

SCORCH



JANUARY | 2016

SCORCH
MUSIC
TAKEOVER

7+
Remix

MARISA
MAHADEO

FEATURING

Nikitha Cornwall
Dena Marie
Raquell Cassie
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#SCENEOUT + MORE

44

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PUNCHEON
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SEARCH

HYBRID MUSIC

WHO ARE WE

We are a state-of-the-art recording studio which provides services across the creative & corporate spectrum. Our talented team is well equipped to provide quality Music Production, Post Production, Consulting and Commercial Services

OUR MISSION

To provide studio space and machinery for our local talent to reach out to the world with quality music. Music the only true universal language; so we strive to make music the entire globe can sing along to. #MusicIsLife



New message from: @hypahoppa



Happy New Year SCORCHers and Welcome to SCORCH Issue 44: The SCORCH Music Takeover. Music is an important part of our existence, it's impossible to imagine life without it. This issue is a very special one and we are glad to share it.

The SCORCH brand is constantly evolving and now we are proud to say that our very own music studio is finally here and ready to deliver quality music across the globe; SCORCH style.

In this issue we take a look at our past (because we can't know where we're heading if we don't know where we came from), the future of music (the next generation) and we countdown the top 10 Soca Artistes of all time.

Also look at what we did with some of the hottest chicks in the land and music's most iconic album covers/images....SCORCH dawg !!!

Feel free to comment or check out our new website www.thescorch.com and follow us on social media @scorchmag

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7+

Nikitha Cornwall

 @natural_babe10.11

What's your favourite album?
Ed Sheeran: X

If you had to be an entertainer who would it be?
I would be Kygo, someone who actually entertains.

Name a song you could listen to a million times
Ed Sheeran: I see fire (Kygo remix)



Dangerously in Love was the debut solo studio album by Beyoncé. This album propelled the star to become one of the most marketable singers in the recording industry.

SCORCH



HYBRID MUSIC



THE LAUNCH



A new crop of artistes has been emerging, of late, and they all had the same complaint. They need a space to work and collaborate - and so the idea of "SCORCH Hybrid Music" was born. A joint partnership with Shot Master J, we provide a space for new artistes to showcase their talents.

We recently launched at our headquarters (#27 Methuen St, Woodbrook) and we invited the new-school movers and shakers of the music industry. There were also guest speakers from MusicTT, COTT, TTCO and performances from Inzey and the Dopeskis, Shal Marshall, Mark Hardy and Protoje.

Any young artistes out there think you got the talent to do something different - hit us up.

What's your favourite album?
Oh my goodd, why yall doing this
to me? What album wouldn't make
me gay? 🙄 Ok, Dangerously In Love
by Beyoncé.

If you had to be an entertainer
who would it be?
It would be Rihanna.

7+
Avionne
Mark

SCORCH
FRESHMAN



@xoxoavi



Sade's *Love Deluxe* has sold 3.4 million copies in the United States. The album features chart topping hits like "No Ordinary Love"

Leaders of The NEW SCHOOL

Every few years winds of change sweep over the soca landscape - and it is happening again for the 2016 season. It is inevitable as the sun rising in the east.

This new batch of artistes keep the artform fresh with their ideas and writing style. When we use the word "NEW" we use it in the broadest sense. Some have been knocking at the door of musical success, while others are riding the wave of a 2015 hit.

We compiled a list of who we think are the most promising. New School artistes, we have our eyes on you and we wish you the best in the future.

ERPHAAN ALVES



Erphaan "EA" Alves - Broke Out in 2012 with "In Your Eyes". This prolific artiste has the ingredients to be another Soca great. EA is not just a performer but also a songwriter for local, regional and international artistes. He has collaborations with Monk Monte, BLAXX and other up and coming leaders of the new school. If you didn't know his name in 2015 you definitely know the words to his hit "Come From".

SEKON STA



As the son of calypso great, Merchant, Sekon Sta has proven several times over that he's a heavyweight artiste to be reckoned with. He recently earned the title of 'Breakout Artiste of the Year' at the 2015 International Soca Monarch and shows no sign of stopping. Having dropped a massive collection of tracks for Carnival 2016 Sekon Sta is already prepping for 2017 and 2018. This young artiste is definitely a soca giant in the making.

