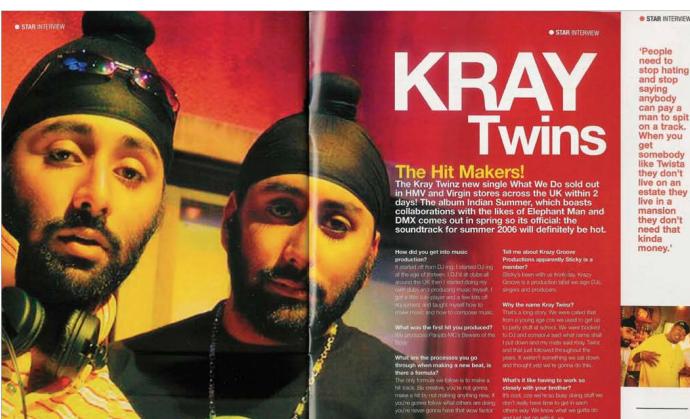
delivery. As such their lyrics-per-minute are not too far off a typical grime emcee or UK dancehall fast style emcee. In gathering Twista, Lethal B and Suncycle's Gappy Ranks, Kray Twinz have successfully merged all three styles and created what will no doubt be the first of many such collaborative efforts.

**** 1/2





WHAT'S POPPIN



STAR INTERVIEW

People need to and stop saying anybody can pay a man to spit on a track. When you somebody like Twista they don't live on an

Cindy Okwera

How did the collabo come about with Gappy ranks, Twista and Lethal?

We were out in LA recording with Truth stop hating Hurts and Twista's manager heard some of our beats and we sent some beats over Twista's way. He said he wanted to spit on it. you can tell straight away the levels. People So we few over to Chicago, he did his verse really need to think about where they wanna on it. Came back to England got Lethal to do his verse. Gappy came along through someone's recommendation and he sounded really good on the track, he made it really hype, it just fell in place,

The video looks like it was fun to make how did you get everyone in the same place?

We flew everybody out to LA and the director who did Missy and Christina Agulera's Car Wash video put the content together. We did it in a 15-16 hour shoot.

How come Low Deep was on this beat first?

Low Deep is signed to me as well. We did the beat out in LA and I sent it out to him and he said let me mess around with it and he said I've done this to it, I wanna put it. out. We were like okay go on then being one of our artists we want him to get recognised. He put that out and it was such a massive hit we told him to carry on with it don't hold back now. If Twista or anyone wasn't gonna rob a sample and make it sound sh't but if be on it we were gonna throw that beat

15 or 20 beats a day it wasn't something that stuck in our heads.

Who have you got to lay down the vocals on your album tracks? We're still in the process so far we've

got Elephant Man, DMX, Truth Hurts, music? Mr Vegas, Gecille. We hope to get Styles P and Jadakiss on there as

Do you feel British production will ever get as big as in America, who have people like Timbaland, Neptunes, Scott Storch and Just Blaze?

I hope so, that's why we stepped in. We're looking to step up the game here. You can't www.kraytwinz.co.uk

be relaxed some guys over there work day and night. People are really relaxed here and take their time about it. You really need to take note of what's going on, if you put on a UK CD then a Dre CD and compare the two take this UK music it's not on par with the

So how can UK music grow?

If you get a US act to endorse a UK rapper or MC they're gonna take note of this. They wouldn't think Lethal would be on par with Twista on that track. At the end of the day everybody is feeling this, now they're like "this stuff can cross". The only reason it can cross is cos it's a big US act endorsing it. People need to stop hating and stop saving anybody can pay a man to spit on a track. When you get somebody like Twists they don't live on an estate they live in a mansion they don't need that kinds money. They've got their reputation to think about, the only reason they jump on our stuff is cos they

Some people criticise the constant use of sample's by producers such as Kanye West, what is your view?

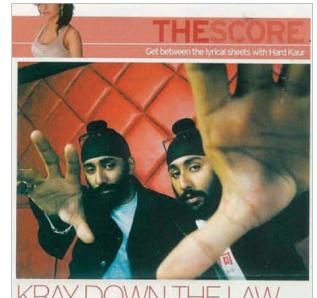
There's 2 ways you can look at it you can you can take a sample and make it sound away. It was throwaway beat, we do hot, then no one can diss you for it cos you're being creative. We did it with Knight Rider (Bustah Rithymes) at the end of the day its how you use it

The album's called Indian summer are most of the tracks influenced by Indian

It's not all Indian influenced beats. There's 2 ways of looking at it, there's a time of the year in America where it rains a lot but it's still hot and they call it the Indian summer. When you least expect if we come out and make comething hot.

THE KRAY TWINZ NEW SINGLE WHAT WE DO IS OUT NOW





The Kray Twins are mates with music giants like DMX and Twista. What's that all about? We've been touring for the last few years so more and more people got to hear about us, especially seeing as we produced Paniabi MC's Mundian To Bach Ke. We became good friends with the Black Eyed Peas - they've even come over and hung out with our nieces - and DMX has come to round, and they tend to take their pick! stay round our place, but it isn't strange for us

What's the most irritating twin related question you've been asked?

They always ask: can you feel if he's sad? When he feels pain, does it hurt you too?

Er, that was going to be the next question... Of course we don't! Unless one of us hurts the other one, then we know because he'll say: ow

Did you two ever pretend to be each other to get out of trouble with your mum? Maybe at school. But we can't really remember. that far hack

Being twins, do people assume you are incapable of independent thought? Why? Because we share the same brain? Don't be stupid. We're totally different. Both in thought and volume!

Why do twins always dress the same? For us, it works on stage. But normally we're not like that. We've got way too many clothes.

between us anyway. Girls tond to be more bothered about matching and clashing.

Have you guys ever had to compete for the affections of one girl?

We've never been in that scenario. A lot of women approach us rather than the other way

You're responsible for taking bhangra onto the global stage. Do you feel responsible for all the westerners doing the lightbulb routine? Their dancing habits have nothing to do with us but we're really proud we changed the face of music. We knew the PMC track would be a club hit but we'd have never have quesand just how popular it'd be. It spread like a disease.

Does it bug you when people interrupt your set? Depends at what point, really. We were really getting into the swing of things when this guy kept frantically gesturing that he needed to talk. We thought it must be something really important, so we stopped what we were doing and went over He then said: I booked you for a gig at my club last year." We couldn't believe he interrupted us for that. What did he want, a medal?

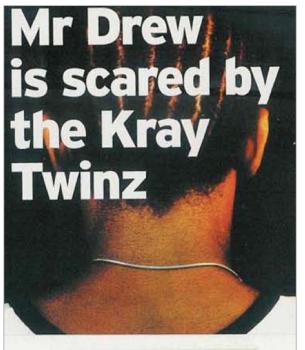
. What We Do by Kray Twinz featuring Twista. Lethal Bizzle and Gappy Ranks is out now. Their album Indian Summer featuring DMX, Elephant Man and Truth Hurts is out in the New Year



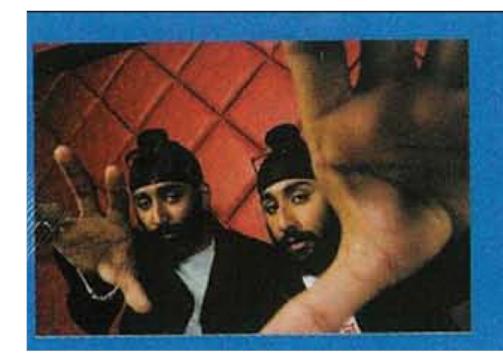
TOP TIPS: Kray Twinz



How many UK producers have worked with Jay-Z? Well, Asian duo Kray Twinz already have a Jigga track in the can. the massive Mundian To Bach Ke by Punjabi MC, not to mention a Jadakiss joint, Why. Their forthcoming debut album Indian Summer (out Spring 2006 on their own label Krazygroove) features rhymes from DMX, Haves, Elephant Man, Pharcyde and Truth Hurts, with their new single What We Do featuring Twista, Lethal B and Gappy Ranks. Now that's what we call an impressive roll call.



They're a bit special and have already worked with Twista and Lethal B and Gappy Ranks on their debut single What We Do. You'll be hearing a lot more from them in the new year with the likes of DMX, Truth Hurts, Hayes, Elephant Man, Pharcyde, Mr. Vegas and Matt Goss all on board for their album. Also special recognition must go out to Parabeats who's recent work on material from Bigz and Carmen Reece and So Solid's Swiss is nothing less than stellar. Expect to hear more from him.



SINGLE WHAT WE DO - KRAY TWINZ FEAT. TWISTA, LETHAL BIZZLE AND GAPPY RANKS

Releasing through Krazygroove on 26th September.

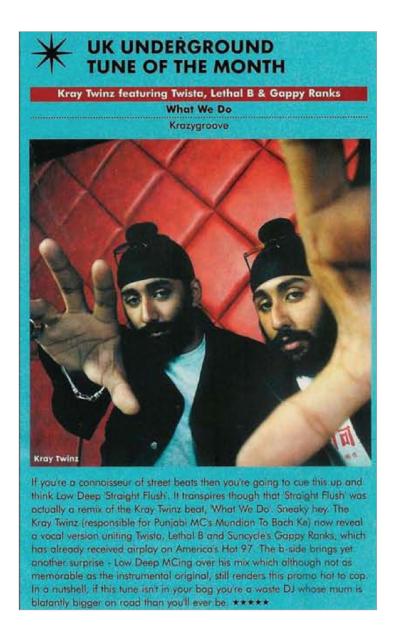
Fusing together club hip hop with the frenzied energy of the Asian music scene, musical originators, the Kray Twinz, emerge with a rocking debut single. The track combines the illest raga beats with both UK and US hip hop.

THE VOICE & TOUCH TUNE OF THE MONTH

Kray Twinz What We Do

Krazygroove Records The creators of Puniabi MC's club smash Mundian To Bach Ke - which also featured Jay-Z on one version - are back with another massive hit. This time. they've got more big names on board. Recognised for revolutionising the sound of British Asian music, popular producers the Kray Twinz are gearing up to release their debut album Indian Summer, and What We Do is the album's first release. UK meets US on this club banger, with UK MC Lethal B, motor-mouth US rapper Twista and MC Gappy Ranks of the UK's Suncycle Crew all collaborating for this track. With its eerie vibe, infectious bassline and thumping beat - oh, and Lethal B's cries of 'Pow!' - the track has a distinctive UK grime feel. But the fusion of all three MC's styles backed by excellent production should create a big hit for the Kray Twins. 4/5





SNEAK, COVENTRY CITIZEN & MUSIC WEEK PLAY-LIST

Kray Twinz celebrate debut single release

CITY-based hip hop act The Kray Twinz celebrate the release of debut single What We Do next week.

Twins Jatinder and Jasbir Singh Hayer started their music career gigging across the city before moving on to produce music for the likes of Mark Morrison and Jay-Z.

The duo's brand of hip hop music with an R 'n' B twist has already picked up support from DJ's such as Tim Westwood, Zane Lowe and Mary Anne Hobbs.

What We Do is the first single from the debut album Indian Summer, which includes contributions from DMX and Truth Hurts.

The Kray Twinz perform at Hidden in Birmingham tonight (Thursday) as part of the single's launch.

The duo co-produced Punjabi MC's hit Mundian To Bach Ke.

For more information about tour dates go to www.kraytwinz.co.uk



SWAY Little Derek (Dycypha)

Slowing down his flow, the Mobo award-winner showcases his mix of wit and sarcasm to a tee. Not a bad song either (single, Jan 16)



STORY ONE Beggars Belief (Shy Records)

Word is starting to spread on this local group. Indie 100's Nic Harcourt picked up on the track last week and the buzz has started (single, Feb tbc)



IMOGEN HEAP I Can't Take It In (Disney)

After high-profile syncs in Garden State and The OC Heap completes a fantastic year on The Chronicles Of Narnia soundtrack (album, Dec 5)



SING-SING Sing Me A Song (Aerial)

Taken from Sing-Sing's second album, this is classic left-field pop and gets a physical release early next year. (single, Jan 9)



STEVEN LINDSAY Breakdown

(Seminal)
With Craig
Armstrong's string
arrangements, this
is the stand-out
from the ex-Big
Dish man's selfreleased album
(album, out now)



KRAY TWINZ FEAT. SNOOP DOGG World Wide

(Gana)

Following What We Do, Kray Twinz return with this revocalled track featuring the Doggfather (single, Feb 20)



FEAT. TWISTA, LETHAL B AND GAPPY RANKS What We Do ***

KRAY TWINZ

This fast-paced ragga track, featuring top hip-hop bods, is one that'll stick in yer head!





