



Artist: C-Froo
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Britain's best new MC flips 'The Script'

He's been called "the greatest force to come out of Bristol since David Prowse played Darth Vader". He's supported the likes of Jack Flash, Ill Bill and Anti-Pop Consortium, shared a stage with UK hip-hop big hitters like Blaze, Rodney P and Skitz... and now C-Froo is ready to break through with debut long player 'The Script'.

The most important thing you need to know about 'The Script' is summed up in the title. It was Cheyne Quinn AKA C-Froo's doctor who recommended that he focus his energies on his MCing, as a way of countering bouts of depression. It's no surprise, then, that lyrically 'The Script' is as personal and thoughtful as UK hip-hop gets: almost uncomfortably personal at times, as when he raps about the death of his father on 'Face The Dawn'. This is hip-hop not as a good business plan, nor as low comedy, but as pure art and expression - and in an era when fake gangster posturing and bling bling braggadocio is looking decidedly old hat, C-Froo's deeper take on hip-hop couldn't be more welcome. And while C-Froo's laying it down for you on everything from relationships to the state of the economy - and of course repping the BS15 to the fullest - Nicky Beats and Kali from the mighty Tough Touch Productions lend an expert hand behind the boards, helping to create some of the fattest beats to emerge from the southwest since Massive Attack.

C-Froo was almost inevitably going to end up making music: raised on his roadie dad's reggae records, he was bitten by the hip-hop bug at the tender age of five - when he got bought Doug E Fresh's 'The Show' on 7-inch because he liked the Inspector Gadget hook! - and got his first bass guitar aged just 8. He started rhyming at the age of 11, but strictly in the privacy of his bedroom. In public, he was wielding the four-string in bands: first for Bristol-based psychedelic dub outfit Moqsha, who had an album ('Cerebral Arma') out on Sugar Shack Records, then for the El Pato Band, whose diverse multi-cultural line-up (members came from Africa, Europe, Cuba, the Caribbean and Australasia) meant the already remarkably musically literate young artist was exposed to an even broader range of styles, rhythms and influences.

Talent will out, though. In 2003 he entered his first MC battle, on a dare from his mates at a local hip-hop night - and found himself in the final. Since then, there's been no stopping him. He's currently part of Mad Method, a loose collective of DJs, MCs and producers from across Bristol. Both as part of Mad Method and solo, he's played every hip-hop spot in one of Britain's most hip-hop-friendly cities, garnering rave reviews in *Venue* - Bristol's answer to *Time Out* - so regularly that it's getting quite embarrassing.

Dressed to kill in tru skool b-boy style, but citing influences as diverse as Yellowman, Prince, Small Faces, Primal Scream, Belle & Sebastian and The Doors, C-Froo is a genuinely fresh voice in a sea of soundalike UK hip-hop wannabes. Sleep at your peril.

Once more with feeling: C-Froo's 'The Script' is out on K-Town Sounds on March 27. There will be an album launch party at The Hip-Hop Lounge @ The Croft, Bristol, to which you are cordially invited.

For interview requests, hi-res images, launch party details or more info about C-Froo, Mad Method or hot new label K-Town Sounds, speak to Alicia or Russ on 07531 405106, or email info@c-froo.co.uk

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