PREDDY



This Maloney native's face first started getting familiar when he burst onto the scene with his dance team "Ambassadors" for Synergy's **No.1 Dance Group** in 2010. Afterwards the young entertainer began writing music and eventually penned hits for the likes of Machel Montano and Patrice Roberts. His breakout single "Wining Champion" on the Sando Riddim received major AirPlay in 2014 and judging from his contribution to Carnival 2015 and 2016, we can safely say he belongs in the leaders of the new school!

OLATUNJI



The son of the late Mairoon Ali and Eddie Yearwood has been dominating the Soca scene over the last couple of years. He started his career with the Roy Cape All Stars but has become one of the most sought after performers as a solo Soca artiste. Several years of hard work as well as the release of several Soca hits has culminated his current accolade as reigning Groovy Soca Monarch King.

FLIPO



After many years of trying to break into the music industry as a rapper/hip-hop producer, Flipo realised that the aim of his game was simply to do music even if that meant switching genres. He focused on reintroducing himself by releasing and aggressively promoting a song called "Doh Tell Me Dat" which eventually went on to become a soca hit not only in Trinidad but around the world. Flipo's persistence and versatility earns him a spot with the leaders of the new school.

SC  **ARCH**

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CNC3

INZEY



This young rapper really introduced himself to the music scene after doing a few cover videos of major hits like Wiz Khalifa ‘See you again’ and collaborating with other local rappers on mixtape tracks. Nonetheless, his exposure really began when he started performing at clubs and talent shows with his band “The Dopeskis”. Performing with the band as one entity allowed him to gain a difference on the rap scene as they would not only perform rap or hip hop but other genres as well.

MARK HARDY



A triple threat artiste as a singer, songwriter and entertainment consultant. Mark was plunged into music at an early age, being the child to a Television Producer/ Musician father and music enthusiast mother. There was never any doubt that music would be a big part of his life. Making waves locally and internationally, Hardy teamed up with Yung Rudd and Mevon Soodeen of Xplicit Entertainment to create a new genre of music coming out of Trinidad and Tobago called TRAPSO: which birthed hits such as “PUMPIN”, “NAH BOY”, “WUZ D SCENE” and “Iza Trini”. He is currently finishing up the group project TTT with Mevon and Yung Rudd, as well as preparing to work on his solo project which will be released in 2016.

YUNG RUDD



The apple doesn't fall far from the tree in the Rudder family. As the son of legendary calypsonian David Rudder, Yung Rudd has demonstrated his musical prowess, not as a calypsonian but as a rapper. His recent win at the COTT Awards has not only solidified his place on the local hip hop scene but promises to take it to new heights.

LONDON FUTURE



21-year old Trinidadian producer London Future will not be limited to a specific genre. His music is influenced by the many different international sounds he has been exposed to. Defining the sound of the new guard in the Soca music industry, he has produced chart-topping releases for artistes like Kerwin Dubois (*Too Real*) and Soca Hero Machel Montano (*EPIC*). However his sights were set on other genres, especially electronic. With another collaborative masterpiece with Djemba Djemba forthcoming on Mad Decent, collaborating with fellow new and excited producers Ape Drums and Mr. Carmack, and producing on the upcoming albums of international artists Major Lazer and Trinidad Jame\$, you won't want to put a limit to what the future of this young talent holds.

G.B.M NUTRON



We all know a GBM song when we hear it. Aside from having one of the most notable sound bites at the start of every song (G-G-G-GBM!), the producer and songwriter is the man behind some of Soca's monster hits. As if that weren't enough, he has stepped out from behind the scenes as a producer to taking the stage as a Soca artiste. The transition seems to be an easy one and we're excited to see how he contributes to shaping the new era of Soca.

RICARDO DRUE



The "Professional" crooner has been on the scene for some time but since his 2014 smash hit, "Vagabond" Drue has become a mainstay in Soca music. With infectious beats and lyrics that really speak to the hooligan in all of us, we can BET that Ricardo Drue will be a staple on the carnival scene.



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Promoting new talent and ideas is our primary goal at SCORCH TV. We recently partnered with The World Famous Zen to host the fourth edition of STITCHES.

STITCHES is a platform whereby local, up and coming comedians get a chance to showcase their talents on stage in front of a paying audience. So they all have to bring their A Game. This isn't the regular local comedy show where performers dress in costumes and do outlandish bits for laughs. STITCHES is fostering true, stand-up comedy.