Seconds: One Minute in the Life of the World's Hottest Artists

The Kray Twins

Born: Coventry, 1978 / Personal motto: If you can't back it don't say it! / Musical style: Unique! / Describe yourselves: Hard to please and very ambitious. You may not know the name yet, but you'll sure as hell know the beats. The Kray Twice - also last and lat - have more recently been acclaimed as the creation behind the Number 5 UK chart remaining and insernational club smash 'Mundian To Bach Ke' which was released by Punjabi MC.

Their previous collaborations with Jacakiss, Jay-Z and Mark Morrison were just a taster of the great things yet to come. But for now, it's time for the Twins behind the board to move to the forefront and show the people what they're really about.

Having grown up in a world where r&b and hip hop crashed beside their lodian identity, has led to their signature ease and versatility in experimental yet traditional approaches to production. This stimulating invention may well be the key to their unique musical abilities.

As innovators and visionaries within their sphere, The Kray Twinz have shaped a sound that first just outside the borders of "Asian" culture. It is undersiably hip hop and AB but at the same time it enbraces everyone, from UK garage kids to the hathment crews.

Fusing together club hip hop with the frenzied energy of the Adian music scene, musical originators The Kray Twinz energy with their adrenatine-fuelled debut single. What We Do'on GANA Records. It marks the great transition from influential Asian talents, to indisputably one of the UK's hotly anticipated production death.

What We De 'is the first track from their long-awained album, 'Indian Summer which seamlessly combines the illest raga beats with UK and US hip hop. This collaboration, featuring US heavy weight hip hop sjient Twists throwing down with our own homegrown mastermina Lethal Bizzie and the notonious Suncycle dancehall superhero MC Cappy Ranks, marks a milestone in the future of urban music today. And this is just the beginning for this creative tag team.

The Kray Twinz' debut album, 'Indian Summer' is a production-led affair that features a cavalry of formidable talent lockuding DMX, Truth Hurts, latest signing to Interacope Records Hayee, Elephant Man, Pharcyde, Mr Vegas and Matt Coss, and Is due for release in Spring 2004. We spoke to the inseparable twocome...

What is your biggest achievement so far? Our debut album, 'Indian Summer'.

Who are your musical heroes? Brian McKnight, George Benson and Ronny Jordan.

Tell us about your new projects. If we tell you that, we would have to kill you.

What are your plans for the future?

All will be revealed in good time. But we have just bought a pad out in LA where we are putting together a state-of-the art studio. We have a studio in the UK where we can record with UK artists but wanted our own space to record with US artists.

Are there any artists you would like to work with?

Not at the moment. We have all of them featured on our album.

What is catching your ear at the moment? Old skool soul

Who would you invite to a dinner party, and why?

Everyone who is working on our project – to show our appreciation to them.

What do you do to chill out after a hectic night performing? Head straight to bed!

What is your recipe for success? Hard work. It's about being a leader not a followe

What makes you happy? Good music

What makes you angry? Shit music

What was the last CD/record you bought?

We're always buying records as we still DJ frequently so there will be too many to list. Rhisena's 'Pon Da Replay' is a recent one we bought though.

What is your favourite tong? Kray Twisz. Featuring Twista, Lethal B & Gappy Ranks?

If not Dis and producers then what?

This is a no brainer; one way or another we would have been doing one of the above and if we didn't than we would probably be on the dole.

The Kray Twinz' single 'What We Do' is out now on GANA Records.

DJ MONEY SHOT & COVENTRY TIMES



some seriously mesmerising but

clean out with the bassine.

abrasive dub-action. Shackleton takes

care of the flip with typical skeletal.

ethnic skill and will wrenot your guts

standout track 'African Sounds', which

is receiving planty of props. Blackster

Is clearly a producer on the rise, ever

handling of a multitude of municipal

this Efficient an original and creature

produced nod bank to the "raspon"

sound of '90s UKS, they deliver a

formula one bassline and Jumpub

party vibes that may one a debt to the

hid signal but still sound fracts. Thank out 03 0's remix too - whacking up the

simple, but stemming tune with a



garage-booty style.

Musical Rush' aptly

nice and grimy.

Change





KRAY TWINZ What We Do (Krazygroove)

Ragga beats combine with hiphop sensibility on the Kray Twinz's (Panjabi MC) new single. A strong track with a tough edge. (single, October 10)

Kray Twinz

What We Do (Krazygroove)

WHO? Head-bopping debut single from UK production duo the Kray Twinz, featuring Twista, Lethal Bizzle and Gappy Ranks on the mic.

SOUNDS LIKE? What We Do is a dark, atmospheric hip-hop tune dominated by pounding beats, heavy strings and a Kanye West-style sped-up soul sample. Hip-hop heads Twista and Bizzle bless the track with adrenaline-fuelled performances while Suncycle's Gappy Ranks brings a touch of dancehall to the proceedings.

HOT OR NOT? A good hip-hop tune. With the likes of DMX and Truth featuring on their forthcoming debut LP, *Indian Summer*, expect to hear a lot more from these guys.

'WHAT WE DO'

(KRAZYGROOVE)

Acquiring Twista and Lethal Bizzle for this accomplished slice of doubletime madness shows that someone involved knows what they're doing. Genuinely likely to appeal across a few genres, even MC Gappy Ranks' showing sidesteps any problems involved with rap reggae fusion. That Panjabi MC production won't be their main selling point for long.

CURRENT: HEARD



URSULA RUCKER

971 MECORDS

This album's downfall is inonically its major selling point in that it features the voice of Unrula Rucker – who really inin' all that talensed as either a lyricist or songwriter it seems. It has good production values with an impressive array of both contemporary beasts and classical instruments, present until the last track. It gets worse in "Rant" – a pointless attack on just about everything (the thinks) is vering with the world. As an instrumental project, this would have been a pleasant if unfortunately unoriginal attempt at an album, ac



LOUIS SLIPPERZ AND RAWDOG BAREBACK INSTRUMENTALS

In You like real hip hop with live instrumentals and a chilide out whe then don't heuitate, this is a must have. Featuring over 20 original tracks this is a well have. Featuring over 20 original tracks this is a well how the feeth approach to hip hop, with the not quite unique, but almost certainly rare quality of having no vocals whitcover. Peet Rock certainly knows the score on this front and here we have two-more UK heads to add to the ever growing collective of talented underground hip hop producers — however some diversity wouldn't go amiss. Bo



VARIOUS ARTISTS NUBREED PRESENTS Y4K

DISTINCTIVE RECORDS

After an excellent of ferring mix in the previous 'A6k by Evil Nime, Nubreed don't quite imange to reach the same level. There are some good tracks including 'Over My Head' by ILS. who will surely feature in this sense at some point. This is one only for fare of intense industrial hardcore breaks. There's no crossover appeal whatsoever. Maybe this is a good thing as they remain true to the scene but it may get a tad monotonous and is definitely not a stassic. ec



MOONDOG THE VIKING OF SIXTH AVENUE

Honder Jahrs
Jazz musician Moondog led a remarkable life
that in turn inspired him to create remarkable
music. This CD comprises over 30 songs selected
htmoglout his cares 1949 to 1995, Janis loglin
covered 'All Is Lonelliness' for her first album
and many world famous artists have cited him
as an influence. You may recognive 'Lament' 1 linds.
Lament' after its contemporary interpretation
recently by Mr Scruff. This is an essential album for
all whatever your taste. Moondog wat way before
his time - this is a timeless classic. 80

toz Nomon

ONES TO WATCH 2006

ANTOURAGE About to unless httheir debut LP, this trinity of UK talent - Shade 1, Yogi and Rukus - bring some of the funkiest, feel good sounds and electrics ritymes you will hear this was.

CASS FOX Having recently supported Lauryn Hill, Tom Baxter and Faithless on tour, Cass is set to explode in 2006. Her distinctively flaenting soulful music will leave you conchiless.

CRAZY P Crazy P show no sign of slowing down with their new sitsum 'A Night on Earth' already receiving support from DJs including. Gilles Peterson and Eddy Templa Marris. Their sound is eclactic, providing intelligent, sophisticated nu-rooil music.

DEAF STEREO Swaggering electro rock with one of the most exciting live sets wo've seen this year.

FRANKIE POULLAIN The man.

The scon. The tache. Getting his teeth into several projects for 06, stay tuned to see what's next for the ex-Darkness idol.

Inme Infectious, incendiary rock trio set to release their stronged material to date as exclusive downloads.

IT'S LIKE LOVE

Shamelessly popilicious with bite, this band are undertaking a US tour before faunching an attack on UK soil.

KID DOWN We happened upon Kid Down on myspace, and were blown away by their aggressive, cutting edge emo-rack. With RyanAir fares aliashed, we expect these Swedish upstarts to sturm the scene this year.

KNIGHTS Often described as suitry, infectious and sleek, Knights inimitable style of seductive lyrics and disce pop are simply hot hot hot!

KRAY TWINZ

born producers have stormed the charts at the tail end of this year with their debut single "What We Do. They continue to showcase their album in the New Year."

MCQUEEN Fresh from support slots with the Foo Fighters and QOTSA, the band's recent single flunning Out Of Things To Say' suggests great things from the debu

NICCOKICK Jangling guitars with a Pavement influenced sub-layer of melancholy and the guidance of respected producer Renal Bood. We recommend you check out their exceptional videos for the full

PLAN B For once, believe the hype as Plan B is your tour guide on a late night bus journey through London with his inimitable dark humbour.

SHORTY This seven-headed live funk army will have you denoing like a loon as they blend a sound that achoes the Gap Band, Juransic 5, The Roots and Led Zeppelin. Sign up to the websits for an awesome new mixtage.

THE CRIMEA - Recipients
of the much coveted John Peel
accolade bring you an album that is
sweeping and melodic with a bitter

givent tivist

VERB T & MARRY LOVE As a member of the

Scratch Perverts at the raw age of 16, Patry Luve has always been aomething of a precedure stelent in the British hip hop scees. With the highly anticipated eithur, Bring It Blaci (To Basici) dropping in February, get in there early and check out the track 'Make It Hot (Presset).

Kray Twinz

'What We Do' (KRAZYGROOVE)

This duo were responsible for the beats on Punjabi MC's monster smash 'Mundian To Bach Ke' and really prove their worth on this wicked lead single from the forthcoming album 'Indian Summer'. The melting pot on 'What We Do' sees urgent strings and Asian elements with heavy hip hop beats and a fantastic mix of MCs. Rapidfire lyrics kick in from Twista before the UK's own Lethal Bizzle includes his two cents worth and dancehall heavyweight Gappy Ranks adds the finishing touch. 'Indian Summer' will feature a stunning line-up including DMX, Truth Hurts, Elephant Man, Pharcyde and Mr Vegas. M7/M8

KRAY TWINZ

WHAT WE DO

white label (UK)

The highly talented production duo behind Punjabi MC's 'Mundian' monster have dropped a devastating blend of hip hop, bhangra and grime with this guaranteed crowdstopper. Bollywood strings, pitched-up pygmy soul vocals, and runaway tablas add up to a club-friendly stormer. And what a dream rap cast the pair have assembled to heighten the pressure, shrewdly hiring in Twista, Lethal B and Sun Cycle's Gappy Ranks, the dash of cultures is explosive and bound to dominate urban airwaves for the coming months. KM

0000

Kray Twinz

'What We Do' Krazygroove
They only their hurt their own, you
know. Oh, sorry, this be a different
Kray Twinz; the knob-twiddlers behind
'Mundian To Bach Ke'. 'What We
Do'? Construct artful bhangra cut-ups
for the undeserving likes of Lethal
Bizzle to snigger about 'big titties'
over; that would seem to cover it.

Other News:

WATCH OUT for the Kray Twinz. I've just been sent their debut single, What We Do, featuring Lethal Bizzle, Twista and Gappy Ranks, and there's no doubt it's gonna blow when it's released on 26 September.

The rapidly emerging Asian duo behind Punjabi MC's international club and chart belter Mundian to Bach Ke, has fused grime, hip hop, bashment and r&b in fine style here.

