

A\$AP FERG

Innovation happens in the underground.

It's beneath the surface that boundaries bend and break. It's on the streets that change brews. It all goes down in the trap, and A\$AP Ferg rules that realm. His debut album for A\$AP Worldwide/Polo Grounds Music/RCA, *Trap Lord*, lays down his hypnotic hood decree over the course of thirteen visceral, vibrant, and visionary tracks. Now, it's his time to rise.

He spent 2012 fortifying the groundwork for his ascent to *Trap Lord*. As a member of Harlem's very own A\$AP Mob collective, Ferg has already joined A\$AP Rocky for sold-out tours with Rihanna and Drake. He appeared on "Ghetto Symphony" from his longtime friend's chart-dominating major label debut *LONG.LIVE.A\$AP*, as well as on the viral hits "Kissin' Pink" and "Get High." In 2013, he dropped the solo hit "Work," which properly introduced the world to his succinct skills and penchant for intense, otherworldly delivery. It also attracted Rocky, French Montana, Sch\$oolBoy Q, and Trinidad James to a high-profile remix and video that garnered over 6.9 million YouTube/VEVO views. However, everything simply led up to *Trap Lord*.

"It's my voyage from the hood to fame and what I've seen along the way," he declares of the album. "All of these life experiences made me who I am and inspired me. It's so personal. I've been working on it all along. It started off visually with how I saw myself as a person."

So what is that vision of Ferg? First and foremost, he's a hustler. In fact, he never stops working. That's why he's already established himself as a hip-hop contender.

"Everybody always says, 'Ferg, you've always got a new hustle. You never stop trapping,'" he smiles.

In order to construct the album, he didn't approach the process traditionally—or safely for that matter. Instead, he sought out up-and-coming producers such as Chinza & Fly, the duo behind "Work," to concoct unique and unheard soundscapes. Elsewhere, he enlisted legends such as Bone Thugs-n-Harmony for "Lord," which ends with the "very rare and swaggered out" Bizzy Bone prayer. He teamed up with Waka Flocka Flame for the deadly catchy "Murda Something" and brought together two generations of rap music by spitting alongside Aston Matthews, B-Real, and Onyx on "Fuck Out My Face."

His soulful singing carries the uplifting "Hood Pope," he pays homage to his father and Rocky's on the Sid Vicious-inspired "Fergivicious," and he unleashes raw anger on "Didn't Want to Do That."

Meanwhile, the second single "Shabba," featuring Rocky, meanders from a Middle Eastern twang into an unshakable Harlem groove and name checks the legendary Jamaican artist in its title.

"It's a fun song," he goes on. "Rocky heard it, and he fell in love with it. To inspire him to do something, he's really got to like it. He went in the booth as soon as he heard it. The song gives praise to those legends and iconic figures that came before us like Shabba Ranks."

Even with all of the accomplishments, Ferg never loses sight of where he came from. In fact, one moment will always stand out for him leading up to *Trap Lord*.

"The first show my mom ever came to was at Irving Plaza," he explains. "She always wanted me to have a backup plan. She wasn't sure about me rapping. I wasn't making money, and she was worried it wouldn't work out. For her to come out to my show, it was like winning a Grammy®. Now, she's all A\$AP Mob!"

This past fall, Ferg continued to break boundaries and gain new believers on his headlining "Turnt x Burnt Tour," alongside the A\$AP Mob. This is a movement for the 2013 BET Hip Hop Award "Who New? Rookie of the Year" winner.

"I want *Trap Lord* to be an experience," he concludes. "I want people to know there are different ways to make music under this hip-hop umbrella. I want to inspire creativity. I want to bring that to the game. It's about being an individual. It's about being you. I'm the lord of my trap, and my trap is rap."

<http://www.asapferg.com/>

