

PROTOJE BIOGRAPHY

The exciting resurgence of conscious, organic music in Jamaica, dubbed as the “Reggae Revival,” has spread like wildfire over the last five years. Protoje remains at the forefront of this movement. Born Oje Ken Ollivierre in Saint Elizabeth, Jamaica to singer Lorna Bennett and a former calypso king Mike Ollivierre of St. Vincent and the Grenadines, the GRAMMY-nominated artist creates a contemporary sound by blending hip-hop, R&B, soul and rock into his native genre of roots reggae and dancehall.

His catalog thus far consists of four studio albums: *Seven Year Itch* (2011), *The 8 Year Affair* (2013), *Ancient Future* (2015) and *A Matter Of Time* (2018). On August 28th, 2020, he will return with his fifth studio album *In Search Of Lost Time*. This next release is a partnership with his label In.Digg.Nation Collective with RCA Records/Six Course Records. In conjunction with the RCA alliance, Protoje brokered individual album deals for himself as well as his rising female artists Lila Iké and Sevana.

Time plays a meaningful role in naming his album titles. *In Search of Lost Time* is a pivotal moment of reflection for Protoje. While he has enjoyed independent success that yielded international fanfare for over a decade, Protoje’s latest studio effort takes a deep look at his personal and professional evolution as a man, a father, and an artist. The title itself is an homage to the early 1900s Marcel Proust french novel about remembering the past.

The forthcoming album is a marked departure from his previous releases and showcases a wider range of collaborations with balanced display of musicianship. *In Search of Lost Time* features a variety of guest vocalists from Wiz Khalifa, Koffee, Popcaan and Lila Iké as well as production from himself, his resident beatsmith Winta James, Jamaica’s go-to hit-maker Stephen “Di Genius” McGregor and Supa Dups (the multi-platinum producer behind timeless songs for Drake, Bruno Mars, Sean Paul, Nicki Minaj, and John Legend). The 10-track diverse LP reinvents his sound with potential to reach new heights.

In Search Of Lost Time follows his fourth studio album *A Matter of Time* (released in 2018 via Mr. Bongo Worldwide Ltd. / Easy Star Records), which resulted in Protoje’s first GRAMMY nod for Best Reggae Album and debuted at #1 on Billboard’s Reggae Album chart. Protoje rallied Winta James (the same beatmaker behind *Ancient Future*) for a genre-bending creation. Songs like “Blood Money,” “Bout Noon,” “No Guarantee” feat Chronixx and “Like This” rose to popularity. He landed features in Rolling Stone and Vogue and his debut U.S. national TV performance on The Tonight Show Starring Jimmy Fallon in May 2019.

Prior to that, Protoje’s debut album *Seven Year Itch* put him on the map in 2011, but it was *Ancient Future* that signaled the advent of a fresh reinvention for reggae as a whole. The magnum opus, also produced by Winta James, soared to the top of the U.S. Billboard Reggae Album chart during its first week. The album featured his international mega hit “Who Knows” feat. Chronixx,” which has amassed over 130 million views on YouTube for

its video alone. He garnered critical acclaim for *Ancient Future*, including a performance on the UK's biggest music television show - BBC's Later With Jools Holland. Protoje became a mainstay on reggae's top festivals worldwide. At the same time, he expanded his reach across the globe to the highly-coveted stages of Coachella, Glastonbury, Summer Jam and Afropunk.

In 2018 and 2019 alone, Protoje has performed over 200+ dates spanning North America, South America, Asia and Europe. Over the course of these past two years, he has opened for Ms. Lauryn Hill and Rebelution in the U.S. He and Chronixx made history in the UK and sold out a 10,000+ crowd at Alexandra Palace, which has hosted the greats including Jay-Z, The Rolling Stones, Led Zeppelin and Morrissey. He has slayed some of the most coveted festival stages worldwide, including Lollapalooza (Chile), Sole DXB Festival (Dubai), Reading & Leeds (England), Rototom Sunsplash (Spain), Reggae Sumfest (Jamaica) and Celebrate Brooklyn! (U.S.).

In Dec 2019, Protoje also honed his skills as a producer on the *Rock & Groove Riddim*, a four-track compilation released on In.Digg.Nation Collective. Rooted in a half-century tradition of Jamaican riddim compilations, where a variety of artists bring their own flavor to the same beat, Protoje recruited an all female cast of the island's rising stars - Naomi Cowan, Jaz Elise, Lila Iké and Sevana - to each contribute a song to the project.

In 2020, his endeavors have paved the way for a new renaissance of talent out of Jamaica. Protoje's multi-album deal with the Sony Music subsidiary is yet another turning point for Protoje and his team. Coming out of the formative scene of the Reggae Revival, the In.Digg.Nation Collective taking their talents to a major label is a victory lap for their movement. This new era, fueled by a renaissance of Jamaican female musicians, is a breath of fresh air for the music industry as a whole. Welcome to the future.

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