The track, taken from the Twinz' forthcoming album *Indian Summer* (out next spring), was released as an instrumental a while back, and then remixed by nu-grime protagonist Low Deep as *Straight Flush* – the track which effectively broke him.

Luton-boy Deep is signed to the Twinz' Krazygroove label and will be providing another new version of Straight Flush on the B-side to What We Do. I can't wait for that one.

In the meantime, for those of you who are curious about Deep, he'll soon be appearing with Kano on Run the Road 2's opening cut. Get Set – a very apt title. The compilation album is out on 5 September.

Kray Twinz feat Twista & Lethal B

What We Do

Krazygroove Don't get it twisted - Low Deep did the remix to the Twinz' speaker-destroying riddim rather than vice versa. Enlisting Chi-Town's speediest spitter, alongside Ranks and our own Bizzle, these Coventry composers have crafted a hi-speed tune that is utterly hypnotic and will have you reaching for the rewind over and over. Check the video blazing U now.

The Kray Twinz feat. Twista, Lethal Bizzle & Gappy Ranks What We Do (Gana

Records) The words "world" and "fusion" can often be enough to make a man want to give up listening to music altogether. However, you shouldn't judge a CD by its cover. Having previously produced Punjabi MC and Jay-Z's Beware Of The Boys, Asian backroom boys The Kray Twinz already know a thing or two about genre-melting collaborations. Teaming US rap superstar Twista with East London grime MC Lethal Bizzle and dancehall toaster Gappy Ranks, this bridges the gaps between garage and hip hop, bashment and bhangra. They don't put a foot wrong, either, creating a thrilling sound in which cultures compliment, rather than clash.

KRAY TWINZ FT. TWISTA, LETHAL B & GAPPY RANKS

WHAT WE DO (KRAZYGROOVE)

The highly successful Kray Twinz (who really are twins) may not be a name familiar to too many people, but if we were to mention that they were the creators behind the Punjabi MC smash Mundian To Bach Ke, eyebrows might start to rise. What We Do is the first release to be taken from their forthcoming album Indian Summer, and it's scorching hot. As if it wasn't enough getting UK heavyweight Lethal B on board to spit some grimy lyrical content alongside Suncycle's Gappy Ranks, the Twinz travelled out to the city of Chi to recruit everybody's favourite machine gun tongued rapper, Twista. The obvious Indian inspiration and sped-up sampling is the perfect backing for the MCs to lay their club-hopping lyrical gymnastics. Irrefutable largeness.

Will Lavin



THE ERA OF KRAY TWANZ

Kray Twinz, Lethel B, Gappy Ranks & Twista -What we do - out now!



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with Asian sounding tunes and beats, especially with a few going into the top 10, from Punjabi MC at the time, to Jay Sean and Raghav more recently. Set to hit the charts with a

Raghaw more recently.

Set to hit the charts with a never before achieved production of US and UK artists together are the Kray Twinz (not to be mistaken for the criminal underworld Kray twins, of the 60s), the producers behind the tune that's hitting all the cides and hotspotter than the contract of the contract of

osymous with the whole 'Asian' reemergence in the mainstream, years after Apache
Indian made waves in the
charts - little did people know
who did the work behind the
Bhangra tune to beat all
Bhangra tunes, all we saw was
the Jay Z. rap and the joint
MOBO award, but after 2 years,
no more real offerings have
come from that camp. On pondering over this and looking
through the production credits,
one would notice that the 'Kray
Twin' are attributed.

Twins' are attributed. A little known fact also is that BBC cameraman; Ephal Surae also co-wrote and produced the track and even sang it on Top of the paps. The original vocalist of the track was a singer (Labh Januja, who has song for Tigjerstyle, Sanj, Zeus, RDB, Sarinder Ratten e.t.2), in the depths of Punjsb, who couldn't

Top of the pops performance. But, I digrees, What has all this got to do with the Kray Twinz-well, they were the "ghout" producers of the track, their name got left out of the US and UK, releases of the single, for some stranger reason, it wasn't even spelt wrong (twinS), but not put there at all. They also with Purphish Westerney, and the territory of the territory of the Westerney, and the Westerney, and the Westerney, and the Westerney, and the Westerney of the Westerney of

contacts, there seems to be no. Hip Hop personally these gaves haven't mingled with and their membrawhered albert Instances and their membrawhered albert Instances are not a support of the seems of the hip Hop artists, the first of which is Twista, with their already Top 20 selling releases. What we do'. Tight production, the right contacts and the ability to draw artists to their talents have paid of them people like the properties of their labour have shown with this timely release, as the Adian scene has been quiet for quite a while now, with many artists not knowing whether to be Adian scene has been quiet for quite a while now, with many artists not knowing whether to be Adian scene has been quiet for quiet a while now, with many artists not knowing whether to be Adian scene has been quiet for quiet a while now, with many artists not knowing whether to be Adian scene has the miss of the White Adian scene has the miss of the White Adian scene has the parties and being knowed by their growing fan base. Whitepdal have even coined a term for the type of fusion at term for the type of fusion and the parties are the first type of fusion at term for the type of fusion and the parties and being knowed by their growing fan base.

(https://en.ue/kspeedia.org/ usik//nddim.hip_hop). Elaving started out an Da University usik//nddim.hip_hop). Elaving started out an Da University to the started and the started and started to the started and started and started and scackaimed dub mights, particularly in the North of England—Weve been Diging form the age of 12·13 and about 5 years ago, we went into production, especially in terms of remixes. Mundian was our st. They now have their owen production company, having picked many company, and the started and their their base from London to Coventry to USA 'it's becoming a global operation. They have their own artistes, producers

and remixers. In terms of artistes, they tell us:

"In terms of artistes, they tell us:

"the vary some of the cream of
the crop involved in our compation of the crop of the crop of
thick by generally and on the
thick of the package is done
in a fully professional manner.
Krazygrove is the record company that our record company that our record is released
on. Alison and Sisters Apeksha
and Shibani will hopefully be
forming a girl group to be the

Instant 20 Voger.

In terms of tours, the Kray
Twina have indeed toured with
many of the top Hip Hop acts,
not to mention, many of them
are going to be featuring on
their future album, 'Indian
Groove'.

grime side of the label entitle
Colourful State), Laton bas
Low Deep had a club hit wi
Straight lists, 'which is esset
tailly a remix made with it
been in possession of the tu
for the past 2 years, th
remixed it for Low Deep with
garage style beat and with
being released with the h
guns, they took the base bemade it more 'hip hop' as
to too to it. Hence this is a ric
moderately skiain soundin
but also very unique track. Ti
does was to properly unite
UK and US, with an Indi
flavour in most stuff - wou
you believe, Twista did th
track for free! Gosbing also
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causing they any 'We've wa
meant to downt no me.

ween's so differently. Wer is thilled that there is so muc all pales about that there is so muc and the solution of the soluti

Asking about stoling rivally, as they both decidedly say: Is Certainly not -we have never Thad competition - we work as a team and share and a we know we can't conjuger the whole market is by ourselves, UK is in based on many tallow and the say that the say they are they world. All our the say they arising a say they are say the say they are say they are say they are say they are say they are

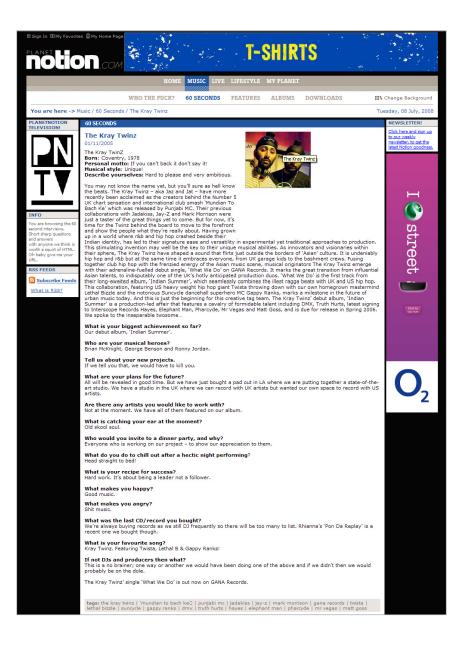
always in the pudding - this is what the UK should be about! On the track, Why by Jackleiss, one very interesting aspect was that Lee Ryam, of band Blued did the words! - Lee is an English guy who picked up the lyrics in the ancient Stankert Hunganga, which was a message of peace and words and the standard standard that the price were in Tamil. I need to the most did not then off a Tamil app and some publications have mistakenly printed that the lyrics were in Tamil. Lee learnt the lyrics by binneed and did it all himself — on guidance no nothing, but safly, as he was signed to falle at the time, we weren't alle to release the track. They also nevealed that they were keen to sook and and the min to Hija Hegy, which is a type of music that accepts and works well with all kinds of world lyrical content. They have an "urban sound," which is their ultimate aim, and armed with a mobile studio, not just Alcia Keys but look out for juzz guitarts, forme bordan who can be a supposed to the study of the content and varied styles. Armed with codes of confidence and then, it is no dooit that the fresh talent.

More on the Kray Twin. at: www.kraytwinz.co.uk

ww.kraytwinz.co.uk and their album Indian summer, which is to release in 2006

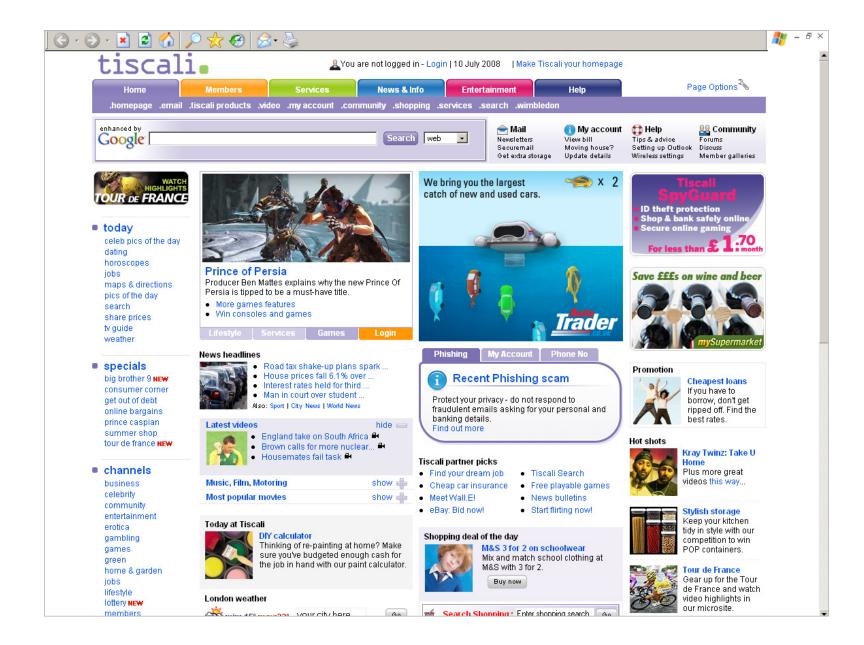
> Pics: Akin Falope (www. aworan.net)







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Latest News

2008-03-26 12:30:02

Kray Twinz present Mr Rap Singer



The Kray Twinz return after an almost two year hiatus with the launch of their premiere signing to krazygroove productions, Mr. Rap singer.

The 22-year-old British singer songwriter has already worked with Ray-J and Truth Hurts and is releasing a new mixtape.

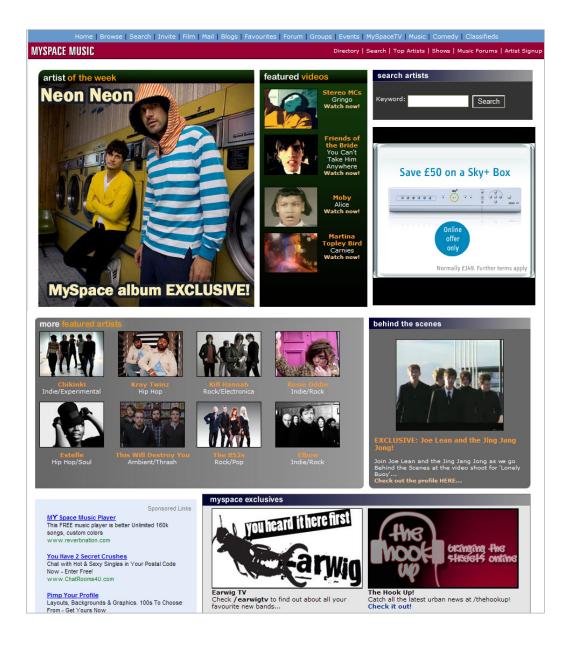
Since the release of chart hit What We Do featuring Lethal B and US heavyweight Twista, the Kray Twinz have been touring, released club smash Indian Dance with Elephant Man and have been producing for US and UK artists including Sting, Truth Hurts, Lee Ryan, Ray-J, Hayes, Ronny Jordan, DMX & Ce'Cile.