An all local cast comprising of: Aaron Fingal, Kareem Jones, Sunny Bling, Keevo and Jarrod Best-Mitchell was gathered but we stumbled upon the opportunity to add the Instagram sensation, Majah Hype. Yeah, the guy who does all the impersonations of caribbean dialects. Yeah, D' Ras. And we still don't know where he is from.

It was a chance for our local acts to share the stage with a comedic veteran, go toe-to-toe and learn from him as well. So look out for the next instalment of STITCHES and support our local comedians.



SCORCH TV + ZEN PRESENTS
STITCHES

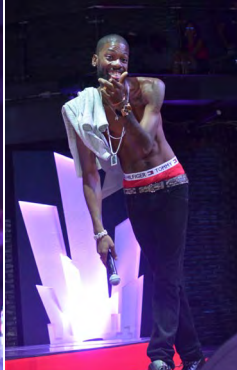




Jarrod Best-Mitchell



Kareem Jones



Sunny Bling



*Dougie Fresh and
Aaron Fingal*



Kevo

FYAH
FI
DAT!!
MOVE
UP!!





7+



Raquell Cassie



@Raquell Cassie

What's your favorite album?

That's kinda tough tho, do I have to answer that one? I can't answer that righthht nowww! Most of them are really good.

If you had to be an entertainer who would it be?

Rita Ora.

Name a song you could listen to a million times

Hmm, wow! I would say Beyoncé: Put A Ring on it!



Rainbow is Mariah Carey's seventh album. The album followed the same pattern as Mariah's previous album, *Butterfly* (1997), in which she began her transition into the R&B market.



Ras Shorty I's earliest compositions, Om Shanti Om, caused quite a stir when it was released in the 70's for its "indianization" of Calypso.

The Evolution Of

SOCA

► The Evolution Of SOCA

SOCA BY STRICT DEFINITION MEANS SOUL OF CALYPSO. BUT THAT ONLY TELLS HALF THE STORY. THE EVOLUTION FROM CALYPSO TO THE EARLY DAYS OF SOCA, ALL ITS ITERATIONS AND GENRES AND WHAT CAN BE DEFINED AS SOCA IN 2016 IS A WINDING ROAD, TO SAY THE LEAST.

If you are going to tell any story about Soca music, you have to mention Ras Shorty I, aka Garfield Blackman, who is credited with inventing the earliest tones and melodies of the art form. This was done by blending African and Indian traditional music with rhythmic Calypso and thus Soca was born. One of his earliest compositions, Om Shanti Om, caused quite a stir when it was released in the 70's for its "indianization" of Calypso. Ras Shorty I would later be known for his hit song Watch Out my Children and his son Isaac Blackman flirted with success with a track titled: To The Ceiling.



**BUT SOMETHING
HAPPENED IN
THE EARLY 90'S
WHEN A BRAND
NEW RECORD
LABEL EMERGED
BRINGING WITH
IT, THE KISSKIDEE
KARAVAN.**



Since then, Soca music has taken on the role of the fete and party music that drives Carnival and fetes while its parent form, Calypso, has the traditional role of social commentary. A chasm has since been created between the two art forms. Calypso is more often than not, full of lyrical content and song structure, and typically enjoyed by an older audience who want to hear a Calypsonian's poetic take on the 'politricks' of the day by the likes of Cro Cro, Sugar Aloes et al. Meanwhile Soca is sometimes seen as disposable music, as it's mostly devoid of any meaningful lyrical content, serving only as a means to wine and jam and discard with the same speed it was created.

As time marched on from the 70's, many artistes took up the Soca mantle and ran with it. David Rudder and Tambu ran the 80's with hit after hit and then Super Blue (aka Blue Boy) ushered in the 90's with his own brand of brass infused, hand-in-the-air style Soca, that changed the fabric of Carnival fetes for years

to come - his legendary duels with Ronnie McIntosh living on in Soca Monarch history. But something happened in the early 90's when a brand new record label emerged bringing with it, the Kisskidee Karavan. This sparked a new genre of Soca called Ragga Soca - which, at its core is Dancehall and Soca



blended together. General Grant led this movement in the early 90's with his quick Dancehall style cadence and lyrical delivery.

