



TYLA YAWEH

When rapper Tyla Yaweh took a leap of faith and moved from his native Florida to Los Angeles in 2015, he did so on a dollar and a dream. Nineteen years old at the time, the musician, who had built a steady following in the southern state thanks to performances with everyone from Earl Sweatshirt and Denzel Curry to A\$AP Ferg and Flatbush Zombies, packed his bags and headed west without a support system in place. Amid turbulent periods of being homeless, Yaweh quickly bootstrapped his career, making the most of free studio sessions from friends to record music and booking shows for himself. By 2018, he'd signed with managers Tes Siyoum and Bobby Greenleaf as well as London Entertainment, founded by Post Malone's manager Dre London, setting his career on a slingshot path.

Since then, Yaweh has been on a hot streak as a self-starter, establishing himself as one of hip-hop's most promising and unique new voices. With a rockstar attitude and a creative wingspan that encompasses pop, rap and R&B, the now 23-year-old has rocketed to ubiquity in a relatively short period of time, bringing his diverse spate of tracks to life during riotous performances with Post Malone on their 2019 international tour and nabbing hits along the way. On Spotify, where his 2018 smash "She Bad" has racked up 7.5 million listens, he's accumulated 21.5 million clicks in under two years, while on YouTube, his channel surpassed 5.2 million views in just a year's time.

His recent career peak came in the form of his debut project *Heart Full of Rage*, which released in Feb. 2019. It was the culmination of bottling up emotions while on the road, and capturing those sentiments in a 10-track collection of songs that are introspective and insightful matched by a club-ready sound. "I was feeling all this rage in my heart," recalls Yaweh, who worked on the set for a year and a half. "Everything built up from relationships, me going through different situations, and just a lot of different stress. I wanted to put that in my music and just express myself in every emotion—me being happy, sad, wanting to go into a mosh pit and rock out. *Heart Full of Rage* is a feeling that everyone should have."

Yaweh channels his wild side on the darkly-shaded "Who Shot Johnny?" On the track, produced by Sorry Jaynari, Ramiro Padilla and Fernando Garibay, his voice soars over a spidery instrumental as he dives into the trouble with unsolved murder cases from his hood. "I've been through it when I was in the trap house and got the doors kicked down. I have friends who nobody knows killed them to this day. It's just like, who shot him? But no one's saying nothing, no one's snitching. It's a big mystery at the end of the day."

He keeps the momentum sustained with "Salute" featuring French Montana, a hedonist anthem about partying for three days straight. Yaweh's connection with Montana spans some time—he originally wanted to sign Yaweh to his Coke Boys imprint—and their chemistry shines on the meeting of worlds. But there's a more contemplative side to *Heart Full of Rage*, too: Yaweh lets the paranoia seep in on the harp-plucked "Ain't What It Seems," and is quick to show his sensitive side on "They Ain't You," where he bemoans his loneliness and sings of how he misses his girl while on the road.

“I feel like it's one of those projects to show people that I'm going to be here for a long time,” he says. “I wanted to show people I'm not going to go nowhere and I'm going to keep making the best music.”

His recent success may be a blur, but it's been a gradual ascent for Yaweh. He grew up in Altamonte Springs, Fla., where his family exposed him to everything from church music to area rappers like Lil Boosie and Trick Daddy. He started performing when he was 14, and recorded his first song “Alone” at his friend's studio under his birth name Tyler Brown. The track took flight on file-sharing site Hulkshare, giving him a taste for where his career could be headed. But he needed to make ends meet, and he gave into selling drugs, prompting his mother to kick him out. It wasn't until he realized that music was his true calling, and his trip to California set his life on the path he'd aspired to walk.

With *Heart Full of Rage* already striking a note with fans, Yaweh rides out the summer by bringing his electric live show to Bonnaroo, Firefly and Lollapalooza. He's already planning on putting out a follow up to his latest, but his true intent is to connect with existing and potential fans. “I want them to feel all the different emotions,” he says. “Keeping the youth inspired is my biggest goal. I feel like people need help more. I want to do more for the people—as much as I can do.”