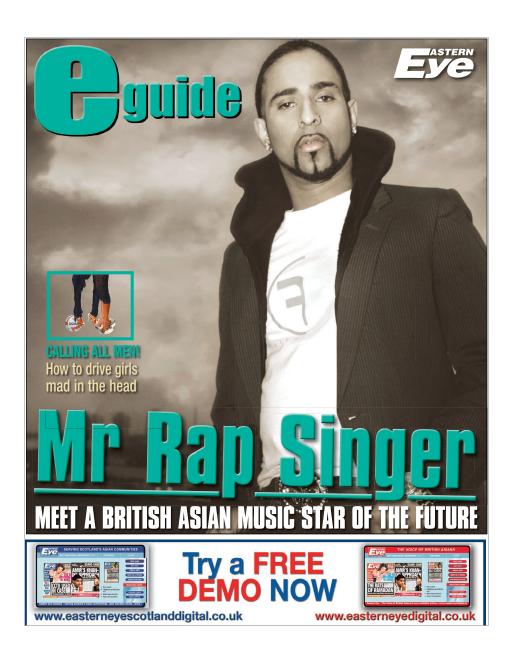
They have also been developing the talent signed to their production company which is where singer-songwriter-musician Vee [Mr. Rap Singer] comes in. Truth Hurts said about Vee: "I think Vee is the next next for R&B! His voice is amazingly versatile

and his swag is craaazy! No, we don't know what she's going on about either but she sure sounds excited.

The Mr Rap Singer Digital Mixtape will be available from iTunes from April 7.

Search for more Kray Twinz on the web





PUNJAB2000 PRESS



What's hot and what's not this month.

ALBUMS

INCOGNITO

TALES FROM THE BEACH



he latest album from refreshing collection of songs cooked up with tender, loving care. Group frontman Bluey has said that he wanted to make an album that conjured the spirit and emotions of the live music he would hear on the beaches of Mauritius while growing up. And it certainly sounds as if the resulting affair has lived up to his expectations. The opening track "Step Aside" virtually explodes through the speakers in all its

celebratory glory. Even though the vocally kicking an unsupportive lover to the curb, the joyous horns and sassy percussions results in a sound that's more buoyant than morose. And this more or less sums up the album. The themes are self-empowerment and finding your inner joy even among the drawbacks we face on a daily basis. Tracks such as "Love, Joy and Understanding" and "Happy People" provide the defining moments of this

musical fest, with some of the most upbeat and jovial musical notes you'll hear this side of the Pond. By track eight, though, the album does begin to sound a bit repetitive and is in need of a change of tempo. This arrives in the shape of the classy "I Remember a Time", an Earth,

Wind & Fire sound-alike, and "It May Rain Sometime", an emotive ballad that, again, features the sublime vocal talents of Joy Rose. This is a great effort that adds to Incognito's impressive repertoire, proving that, sometimes, life can

Out now on Dome Records



CONYA DOSS STILL

The gueen of neo-soul returns with a new 14-track album. Still essentially deals with relationship issues, featuring heartwrenching slow jams such as "Let Me Love You" and "It's Over". The album changes pace mid-way, with the funky, house-inspired "Right on Time" and the rock/blues hybrid "How About Us". However, the variety does little to dispel the feeling that, as a whole, the album is unmemorable, in spite of Doss's obvious talent. Out now **



EMMANUEL JAL

This album by former Sudanese war child-turned-singer/rapper Emmanuel explains how he was indoctrinated into the war. For the most part, the mood is murky and cheer-less, but by the end of the album, tracks like "No Bling" show that Emmanuel also has a penchant for irony. With beats that cover the gamut of hip hop, reggae and Afrobeat, this is an appealing album - if you can get past the pain. Out now **

SHAGGY feat AKON "What's Love"

This is Shaggy doing what

he does best: tonquein-cheek ditties about relationships. Featuring Akon on the hook, this track couldn't be more predictable or formulaic in

sound. No doubt, though, we'll be singing along in no time, thanks to the unquestionable charism. of the Shag-ster. Out now **

CHERISH feat YUNG JOC "Killa" The four-part harmony

airl aroup returns with a new album and a new look. "Killa" is the

ew single featuring rapper Yung Joc. The sound is undeniably futuristic, bursting with syncopated synthesizers and random sound effects. But the chorus lacks the catchy punch we've come to expect from this vocally talented family outfit. Out now **

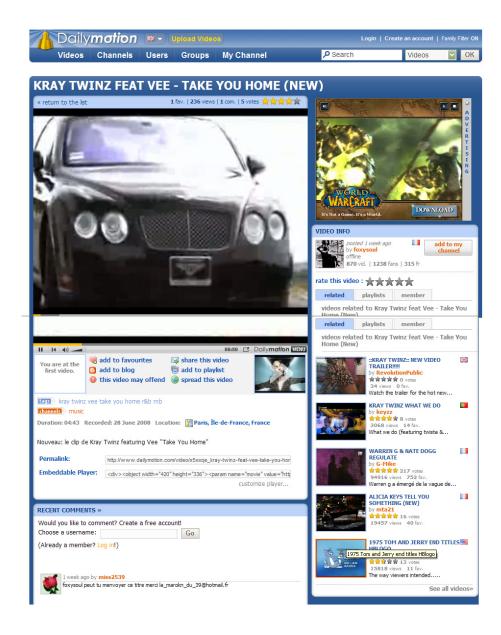
KRAY TWINZ feat VEE "Take You

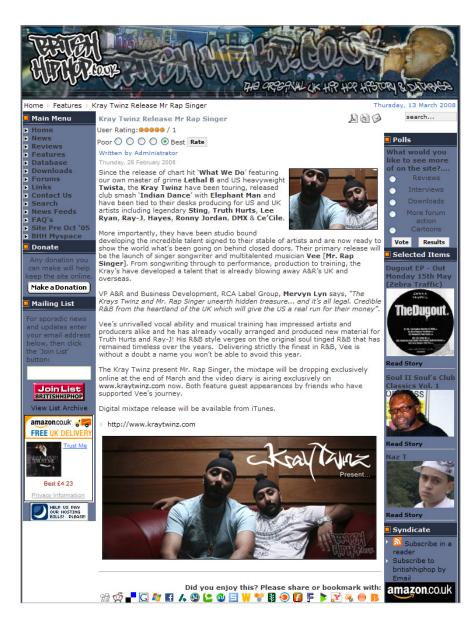


production duties for some of the biggest names in R&B. They return to the music scene with new R&B vocalist Vee on their new track "Take You Home". With a thundering baseline and an enigmatic guitar riff, this is bound to become an early summer smash. Out now **

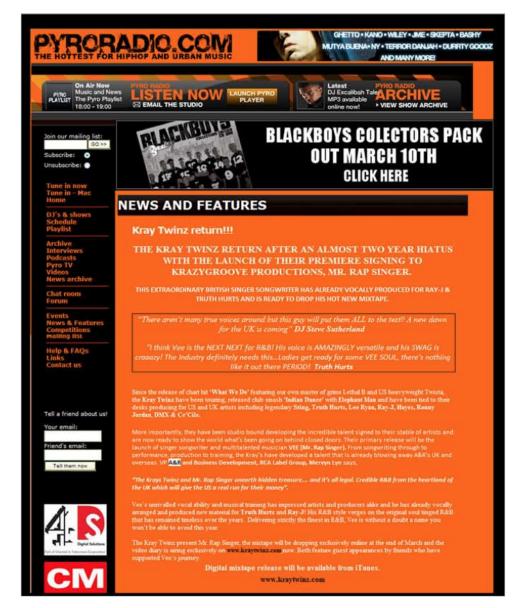
102 PRIDE

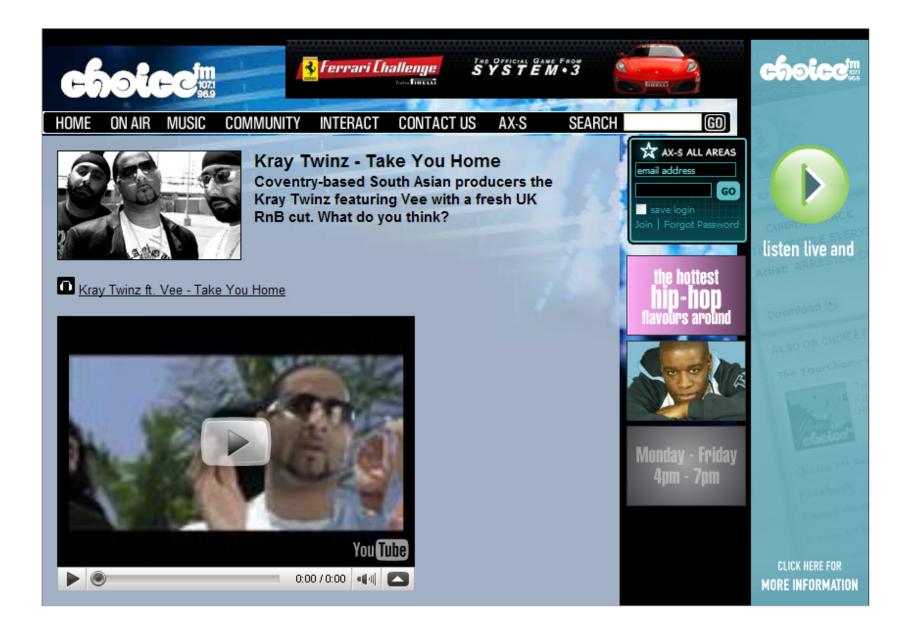
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EVERY URBAN THING

Kray Twinz



Kray Twinz

After the success of club hits What We Do Feat. Twista, Lethal & Gappy and Indian Dance Featuring Elephant Man things seemed to go a bit quiet from the identical twins from Coventry. In their two-year absence Jazz and Jat aka the Kray Twinz have been holded up in the studies of with the likes of Sting, Ray Jaz Ryan the State of Sting, Ray and the State of the State o

EUT: You've been off the radar for about two years. What have you been up

Jazz: In that time I was working with Ce'Cile, Lee Ryan and Sting. I'm just developing my new artist Vee; and doing his stuff really, just working on his mixtape which we're gonna be putting out in a few weeks.

EUT: How did you discover Vee?

Jazz: I met him back in 2004. My brother discovered him on some site. He checked the site out and then I got my people to holls at his. I just heard him singing and doing his little thing and thought, 'yeah this is what we've been looking for'. The week after I was playing in Vegas and then we were recording in I.d for four or how months so I just said. "Infly with me -let's go'. So I just took it up from then and have been working with him. For a producer you need an artist that you can gel with and you can bring the best out of at the same time he makes music and brings the best out of at the same time he makes music and brings the best out of me musically to do something with him because he's that talented.

EUT: How did you get your big break because you've worked with some really big names already?

Jazz: It's all from when we first did the Knightrider thing [Mundian To Bach Ke] and Jay-Z jumped on it. From then I did the Mark Morrison thing and then I put my solo record out which was with Twista in 2005 and then from there it was just still trying to do stuff.

EUT: You've worked with artists ranging from Sting to DMX who has been the easiest to work with?

Jazz: The easiest? Sting actually. He was really easy to work with. Everything was cool I don't kink he wer had anything bad to say. Whereas DMX was for a collision of a stilling in Accora. Did you watch that thing on HTV Base [DMX to collision of a stilling in Accora. He also so collision of the stilling in the desert not a similar what he lake South date of dainy no work just being in the desert not alming at anything just shooting. He is exactly as he is not be programme.

EUT: Which artists would you love to work with?