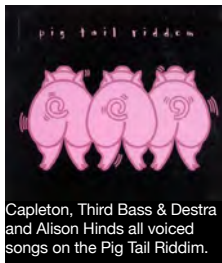
This new sub-genre of Soca attracted many naysayers as it was seen as a watering down of our indigenous music, but it nevertheless attracted a cult-like following from a younger generation. Also at this time, Urban Radio Stations began popping up. They were heavily criticised for playing

mostly dancehall and wounding the Calypso industry. Their younger target audience craved the bass heavy melodies of Ragga Soca, which the stations readily played on their air waves, thus cementing its status into the culture, for better or worse.

Around the early 2000's, something else was being borrowed from our Jamaican neighbours, and that was the Soca-Riddim. A Riddim would be created by a producer and shared with various Soca artistes. They would then all voice their songs on this one Riddim and, in essence, share production costs. Multiple artistes singing different songs, on the same instrumental track was seen as a further watering down of the art form and was heavily criticized, as it looked like we were being even more influenced by Dancehall culture.

But, there is economic benefit in the Soca-Riddim. For an up-and-coming artiste, paying for studio time, getting a producer, hiring musicians etc., was costly. This sharing of resources was a way for budding

artistes to get their foot in the door. Destra, Bunji Garlin and KMC were some of the earliest practitioners of this and one only needs to search for the Pig Tail Riddim or the Desperado Riddim on YouTube to hear their early works.



Capleton, Third Bass & Destra and Alison Hinds all voiced songs on the Pig Tail Riddim.

Several more Soca Sub-Genres have emerged over the years. Chutney-Soca is a crossover of Chutney music, which is indigenous to the Caribbean and contains both Hindi and English lyrics - this is blended with Soca and the sub-genre was born. Its earliest offerings were from Drupatee in the late 80's with "Roll up de Tassa". Since then Ricky Jai, Ravi B, K.I. and many others have travelled the world and flown the Trinidad flag high, with this music that can all be traced back to the humble beginnings of Ras Shorty

T's Om Shanti Om.



Drupatee Ramgoonai is largely credited with the term Chutney-Soca. Her 1987 album, Chatnee Soca, was a fusion of both Hindi and English compositions.

Faye-Ann Lyons, daughter of the legendary Super Blue, also began carving out her own sub-genre as well, calling it Afro-Soca. She has worked with several artistes from Africa and has said the name is an homage to its people and culture.

Fast-Forward to 2015/16 and Machel Montano and Bunji Garlin are leading the way, charged with taking this indigenous music internationally. They have all dabbled in every sub-genre and most recently incorporated electronic dance music into their compositions. Both have worked with international DJ's Major Lazer and toured

extensively, charting new courses and opening up Soca to a wider audience. As the Evolution of Soca continues, with each passing year it is shaped by new producers, singers and songwriters with fresh ideas and influences from a shrinking musical world. Nothing is constant but change and

the music must evolve as times do. While the older generation may not be able to identify with the current iteration, younger generations have embraced it, molded it and taken it to far reaching corners of the world that its forefathers could've never imagined.



Machel Montano performing Sound Bang with Major Lazer at Ultra Fest in Miami.



SCORCH
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FOR STUDIO TIME: 868-623-1200

We at SCORCH have realised a long time ago that we were very fortunate in life as well as business. Many have come after us and fell victims to economic hardships and other such maladies. By the time this magazine is published, we would be celebrating our eighth anniversary. We've managed to keep the office doors open and provide employment for a host of people. In that light we decided some years ago to do a charity event to give back to the less fortunate - but in our very unique SCORCH style.

SCORCH Games aka Pump-A-Lympics is the event we created to pursue this charity venture. We assembled some teams for a variety of novelty games with our own, unique SCORCH twist. Games such as chug-o-war, musical chairs, beach cricket, crowd surfing and because we are in the digital age - a game where you had to post a video to instagram, and the team with the most "likes" wins.

In the end, Team Illusions won overall, but the true winner is their charity "We Help Foundation", which would receive the \$10,000 prize money. Really and truly, there are no winners and losers per se at the SCORCH Games, it's all about pumping and having a good time.

BEACH GAMES

PUMP-A-LYMPICS






Illusions won \$10,000 for their charity "We Help Foundation".



Marisa Mahadeo

 marisamahadeo

7+ +

What's your favorite album?

I don't actually have a favorite. I don't really listen to albums, I prefer listening to singles.



CATCH THE

SCORCH FEVER



CARNIVAL 2016 OUTBREAK EVENTS

PANDEMIC

PAN SEMIS
SUNDAY, JAN 24TH

DDI FEVER

SCORCH CRUISE
WEDNESDAY, FEB 3RD

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You know we only do that hot 'ish. We hooked up with the CIROC Crew and called up the Harbour Master. The result: hot girls in all white, free drinks and a sunny Sunday afternoon.







