

Anotha Kinda Southern:

Raps on raps on raps. Puns on Puns on Puns. Drums on drums on drums. And Trivia on Trivia on Trivia. This album is filled with everything you didn't know you needed to know, delivered by the guy you love to know. He'll make you laugh, and then get you riled up to whoop on a bully, then make you laugh again and cook you dinner. This record is rap like you've never known it before, and Florida like you never knew it could be.

Zach takes you from the wild stip of A1A to the serene expanse of Alligator Alley. The music goes from peace to aggression, optimism to regret, and a slew of unexpected places inbetween. This music is as much a testament to Zachg's studied ear as his unique voice. From found samples, to self samples, to new compositions, to field recordings, this record really runs a range of methods. It's a ride, hopefully one you'll enjoy.

*Sounds Like: Outkast, Brian Eno, Leonard Cohen, Atmosphere, Eminem, Why?, Talking Heads

*No tracks are FCC friendly

*Go To: 3,8,12,14

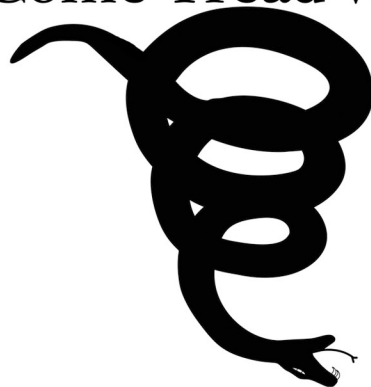
Bio:

Zachg is an incredibly freewheeling rapper from Broward County, Florida who recently relocated to Oakland/Berkeley, California. He writes for Vice magazine, and Mishka's Bloglin, works in the medical cannabis industry, and pieces together whatever else he can to feed his fire. He's a contemporary blue collar average citizen making above average hip hop. Imagine if Why? and Outkast had a lovechild who studied Hindustani Classical music, Brian Eno, John Cage, and Terry Riley. That would be Zachg, in a nutshell, albeit a rather strange nutshell, but a nutshell nonetheless.

His music reflects his life. As he struggles to realize his version of the American Dream his frustrations, his resilience, his humor, and his realizations crystallize in his music. He has a unique perspective on life, and what he offers as an emcee is familiar, but at the same time unheard of. He is at the pith of existence channeling sounds of amazement. His knowledge of so many things—both musical and otherwise—gives his music the depth that hip hop craves, while his ability to laugh about himself lends a lightness rarely found in emcees worth listening to. His devotion to the public over niche audiences keeps him from noodling in the diversions typical of such thought out music. For everything that hip hop says you can't be Zachg proves you can. And you can do it extra.

This is what happens when the only rule is: "What are the rules?"

Come Tread w/ Me



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