Jazz: If I could get Stevie wonder and Anita Baker in the studio I'd love to do that. Other than that I've kind of worked with everyone that I've really wanted to in a short period of time. I want to bring new faces through. I want to discover the next Stevie Wonder, and the next Anita Baker and the next Earth, Wind and Fire If I can.

EUT: Is there any artist you'd refuse to do a beat for?

Jazz: No. I wouldn't refuse to do a beat for anyone. I'd work with anyone but I'd want to do something different to what they'd normally do. I'd make them change up their style but just a bit. Because Lethal never sounded like he did before I put him on the Twista record because it was hard for people to really get what he was doing and then when I put him on that record it was a change. So whoever I work with a red work with anyone.

EUT: You're working on a mixtape at the moment and you've launched a competition for an aspiring artist to feature on it too. Tell us a bit about that.

Jazz: That all came about because I get so many hits on my website, on my MySpace from people saying, "I'm a rapper..., "I'm a singer...". "I'm a producer how can I get involved?" I could never really get back to all the grounders and it below the same of th

EUT: I read that you said you were sick of constantly being asked to do bhangra beats...

Jazz: Yes. Well that's not really where my love of music lies. My upbringing was never on Asian music. My upbringing was on soul and Jazz music; people like George Benson. The first Asian record that I ever attempted to do was the one with Jay-Z on. You're a bit limited musically with that because of the language barrier. One is fine but how many more was I going to do? I'm not sick of it I just like to do something different with it and I don't think people are open to trying new things – or they're not really putting in the effort to make themselves better. Do something different because all these artists from India who are doing something big it's hard for them to fly them over and do anything because again the language barrier is going to stop them. That's why the UK should do something else. But definitely all my music is influenced by the Asian culture and the music that we do have. But I wouldn't go out and do full-on Bhangra stuff because it's not what I've always done and I wouldn't do that just because there was a bit of heat on that record. I did what I wanted to do. Even the artists that I have worked that with from the hardest rapper like DMX to Lee Ryan from a boy band to Ronny Jordan who is a Jazz guitarist so all the artists are kind of different.

EUT: Who is the most unlikely person that has approached you for a beat?

Jazz: No one really. I think some of them just shy away from the price (laughs).

EUT: What is the going price at the moment?

Jazz: There are love rates. I can look after you don't worry (laughs). No really. I'm open to anyone but to be straight the UK thing is so behind because nobody will ever turn up and do a session. Seriously! You can holla at anyone you want in the UK but I guarantee they will not be there; they've always got something else at the moment. If we're gonna work let's work.

EUT: Do artists think that because you are from the UK yourself that you will charge cheaper prices?

Jazz: Yeah but the thing is for me a lot of the artists don't think I'm from America. No UK urban artist that is out there has approached me to get on anything. I don't know why but they're into a whole different thing. For me, I want to take the sound global – I'm not into North London. South London, West London, East London...a lot of the time they're restricting themselves from breaking anywhere else. You know as well as I do that UK hip hop, grime whatever it was blew up in London all the way to Manchester; it stopped at Manchester and everyone in Scotland was like, what the hell is this crap?' How are you going to take [your music] abroad when people in your own country don't even listen to it? They're bringing themselves down. They say, 'people are not recognising the scene' but if it's all about East London, West London...then where is it really going to go? I think that it lets us down. Put it like this, if Wiley, Lethal, Kano and Sway did a track together I guarantee it would be in the Top Ten and Sway did a track together I guarantee it would be in the Top Ten and if I did the beat I can guarantee it would show togetherness and that we're all pushing for the same thing. That's why the Americans are clever because it doesn't matter if they like each other or not. They've got their own sides East Coast, West coast, Dirty South but they will all get on a track together and get into the Billboard charts.

EUT: Apart from Vee obviously, are there any artists in the UK that you'd like to work with?

Jazz: For me personally they've all got their own little taste from Kano to Wilton be Lethal to own-years they bring semething would that time. I'd lites to work with any of them but it all comes down to are they actually gonna put in any work because I know what I can do, what I can bring to the table and globally how I can bring it; open doors to markets that they would never normally look at. When we did the Twista one with Lethal B; that was a market that we never usually open up. It opened up a bigger, broader market to all the real hip hop people who actually started to check for hip hop from the UK. I think [UK] hip hop is at the state of when it was first starting out in America. We're 20 years behind; we're not even close to where [the Americans] are. We get a bit of a pickup and then something happens and it goes back down again. It gets to the point where you think is anyone going to fix up and do anything?

EUT: Everyone is thinking it but not doing anything...

Jazz: I'm there! I'm putting it out there – if anyone wants to do anything...First of all I know that I'm going to give them something that is going to be appealing to a lot of people. I'm going to give them something that is going to be credible. We'll give them something different. A lot of the time it's the song structure as well. We rap but like 100 bars, we ain't got hook or nothing, we kind of don't know where the song structure is...so we can give something that would be big. Because everybody's tracks can somethimes start sounding like a freestyle.

EUT: Have you got any gigs lined up?

Jazz: For now we're just trying to put Vee out on the live circuit. We're doing two videos. I don't know where yet but the first track we're going to do in LA. Then we're going to put the mixtape out. The UK people aren't really reaching out to us but I've got Ce'Cile from Jamaica, I've got people from the states on it – I've Technique from Black Wallstreet. I've got a lot of people that are on the mixtape already. I want to reach out to some UK people but music is music. It's hard but right now we're trying to get out on the live circuit. I'm going to put Vee out on the live circuit the only people that we've had from the UK that have been massive worldwide are Slick Rick, Monie Love, Soul II Soul...they're all old school. Now when I've been in the studio in the States with Vee he shakes up some of the singers there – from Ray J to Truth Hurts. He can rap he can sing; they just think 'wow'. He's just doing his thing; he's gonna be different. Because in America are already on to him. They're all appreciating him because they don't want another Osher they've got the best of them. He'll go in there and just twist them up. It doesn't matter what lick they do or what riff they do [Vee] will just turn it around 10 times and they just look at him and go, 'he's not messing about'. He's been doing it since he was three; he's classically trained in Asian music. He's always on the grind and practicing. First of all when you listen to him you're going to say, ...he's not Asian he's black'. I guarantee it. Everybody who has heard him has said he's black'.

EUT: You and your brother are identical twins. Did you ever get up to mischief as youngsters?

Jazz: Yeah when we were youngsters. He'd go to my lectures and I'd go to his. When I used to be at college people used to say, 'how many times a day are you going to change your clothes?' I'd be like, 'what you talking about. That's my brother'. They didn't realise that there were two of us! Even the principal said, 'what do you mean there are two of you?!' They must have thought I was a right weirdo changing my clothes all the time.

EUT: What is the coolest thing about being a twin?

Jazz: It's the same as having a normal brother. You're always going to argue you're always going to fight.

EUT: Do you know what each other is thinking?

Jazz: Do you know what I don't think that's a twin thing, 'Cause me and Vee if I think something he thinks the same thing at the same time. I'm not even joking. We'll sit there and I'll be making something and I ain't even said it and it will come out of his mouth. We do the same thing; you know when you've just got that connection. It's just standard brother and sister thing. I don't think we've got this magical thing where he'll be on the other side of the world and I'm gonna poke my arm and he'll be like, 'arghhh that thing just caught me' (laughs)

To enter the Spit Your Best contest entrants are invited to upload a 60 second clip of themselves rapping or singing. The winners of the competition will be given a once in a lifetime opportunity to record and feature on the upcoming mixtape alongside artists including dancehall queen Ce'Cile, US rapper Technique and R&B vocalist Truth Hurts at the Kray Twinz studio. Winners will also win top of the line Steinberg production software and a limited edition Marc Ecko watch. To enter go to www.desihits.com

www.kraytwinz.com

Ihunna Eberendu - March 200

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Kray Twinz Interview

interview 0564 added 20.04.08 words: Ben Spurr technical: Spoon

Hailing from Coventry but blessed with a worldly perspective, the Kray Twinz shot to some people's attention with the club banger 'What We Do' featuring none other than Lethal Bizzle and Chi Towns Twista. Since the success of that track the Twinz have toured and hooked up with a range of unlikely collaborators from Blue's Lee Ryan to Police legend Sting. So what's next for the Midlands beat masters? Ben Spurr found out via a lengthy phone conversation with Jaz, fifty per cent of the duo.

People know you from the monster track 'What We Do', did that track open up a lot of doors for you and what have you been doing since?

For 2 years we were touring off the one record and then back in the studio working on my new artist Vee. So it was just all around the world with that one tune and then get back in and start the next project.

Just out of curiosity, did you hear Kano's version of the track on his mixtape 'Beats and Bars' and if so what did you think to that one?

No I didn't hear it!

Oh right, yeah Kano did a bad freestyle using the beat on his mixtape, moving on, how on earth did the collaboration with Sting come about and did you complete a track together?

Yeah, what happened was I was in L.A. at the time when the call came, there was going to be a computer game that was coming out and he was asked to do the track for it and they recommended me as the producer. He called me up and said 'send me a few beats, I wanna see if we can do something'. I sent him a few things, he said 'yeah I love it', he said 'come fly out to my villa in Italy' and then for about 4 days we just jammed and came out with this thing. I don't know if it's out right now but yeah we completed the song.

... No UK artist has got the push they needed ...

Is there anywhere we can listen to the song?



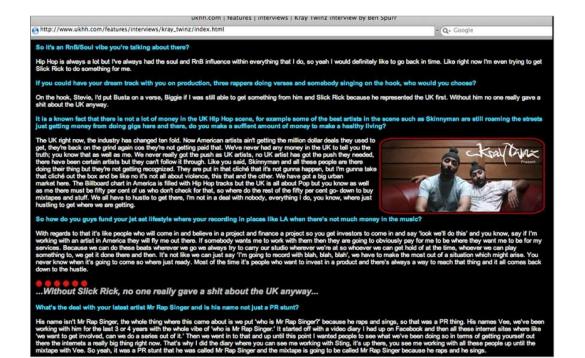
Obviously being such a great artist at a big level I don't think they're going to let little things like that leak, not like they would let us leak out. They have got a lot of hold on that and because it is Interscope and everything there is like a big chain you have to go through before people can get it.

Not that a factor like this should matter but with the music industry being so fickle, do you think your ethnicity has helped or hindered your career?

You know, I think in my own community it might have just set it back a little bit but from everybody else it's just been love because music is music. A lot of people from my own community will probably say 'well why have they gone down that route' but you know as I try to explain to them my upbringing wasn't with Asian music, I was always brought up on Soul, Hip Hop, RnB, Funk. So you know obviously I'm going to go with it, not that I'm not capable of doing that, I still put a bit of my roots in to the music but at the end of the day music is music. It doesn't matter what colour it is or what kind of music you're doing, people who are going to look out for the music are always going to appreciate it.

So you have worked with the likes of Twista, Bizzle and Sting, who else is on the list of artists that you want to produce for?

I would want to do stuff with people like Stevie Wonder, people like George Benson and all the people that I've grown up listening to. If I could re-work stuff like that I would love to do it but right now I've worked with, as you said, Bizzle, Twista, DMX, Ronnie Jordan, Truth Hurts, Ray-J, Sting, Elephant Man, Lee Ryan, you know I've worked with quite a few people, but right now you know I think I want to reach out and bring back to my old school.



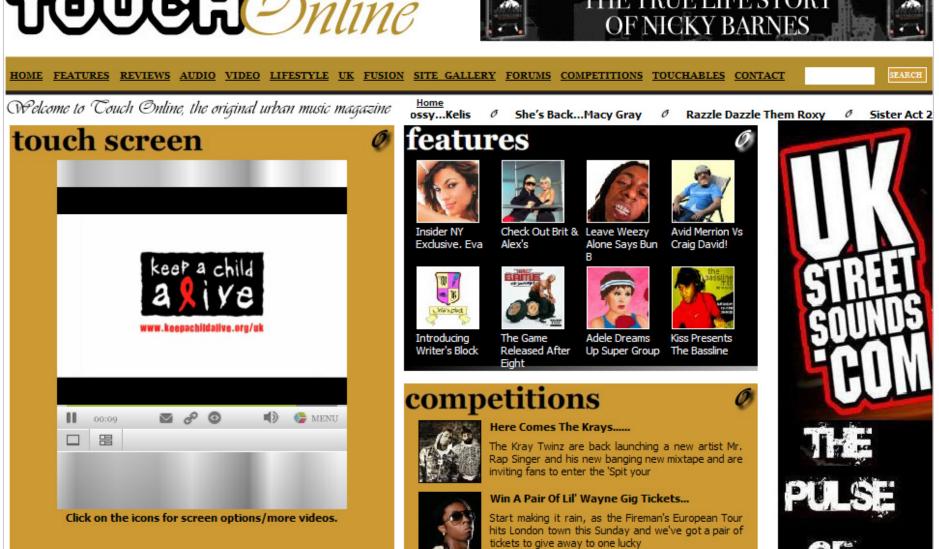












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Here Comes The Krays...



