

LUKE CHRISTOPHER

Luke Christopher isn't about to wait around for anybody. Instead of relying on singers or producers, the Los Angeles rapper can belt out a hook with the best of them, and he remains an accomplished producer and beat maker in his own right. On his forthcoming 2014 debut EP for ByStorm Entertainment/RCA Records, his singular vision only starts to unfold, encompassing airtight rhymes, cinematic storytelling, keen wit, and a little bit of wisdom.

Growing up in the San Fernando Valley, music surrounded Luke. At a young age, his father turned him on to the likes of Elton John, U2, Michael Jackson, and Stevie Wonder. However, hip-hop found him one Christmas when 2Pac's *All Eyez On Me* sat under the tree.

In high school, he converted the bottom bed of his bunk beds into a makeshift studio. There, he taught himself how to rap, sing, and compose beats. By his seventeenth birthday, he was ready to be properly heard, and major labels clamored for this strangely soulful and emotionally expansive style.

"You could call it a lot of things," admits Luke of his sound. "It's feel good hip-hop, but it's musical. There's an alternative vibe. I like to switch it up. I want you to hear the emotions in the music. It's uplifting, but it's also real."

That's why the likes of Yesi Ortiz and DJ Felli Fel from POWER 106 in L.A. championed him early on. The renowned DJs started spinning his independent single "Sex With You" featuring Common, gaining steam locally.

Then, Mark Pitts, the iconic rap A&R and CEO of ByStorm Entertainment [The Notorious B.I.G., Usher, J. Cole, Miguel] signed Luke to his label in 2013. As he continued turning heads while prepping his debut for the label, he dropped *The Wonder Years Pt. 1* mixtape garnering support from *WorldStarHipHop* and *Hypetrak* in the process. The set also spawned two online hits, the uplifting "Alphabet" and "The Weekend," which nods to the nineties with an eye on the future.

"I put so much into every single song," he goes on. "I don't ask anybody for beats or hooks. I go into the studio with silence, and I write all of the songs from scratch. I want to inspire everybody to take control of their art."

He's not just going to inspire artists though. Luke is in fact leading his own movement, #TMRWGANG. Initially spurned on by the charity work Luke would help his father with as a teen, this is his way to give back.

"It's more of an idea," he explains. "It's not necessarily about where you're from or what you do. It's about how you do it. I want to be the type of artist who empowers. I like to write from a perspective of people who don't have a voice. It's important that people know that There's always a tomorrow, and everyone is in charge of it for themselves. Hence, #TMRWGANG."

With fascinations spanning Wes Anderson flicks and British high fashion, Luke Christopher arrives with a deeper purpose and goal for hip-hop. "I want everyone to walk away from my music thinking," he concludes. "I want them to gain self-awareness. If they walk away thinking of the songs all day, I'm off to a good start."