5 FETES
IN 1 NIGHT!

IZD'LZ

#IZDLZ





Before the release of her breakthrough debut album *Pink Friday*, Nicki Minaj was featured in the October/November 2010 issue of *Complex Magazine*. Nicki elaborated that "we wanted to do something different from her typical cartoonish caricatures—hence the sexy, understated black and white shoot".





The CDM Crew at the recent Caribbean Dance Music Conference.

CDM

IS THE IS THE UMBRELLA TERM FOR THE FUSION OF CARIBBEAN MUSIC (DANCEHALL, REGGAE, SOCA, ZOUK ETC) AND SUB GENRES OF ELECTRONIC MUSIC (HOUSE, TRAP, TECHNO, TRANCE ETC).

“THIS IS OUR TIME... IF WE CAN JUST OWN IT.”

Why would I make such a statement?

Maybe because I've been to numerous International Music Festivals surrounded by tens of thousands of people and repeatedly witnessed

the biggest DJs in the world like Hardwell, David Guetta, Afrojack, Dj Snake and more play Jack U - Jungle Bae feat Bunji Garlin. Needless to say, the crowd reaction is always hype and everyone's "Hands up" singing and just lovin' the

track. I'd also make that statement because of the blatant fusion of Caribbean music genres in the Beibs mega hit "Sorry" which was produced by Skrillex. Or perhaps because of Major Lazer's massive success rate with accomplishments like "Lean On" which has racked up some

Why do any of these things matter?

Other than the fact that the Dance Music Industry has an estimated value of over US \$6.2 Billion, which should entice any DJ/Producer/Artist, there is an obvious interest in Caribbean music from some of the most influential Artistes in

serious accolades in 2015, selling out world tours, repping the Caribbean at every show, bussin' Caribbean artists to the world amongst a host of other pivotal moves.

the world RIGHT NOW. Furthermore, did our Caribbean DJs/Producers/Artistes not grow up hearing the sounds of Calypso, Soca, Dancehall, Reggae etc basically everyday? Therefore, shouldn't they have a better idea of the elements of the productions of these CDM tracks than any International Producer looking in? If you said to yourself, YES, then the next question should be, so why isn't CDM being packaged and exported as music from the Caribbean as opposed to being imported via iTunes from Producers/Artistes like Diplo, Skrillex, Beiber in recent times? Hold that thought, I will come back to that.

The thing is, this isn't a new genre by any means.



CEO of Collective Digital Studio - Dana Shayegan

This fusion has had a place for years in the European party scene. Safe to say if you've partied in Europe you would have heard Masters At Work remix of Denise Belton's "Work" banging in clubs or festivals for years now. Hear what, go on YouTube and pull up, Machel Montano - Come dig it. That was also one of the earlier tracks that can be classified under the umbrella term CDM. Similarly Jamaican artistes like Beenie Man, Sean Paul, Shaggy to name a few also have CDM tracks that get global play.

At the forefront of CDM in Trinidad is definitely Bunji who I had the pleasure of interviewing alongside a DJ/Producer group signed to Diplo's Mad Decent Label called Bad Royale. The group was so interested in Soca and our culture they had to come to the motherland to record the album. It's gonna change the game. Wait for it.



Carl "Beaver" Henderson addressing the crowd.



System32 with Kubiyashi, Beaver and Kickraux

Back to the packaging and exporting of CDM.

This is why the CDM Generation was established. CDM Generation is the official platform for Caribbean Dance Music. What this means is that we showcase and highlight DJs, Producers, Artistes, Tracks, Events, News etc that fall into the CDM category. The platform isn't restricted to just CDM. We know the world knows what Electronic Music is but they aren't familiar with Caribbean music and where this side of the fusion is coming from. (THAT'S WHY WE NEED TO OWN IT!) Featuring original Soca/

Dancehall/Reggae tracks is equally as important as the CDM tracks to get our International followers familiar with the sounds. Most importantly our mission is to create an avenue for our Caribbean DJs/Producers/Artistes to get their music distributed on an International level. Look out for the label coming soon, we have some heavy International players involved!