The Kray Twinz are back launching a new artist Mr. Rap Singer and his new banging new mixtage and are inviting fans to enter the 'Spit your best contest'.

more articles

Insider NY Exclusive. Eva...



I've got a bone to pick with Estelle. Yeah doll. you. We all love American Boys, what's not to love? Baggy pants and confidence that

borders on arrogance. The thing is, YOU are poaching on MY turf....

Check Out Brit & Alex's...



Step Up 2 The Streets may not win any Oscars. But what it lads in performance and dialogue it damn sure makes up for in its

banging soundtrack. As well as Flo Rida's Low, TOUCH are also feeling

full article

Winners will be given a once in a lifetime opportunity to record and feature on the mixtape alongside Ce'Cile, US rapper Technique & Truth Hurts. They'll also win Steinberg production software and a limited edition Marc Ecko watch.

So what are you waiting for? Upload 60 second clips of your best at www.kraytwinz.com.







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DNA MUMBAI

Crazy about the Kray Twinz

They've collaborated with Jay-Z and Twista. and now they're bringing their music home

Lhendup Bhutia

The lights dimmed, and the emcee clad in an oversized tee, misaligned baseball cap and a large silver chain and lock swirling around his neck cried himself hoarse, as he announced the act of the night at one of Mumbai's most elite lounge bar. "The hottest and biggest Hip Hop producers in the UK", finally came on stage, complete with bouncers and groupies. And Mumbai greeted the Kray Twinz — comprising the twins Jat and Jazz - with a roar of approval. The brothers belted out hits after hit at the overcrowded China House in Grand Hyatt that reminded this writer of a Virar local - only here, the men and women were dressed to the hilt.

"Hip Hop and RnB is in a very nascheck out the "music scene". "We and Jazz, with minimal Bhangra," audience here. If you thought Rock 'n' into music, but now that we are doing way only twins can do. The brothers as the more vocal of the two. have a lot of hits to their credit, from the popular Hip Hop-Bhangra fusion, Wonder, Quincy Jones and Slick Rick we love everything XL," said Jat. "We Mundiya To Bach Ke, with Panjabi to have had the biggest influence on have a great life now, but we've strugbaikars to hear them out. The broth-MC to the more recent What We their music, grew up on Jazz and latgled to get here." Do, and have collaborated with er moved on to Hip Hop and RnB.



cent stage in Mumbai," said Jat, who

hope we can kick-start a change," said Jat, who, by the course of this in-Roll was all about style, Hip Hop push-extremely well, they have no com-

The twins, who consider Stevie — from cars to accessories to clothes, promise on our music."

the Black community in the US and to become doctors or engineers," said grandparents. "Our music is more Hip Hop, RnB the UK, and they hope to cultivate an Jat. "They initially opposed our foray

said Jazz, taking off from Jat, the teraction clearly established himself es the bar even further. "It's all about plaints," said Jazz. "We would love to style and bling. We love everything big work in India, but we will never com-

www.dnaindia.com

ers are hoping they can spread the joy heavyweights like Jay-Z, Truth Hurts Their loyal fan following comprises the age of 13. "Our parents wanted us dia — the home of their parents and The brothers started DJing from they have found in their music to In-

h Ihendun@dnaindia na



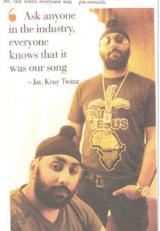
Not Jat Jazz

Kray Twinz, Jat and Jazz, talk about producing Mudiyan to Bach ke and how Panjabi MC released it without giving them credit

KEVIN LOBO

talking about it, Punjabi MC released it in the market without giving us any credit. Ask Bgangsters who ran a rack-et in London's East End, one knows that it was our De't in London's East Ind. Kary I winz come to from with promises of pare unadulterated hip-shop. Overseas had promised the same, but their album, in collaboration with submit, in collaboration with much of a let down as too m

Blat for production and a sense of production and a sense of pride as they consider them serves to be trendsetters, they talk about one of the most debated issues of their career. Whaliphy to Back Ke was supposed to be a truck to be played only in clabs. It was made way the best of the best of



MUSIC Kray Twinz After giving the hit tracks like Panjabi Mc's Back stabbers and one of the top twenty hits What we do the international DJ duo will now perform on popular hip-hop tunes for the first time in India. May 28, 10.00 pm

China House Lounge, Grand Hyatt, Santacruz (West)

Contact: 66761086

Ashutosh Phatak

Experience the best psy-fi rock operas by Ashutosh. After a thunderous response to his first live show in 15 years, he is back for a second performance.

May 28, 9.00 pm Blue Frog, Lower Parel. Contact: 40332300



MUMBAI "HT CAFE"



Tip hop and R&B DJ prowill be performing in Mumbai for the first time tonight.

They will be celebrating China House's first birthday party as well as kick-starting a weekly hip hop and R&B night there.

"Hip hop is a way of life: it's a dress sense, break dancing, graffiti, it's something that started in New York years ago," said their rapper and songwriter Vee. He is a Punjabi who hails from Bedford, which he described as "the fifth roughest town in England."

He writes the lyrics while Jaz and Jat produce the music. It can be about everything from chasing girls, money and cars to financial and health problems.

"Rap can be about anything. It ducers the Kray Twinz can be about violence, its whatever the artist has been through," Vee said, sporting a vintage style T-shirt, with a large chain around his neck, sitting in China House lounge rehearsing before the gig. "R&B is soul merged with hip hop."

Hip hop started in New York the 1970s as a way for poor inner city black and Latin Americans to express themselves.

Crime factor

These street kids found their voice in a kind of rap backed by percussion beats, music actually rooted in Jamaican and West African traditions.

Some formed gangs and it later become associated with violence. drugs, gangsters, and gun crime.

"For us it was about being a minority in a white culture," said Jaz, a British Asian, who started Deejaying at the age of 13 with his brother Jat in their hometown Coventry. "It was about being from the streets."

Of endless style

The twins, 29, were brought up in a predominantly white area of Coventry after their parents migrated there from Punjab and worked at the Jaguar factory, he

"Our parents were working and so we had to learn to survive on our own. So if someone gave us trouble, we had to deal with it and make the best of a bad situation," he said hinting he had had a colourful past.

Named after the notorious East

End crime gang leaders the Kray Twinz draw inspiration from Quincy Jones, Slick Rick and Stevie Wonder.

"It was also what our elder cousins were listening to," said Jaz, dressed in a yellow zipped cardigan, large shades and sporting a gigantic flashy watch and rings on his fingers.

"It's a lifestyle and you have to live it. You have to be part of a scene and choose to join that scene," he admits.

Fashion has always been an important part of hip hop and R&B culture. Although, followers traditionally wore zipped hoodies, baggy clothes, baseball caps and bomber jackets, it has now gone bling, he explained. The fashion scene is also about designer T-shirts sneakers and suits. shades and jewellery, he added.

Only for real fans

The Kray Twinz performed across the world but their main following were in the USA and Europe where whites, blacks and Asians are fans, he said.

Explaining why they had not come to India before, Jaz said: "We didn't want to play to people who have only heard of Beyonce. We wanted to play to a crowd that was part of our scene and real fans of the music. It's about people pushing to the front, dancing, the ambience and energy. You can't just stand around."

But will the crowd at China House be the right one? "We don't know," he said. "People in India haven't grown up to enjoy this kind of music but we are now bringing the scene here. Even Bollywood is getting hip hop."

The trio will soon be releasing their album Indian Summer and an Extended play(EP) called Indian Dance. Jaz insists there is no Asian influence.. "The only thing Asian about us is us." he said.

MUMBAI NEWS LINE

URBAN ORIENTAL

China House introduces hip-hop and R&B nights



KENNETH LOBO

YEAR ago, the city was abuzz with news of a suburban fivestar setting up an out-of-theway up-market lounge, continuing way into the night. with cutting-edge music and technology. Then, there were rumours about an iPod DJ. and clubbers were tickled with delight. What brought the house down eventually, though, was the installation of DJ Clement as the resident -funnier than Chaplin, moodier than the Presidentwho dished out a disastrous

potpourri of tunes on any given night at the oriental, China House.

Clubbers are rumoured to have to fractured body parts as Clement jumped genres without abandon; so the city heaved a collective sigh of relief when China House, at the Grand Hyatt in Santacruž announced, a year after its highprofile launch, the installation of DJ Privanjana behind the decks. While most lounge bar-club have succumbed to the whims of Bollywood, China House's international clientele, 3:30 am deadline and five-star location have

ensured that Hindi has stayed out.

And now, they've added hip-hop and R&B to the mix. Firuza Mistry, marketing communications manager, Grand Hyatt (Mumbai) says they observed that "both internationally and locally, there is a good vibe for hiphop and R&B. We've set aside Wednesday nights for this and bring in international acts once a month."

The premier night features the internationally renowned Kray Twinz (Jat and Jaz), an identical pair of UK-Indian twins, burning up dance floors across the States and Europe. You might be low on the instant association quotient with the Twinz, but they're the producers responsible for Punjabi MC's wildly successfully 2000-hit, Mundiyan to Bachke Rahe. "We produced the track in 1995, but it was picked up in 2000. By then, our sound had moved on; we'd gone back to our passion, hip-hop and R&B."

A quick glance at their collaborations and you'll notice that these 29-year-olds aren't also-rans or riding the wave of Asian-flavoured beats. The Kray Twinz has supported Sean Paul, Mr Vegas, Ce'cil, 112, Fat Man Scoop, Eric Sermon, Red Man, Method Man and Kelis; they're producers that artists like Sting would holler out to in a crowd.

"We broke into the market by making hit music like the Americans do, by making good beats that people enjoy. If you look at the charts, the American market is hip-hop and R&B based, whereas UK leans towards the R&B-pop flavour," he adds. If the quality of the music doesn't surprise you, their faces certainly will. The sibling-duo has retained their Sikh identity. "People have been really surprised about our faces, but that's only after they've heard our music," says Jat.

DROP IN HERE,

TONIGHT

CHINA HOUSE: For your weekly hip hop dose, here's a new destination. Kickstarting this week, with UK-based twin DJs, Kray Twinz, China House will dedicate every Wednesday to hip hop and R 'n' B music. The Kray Twinz have have hits like Punjabi MC's Beware of the Boys, and Mark Morisson's Backstabbers to their credit; the duo has also collaborated with popular hip hop artists Jay-Z and Keyshia Cole. The club celebrates its first anniversary tonight.

When: Tonight, 10.30 pm onwards
Entry fee: Rs 800 per head (full cover)
At: Grand Hyatt, off Western Express
Highway, Santacruz (E). Call 66761086



DJs Kray Twinz

MUMBAI "WESTSIDE PLUS"



Kray Twinz

Twin notes

Kunaal Majgaonkar

hat betters one, highly talented UK born producer and DJ who has his roots in India? Two. And when they happen to be identical twins, the magic they weave has to be seen or rather heard to be believed. Jat and Jaz, better known as the Kray Twinz or more famously as the duo that gave the world 'Mundiya tu bachke rahi', are every bit the energetic picture you paint of them once you have heard their work.

The brothers have come a long way since that exceptional track which, immediately after its release, was a necessity in every car that had a stereo. "We have moved ahead phenomenally since then. It felt good to hear that the song was a rage not only in India but also Spain, Turkey and 52 other cities on the globe," says Jaz.

Pioneering the Hip Hop and R&B scene, the twins are a rage in the UK and their collaborations are testimony enough of their talent. DMX, Twista, Jay Z are just a shadow of the long list. However, the one effort that stands out for them was the collaboration with Sting. "He heard our stuff and got in touch with us saying he liked it because we were doing something different. Before we knew it, he invited us down to his villa in Italy. Working with him was wonderful mainly because the both of us came from distinctly different genres," says Jat.

