

## MC Conrad

Few people can lay claim to being the definitive voice of their profession, and although he'd hate to admit it, it just so happens that MC Conrad is one of those few. From his formative rave days and partnership with LTJ Bukem, through Speed and onto the present day, MC Conrad has come to be regarded as a defining element in the drum and bass scene worldwide. His raps bring together thoughts and feelings culled from all aspects of life, personally organised to complement the music and to connect with those who are listening.

Music has always been an influence: Conrad spent his formative years engrossed in the family record collection, whilst absorbing a variety of vocal styles and music genres. Although, it wasn't long before he began to develop his own individual tastes, of which early electro was his most favoured. This provoked his involvement with urban street music and its culture, and the first inkling of his desire to make music of his own. Conrad's first artistic tool came in the form of a microphone. Performing came naturally, and as a result it wasn't long before he began to rap for a local hip hop band where he began to develop his own individual style at a rapid rate.

Sadly, as his talent developed British hip-hop wasn't developing to Conrad's satisfaction and as a result Conrad decided to take his vocal talents elsewhere. The early rave scene was the ideal nesting ground for Conrad and with fate on his side it wasn't long before he managed to hook up with the now legendary LTJ Bukem. There were many replicas but their partnership has since proven to be the definitive DJ/MC partnership – representing the sound of an independent record label across the globe for more than a decade. Although Bukem's music may have initiated it with 'Demon's Theme', their partnership has continued it.

After numerous accolades, world tours, and a whole host of hugely popular vocal performances in both live and recorded arenas, most notably the classic Logical Progression and Progression Series of albums and events. In recent years Conrad has taken all his experience and thrown it into the studio. It's been a long road but his most recent productions have undoubtedly made it all worth while, most significantly his collaboration with label colleague Makoto. With support from just about every specialist radio show, and a whole host of premium DJs from around the world, 'Golden Girl' promises to be massive in 2004.

However 'Words 2 Be Heard' remains closest to his heart: a production collective that aims to put the live voice in its traditional place – at the front of a band. Bringing together vocalists, musicians and producers, they are a collective on a mission: to take dance music out of the sampler and onto the stage. Conrad hopes to remove the technological stigma so tightly attached to dance music and gain access to all the atmosphere and experimentation that live music insists upon. In keeping with the spirit of his performances as an MC, nothing remains static, and every performance promises to be different to the last.

These are exciting times for MC Conrad, as he continues to develop his style and his skills towards un-chartered territory.