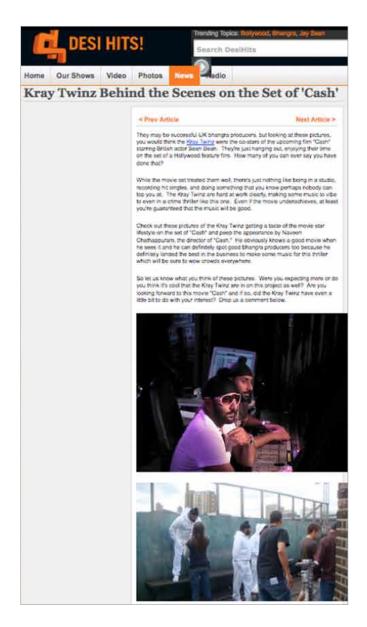
The international acts apart, the Twins are heading for some interesting collaborations with artistes from India. The brothers also relish the idea of doing stuff with Bollywood but only if they are allowed to retain their original style. "Bollywood waters things down and that is something we do not want. If you are using a style because you like it then it should not be tampered with. We were down here last year to discuss a Bollywood project but then we did not take it up because we were not 'us' in the music." says Jaz.

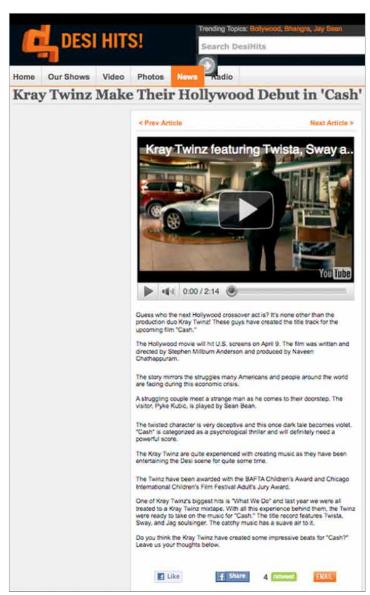
Speaking about the scene back home, Jat says, "The sound has changed a lot. It getting more commercial but then if you have a distinct identity it shouldn't be much of a hassle. If you are good you can ace commercial as well as underground. As for us, we prefer good music more than commercial or underground."

After having researched thoroughly on their art, the duo feel that India is ready to jump into the genre in a big way." People here love Hip Hop and R & B. We are here to bring the real thing to this city. More importantly what we want to do is to put India on the world map. We want people to know that India is not just about four hour-long movies peppered with eight songs," signs off Jaz.

The Kray Twinz will be performing tonight at China House Lounge which kick-starts it one-year celebrations with the act at 10:30 pm.

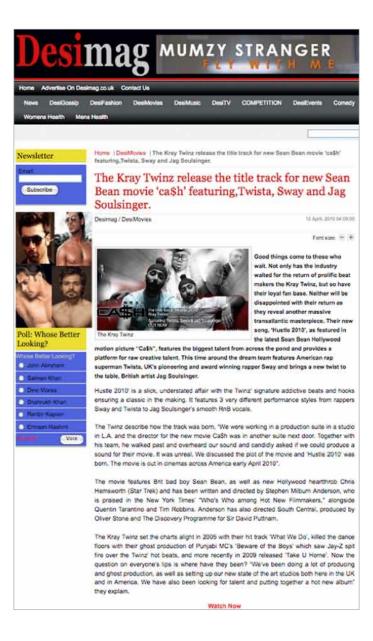
kunaal.majaaonkar@timesgroup.com





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NEW SINGLE AND FUTURE PLANS

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KRAY TWINZ PRESS RELEASE

FOR IMMEDIATE RELEASE:

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THE KRAY TWINZ RELEASE THE TITLE TRACK FOR NEW SEAN BEAN MOVIE 'CA\$H' FEATURING, US RAPPER TWISTA, UK RAPPER SWAY AND BRITISH SINGER JAG SOULSINGER.

Good things come to those who wait. Not only has the industry waited for the return of prolific beat makers the Kray Twinz, but so have their loyal fan base. Neither will be disappointed with their return as they reveal another massive transatlantic masterpiece. Their new song, 'Hustle 2010', as featured in the latest Sean Bean Hollywood motion picture "Ca\$h", features the biggest talent from across the pond and provides a platform for raw creative talent. This time around the dream team features American rap superman Twista, UK's pioneering and award winning rapper Sway and brings a new twist to the table, British artist Jag Soulishinger.

'Hustle 2010' is a slick, understated affair with the Twinz' signature addictive beats and hooks ensuring a classic in the making. It features 3 very different performance styles from rappers Sway and Twista to Jag Soulsinger's smooth RnB vocals.

The Twinz describe how the track was born, "We were working in a production suite in a studio in L.A. and the director for the new movie Ca\$h was in another suite next door. Together with his team, he walked past and overheard our sound and candidly asked if we could produce a sound for their movie. It was unreal. We discussed the plot of the movie and 'Hustle 2010' was born. The movie is out in cinemas across America early April 2010".

The movie features Brit bad boy **Sean Bean**, as well as new Hollywood heartthrob **Chris Hemsworth** (Star Trek) and has been written and directed by **Stephen Milburn Anderson**, who is praised in the New York Times' "Who's Who among Hot New Filmmakers," alongside Quentin Tarantino and Tim Robbins. Anderson has also directed South Central, produced by Oliver Stone and The Discovery Programme for Sir David Puttnam.

The Kray Twinz set the charts alight in 2005 with their hit track 'What We Do', killed the dance floors with their ghost production of Punjabi MC's 'Beware of the Boys' which saw Jay-Z spit fire over the Twinz' hot beats, and more recently in 2009 released 'Take U Home'. Now the question on everyone's lips is where have they been? "We've been doing a lot of producing and ghost production, as well as setting up our new state of the art studios both here in the UK and in America. We have also been looking for talent and putting together a hot new album" they explain.

View Trailer & download Mixtape: www.kraytwinz.co.uk

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JUST ONE WEEK ON...

"Turn your speakers right up...this is my record of the week, could be my record of the month... maybe even year!" Steve Sutherland - Galaxy Radio

"This is Crazy...love this massive line up" Ronnie Herel - 1Xtra

"Heading towards a hottest homegrown...!'ll be listening to this a lot" Ras Kwame - Radio 1

"Loving this" Swerve - Kiss FM

"Love this track...big BIG song. Works well with the sunshine" Steve Clarke - Choice FM

"Loving it...big big tune" DJ Grind - Express FM

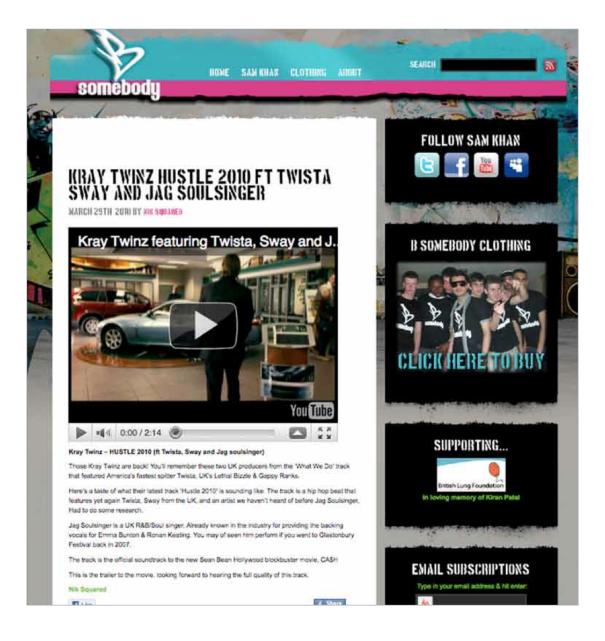
Also supported by Jenni Fancis [Choice FM], Mista Jam [1Xtra] and added straight away to the Bang FM Playlist. Support from pirate stations across the UK including Kernet, DeJa-Vu, Rinse FM, Hot 92, Sting FM and many many more.

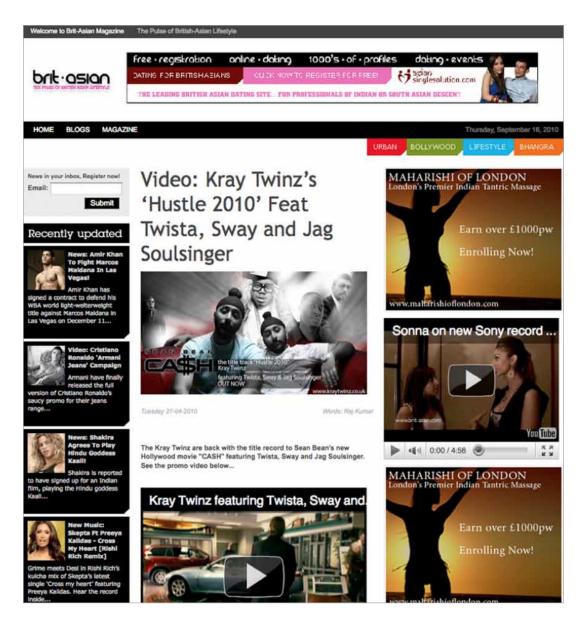
Watch the video viral here: www.facebook.com/kraytwinz



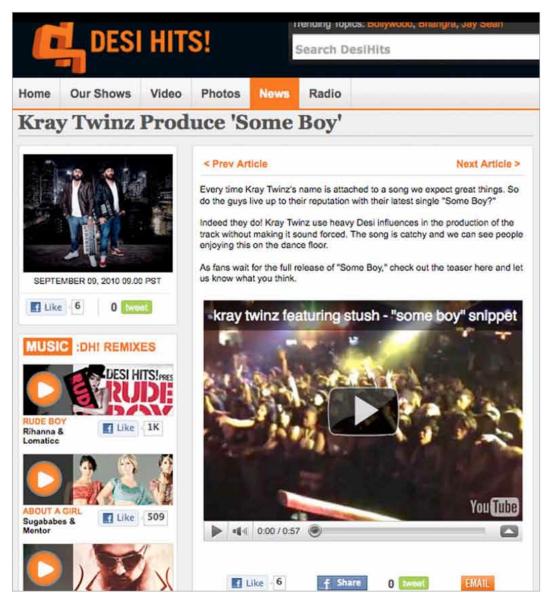
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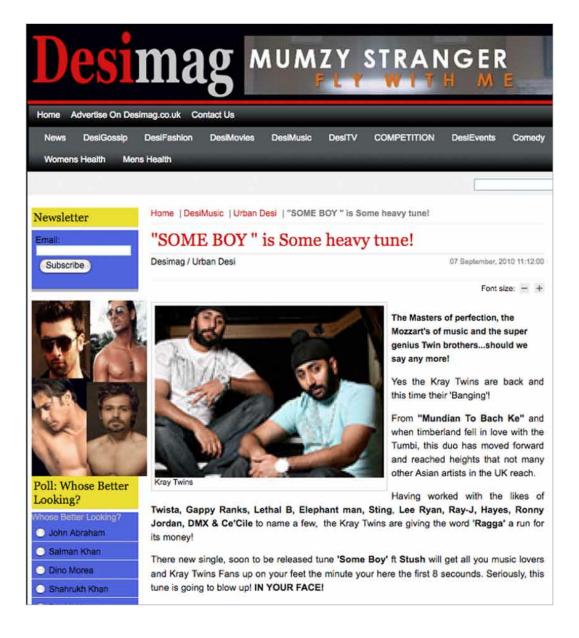












PLANETBOLLYWOOD.COM "COCKTAIL"



"Cocktail" starring Saif Ali Khan, Deepika Padukone and the sensational Diana Penty; has been creating buzz since its theatrical trailer gathered instant positive response from the audience. It's the third Home Production for Saif Ali Khan; after Love Aaj Kal and Agent Vinod; where both got 'HIT' music from Pritam Chakraborty and this time also Pritam has been assigned the task of composing. Three names of artists attract attention (apart from Pritam): Intriaz Ali as Story Writer: His name raises the bar enormously high both as a movie and an OST; inshad Kamil as Lyrioist A regular associate with Imitiaz Ali and a talent house; Homi Adajania as The Director: He last directed Saif Al Khan starrer 'Bering Cyrus'(2006) which was an offbeat movie and his name comes as a surprise and develops curiously for a forte like this. Coming to the music "Tumhi Ho Bandhu" is already toping the charts and is going to be an anthem among the youth. Looking at the covers, eleven tracks, yes, you read it right, eleven tracks which sky shoots the expectations one has from the music and on top of that, the song 'Angreji Beat' which was made viral almost 20 days back is missing from the soundtrack. Without wasting any more time on facts and figures, let's dive into the field of dreams of Pritam and Irishad Kamil'.

Music Review : 'Cocktail' soundtrack...

Untitled

Without surprising anyone, it opens with "Tumhi Ho Bandhu" which is insanely catchy and one that is sure to rule the charts for at least a month if not more. Right from the peppy arrangements to the choice of singers to some fresh and easy going lyrics, everything is top notch and defines the signature style of Pritam which is sure to be picturised at a crucial juncture in the movie post interval. Kavita Seth, who hardly has any track record in Bollywood apart from the beautiful "ktera" (Wake Up Sid); gets an opportunity and certainly makes it big. Her voice is raw, rustic and heavy as a result describes the emotions perfectly and Neeraj Shridhar is at his usual best with the hook line "Tumhi Din Chade, Tumhi Ibn Dhale, Tumhi Ho Bandhu, Sakha Tumhi". Sing along friends!

Pleasant guitar strums starts of the second song "Daaru Desi"... The flamboyant voice of Benny Dayal makes it an easy-on-ear, light and carefree stuff that would grow with time, wonder why a talent like Benny is not used very often by other composers apart from A.R.Rahman and Salim-Sulaiman. The new sensation Shalmalmal Kholgade ("Pareshan' from Ishaqzaade) is fantastic with her part and impresses yet again. The lyrics by Irshad perfectly defines the "Friendship" as a synonym for Daaru Desi, as a result both the antara's are high on melody and on that is sure to be hum around. PERFECTI.

Mohan Kanan aka K Mohan ("Agnee" fame) name is enough to generate curiosity. The next track ""Yaariyan" kicks off with solid rock beats (drums and guitar) and soon K Mohan joins in with his painful voice which is beautifully crafted and intervoven alongside irshad's supendous hear touching lyrios. Into to the Second Interfude and one hears Shilipa Rao with some classicalisuf aleap which are sheer listening delights and shows the immense hard work put in by the composer. A striking and absorbing composition which promises to stay in the favourite's list of the listeners for a long time. Strongly Recommended! A Pritam soundtrack is incomplete without some reprise versions. "Yaariyan (Reprise)" by Sunidhi Chauhan is in liense and my God. What brilliant use of Piano in the background and in the interfudes. Pritam's find Arilt Shingh I only in in a 13.10 for some short but quite outstanding aleap options and one feels why he has been given only thirty seconds in such a beautiful version. Forget everything...Just listense.

Guest Lyricist Amitabh Bhattacharya (AB) writes "Second Hand Jawaani" which is more inclined towards a fun, Punjabi item number with catchy beats and traditional melody. Punjabi Queen Miss Pooja starts of the song and is soon joined by Natkash Aziz with his high pitched notes and hang on. Neha Kakkar is also heard in the antaras but it's real hard to differentiate between both female voices as a result on first few listen, one may call it an average affair but it has the power to create havoc once its video is out rolling over the small screens. Wall for the Video!

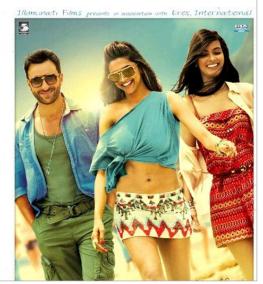
Tighten your seat belts, as the soundtrack takes a 180 degree turn after these four tracks and is instilled with some traditional Punjabi flavour with a list of singers that has the power to drive a music lover crazy and insane.

To start with, "Tera Naam Japdi Phiran" by Javed Bashir is a grandiose fusion of Punjabi and Western arrangements. A traditional tune majestically re-created by Pritam and aptly written by Irshad Kamil, Nikhil D'souza is first rate for the English vocals and the auto tuned voice of Shefali Alvaris (still awaiting the day to hear her voice without the auto tuned effect) overall makes it a superb composition that will be a very interesting watch onscreen as if used only as a background score in a club or for some situational scenario. Add in some more adrenalin thumping and pumping, you have "Tera Naam Japdi Phiran (Version 2)" which is a foot tapping version with no change in singers and lyrics, where one can't resist but dance to the powerful energising beats. Recommended: Both Versions!

Hold your breath as "Luttna (Saif Ul Malook)" will leave you in trance and speechiess. Another traditional melody, re-created by Pritam with the chorus being composed by Sahir Ali Bagga and the more said is less for a talent like Irishad Kamil who gets his poetry in motion and proves his menace yet again with phrases like: "Log Chirag Jalate Ghee Ke, Maine Dil Ka Deep Jalaya Log Hai Khaate Kasam Wafa Ki, Main Zeher Hijar Ka Khaya Log Gavande Dil Ishq Mein, Maine Apna Aap Gavaya "Sufi King Dr.Masuam Amwar leads the vocals and is simply "Extravagant" with ample support from Sahir Ali and Anupam Amod for the chorus part. The inclusion of Rock beats in the interfudes alongside the chorus is an innovative experiment that is worth hearing. For the unplugged fan's, there is "Luttna (Version 2)" which is re-created by Bunty Rajput. A soft, soothing, refined and magnificent version with same set of singers and some heavy bass guitar for the chorus part with the focus being more on the vocals and ties. Magical!

"Jugni" yes, the Punjabi traditional folk song makes an entry with the melody and music being kept intact as in the original. Arif Lohar spreads his charm and Harshdeep Kaur replaces the female vocalist from the original and is a perfect voice for a genre like this. Both the interludes are heavily arranged and lots of orchestration is used. For all those, who have heard the original or the coke studio version will easily relate to this one and for the first timers, give isome time to this epic song which provides a graceful end to the soundtrack.

Cocktail is Pritam's finest soundtrack after a long time which has every genre of music, be it Western, Indian, Rock, Folk, Sufi- Everything. Two guest compositions of Honey Singh 'Angreji Beat' and 'Main Sharaabi' aren't included in the CST but have been made viral and certainly 'Main Sharaabi' is going to be a smash hit among all the party animals. To sum up, every composition has the artistic touch and therefore will enjoy a certain shelve life. Easily one of the best soundtrack of 2012 till date and a strong contender for Best Music Album of 2012, although it's too early to say that. Fritam strikes not only gold but Gold Mines this time!



Cocktail - music review by Mitesh Sa..

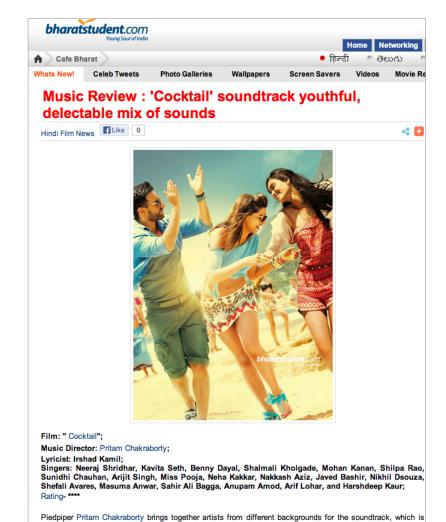
CHAKDEY.COM "COCKTAIL"



THE TIMES OF INDIA ARTICLE ON "COCKTAIL"



BHARATSTUDENT.COM "COCKTAIL"



supported by the wordings of Irshad Kamil of "Rockstar" fame, to create an eclectic " Cocktail" that strikes

The album kicks off with "Tumhi ho bandhu", a peppy youthful number with electronic sounds befitting for a

beach bash setting. The song is a modern version of a popular devotional song and is melodious in the true sense backed by the wonderful voice of Kavita. She is supported by Neeraj Shridhar who brings vigour in the

the right note with its youthful fervor.

chorus that makes this track an instant chartbuster.

ws_and_Gossips-1%2c104309.php — Music Review : 'Cocktail' soundtrack youthful, delectable mix of sounds – Bollywoo
causes...
Untitled
Untitled
Music Chorus that makes this track an instant chartbuster.

"Daaru desi" is again a very innovative friendship track that has Shalmali Kholgade of "Pareshaan" fame coming to the mike along with Benny Dayal to deliver the perfect duet that mesmerises you. Guitar has been put to good use by Pritam and one can just put the earplugs, lie back and enjoy this soothing song to relish the senses.

The next track, "Yaariyan", is an out and out winner if not for the opening sound which reminds you of "In my Place" by Coldplay. Even the rest of the track seems to be heavily inspired (if not copied) from the Grammy-award-winning British alternative rock band. Agnee's Mohan Kanan and Shilpa Rao reunite after 'I Believe' for the song and their synthesis is poignant.

It also has a reprise version crooned by Sunidhi Chauhan and Arijit Singh, which has more of an acoustic feel to it coupled with the sound of piano in the backdrop. The vocals are pretty good and it is any day better than the original.

Up next on the play list is the desi number "Second hand jawaani" which has Punjabi pop star Miss Pooja crooning mischievous lyrics to make you sway. She is joined by Neha Kakkar and Nakkash Aziz and the three manage to blend with ease. It has elements of hip-hop and the groovy beats keep you hooked to the track.

"Tera naam japdi phiran" is one of the best tracks in the album which will click with the young generation. The lyrics are in Hinglish with a bit of Punjabi here and there. Javed Bashir does a wonderful job here by giving you an adrenaline rush while Shefali Alvares sings "I'm a bad bad girl, I'm gonna rock your world with a gun in my hand", which sounds funny but not out of place. Nikhil D'Souza croons the rest of the English lyrics. The beats are really good and Pritam deserves a big cheer for creating this one, which will be a show stopper at clubs very soon.

It also has a remix version but is unable to stir your emotions like the original.

"Lutna" (Saif Al Malook) is just an awesome dubstep track sung by Masuma Anwar, Sahir Ali Bagga, and Anupam Amod. This energetic mix of sufi and modern dubstep sounds also has elements of qawwali and despite such an array, the track manages to hold together brilliantly. It has an amazing chorus and it transports you to a different territory.

It also has a mellowed down version that is also good but one prefers to stick with the original in this case.

Last but not the least is "Jugni", a musical treat for music lovers who swear by the Pakistani version of Coke Studio. Arif Lohar along with Harshdeep Kaur manage to create something not too similar to the track one has heard before and the sound is very evocative with a beautiful composition by Pritam.

Also, there was no trace of the two tracks by the popular Yo Yo Honey Singh - "Main Sharaabi" and "Angreji Beat" in the ensemble – however, they are worth a listen.

The final verdict is that "Cocktail" lives up to its title as the soundtrack is definitely a brilliant and soothing combination of different sounds to satiate your thirst in this scorching heat.

It's definitely worth a shot.

WEB LINKS

ENDORSEMENTS

Archos

http://www.youtube.com/watch?v=yPCLzqkWDXM

MUSIC

Kray Twinz - Cocktail - "SECOND HAND JAWANI" FILM VERSION http://www.youtube.com/watch?v=-nnm9JXRZQ8

Kray Twinz - Cocktail - "SECOND HAND JAWANI" ORIGINAL VERSION http://www.youtube.com/watch?v=eZFBBoDKV9Y

Kray Twinz featuring Stush "SOME BOY" http://www.youtube.com/watch?v=A8DOzEV6jWQ

Kray Twinz featuring Twista, Sway, Jag Soulsinger "HUSTLE 2010" http://www.youtube.com/watch?v=Nf1Wd0vZdGE

WEB LINKS

"HUSTLE 2010" The Djs reaction Part 1 http://www.youtube.com/watch?v=ijBsv2gM-ws&sns=em

"HUSTLE 2010" The Djs reaction Part 2 http://www.youtube.com/watch?v=thvAD3925JU&sns=em

Twista "THREE MINUTE MURDER" Produced By Kray Twinz http://www.youtube.com/watch?v=eHOshGKPWvc

Kray Twinz featuring Vee "TAKE YOU HOME" http://www.youtube.com/watch?v=KebiHjoZirw

Kray Twinz - Fight Night - "ROUND ONE" http://www.youtube.com/watch?v=xsF1pzO8p9M

Kray Twinz "WHAT WE DO" http://www.youtube.com/watch?v=byGC_fFrpEg