If you missed the first annual Caribbean Dance Music Conference (#CDMC2015) that took place at Hyatt in August look out for it again in 2016. More International, Regional and Local Speakers, Label Reps,

Managers, DJs, Producers etc will be here to give you key insight and knowledge about the industry and how to excel in your craft.

Anyway, all I'm really trying to say is that the world loves OUR music; they just don't know that it's OURS! This is my wake up call to all the Caribbean Artistes. THIS IS OUR TIME... OWN IT! Social media has made almost anyone accessible. Reach out. Collaborate. Produce. Record. The world is looking in right now. The International labels want your music, they love your accent and they're coming for you. Be prepared.



In September 1993, Janet Jackson appeared topless on the cover of *Rolling Stone Magazine* with the hands of her husband René Elizondo, Jr. covering her breasts. In the cover story, "Sexual Healing" Jackson explained, "sex has been an important part of me for several years. But it just hasn't blossomed publicly until now."

MIAMI CARNIVAL DUCK WORK



What started off as an excuse for people to run away from work has blossomed into an international brand before our very own eyes. In 2015 we took SCORCH Duck Work to six different countries. This year we went to Barbados, Jamaica, Toronto, London, New York and Miami.

In 2016, SCORCH Duck Work will be held on Carnival Friday, Feb 5th. So make sure and check islandtickets.com or a committee member from NOW. And remember, this fete starts at lunch time, so if you don't have vacation, start organising your excuses from early.

Meanwhile, check out some pics from Duck Work, Miami. One of the wickedest fetes for the Miami Carnival Weekend.

Photos Courtesy:
ISLANDBOX.COM






**FRIDAY
OCT
5TH
DUCK
WORK**





1999 was a successful year for Britney Spears. Her debut album ***Baby One More Time*** was a hit and this cover of the ***Rolling Stones*** helped introduce a more mature and sexier side of the pop legend. To date its one of her most scandalous and celebrated photos

7+ Dena Marie Blanc

 @denamarie1010

If you had to be an entertainer who would it be?
I know I'm a female but I'd like to be Kevin Hart.

Name a song you could listen to a million times
That's a difficult one. I love music so I can't choose. I mean *Hello* by Adele is going on now. Soooo.



What's your favourite album?
Adele 25

MIAMI CARNIVAL

SCORCH & SPICE

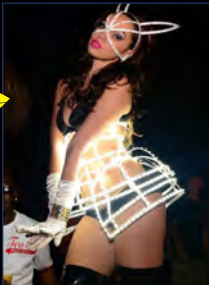
The only place to be on Carnival Saturday night in Miami is with the SCORCH and Spice crew. Big up the Hybrid crew out of Miami, Jono, Kevin and Omen they got the venue on lock and we added free drinks so it's always gonna be a turn up.

We would also like to thank all our true fans who travelled from Trinidad and everywhere else to pump with us. We couldn't have done it without you and we appreciate it.

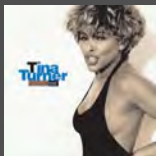
Check us out Carnival Sat for Sat Night Fever in Trinidad: Premium Drinks and Food Inclusive.

Photos Courtesy:
ISLANDBQX.COM

Comes in all sizes.
Batteries not included.







Tina Turner's ***Simply the Best!***

Includes some of her most popular hits since her comeback in the early-mid 1980's. Songs like 'What's Love Got To Do With It,' 'I Can't Stand The Rain,' 'Love Thing' topped the music charts of 1991.





BEST TASTING LIGHT



**TRY THE
AWARD-WINNING
LIGHT BEER.**

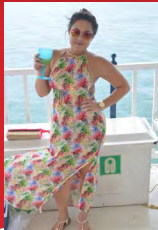
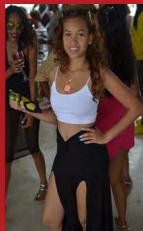
NAMED BEST TASTING LOW CALORIE LIGHT LAGER
AT THE 2013 & 2014 WORLD BEER CHAMPIONSHIPS



Parang CRUISE

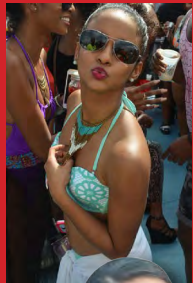


'Tis The Season To Be Pumpy!
Another Christmas means bring out d sorrel, bring out d snout and bring out d black cake. But a Trini Christmas would never be the same without a Scorch Parang Cruise; which means all on Santa's nice (and naughty) list came out to celebrate the season (and our 8th Anniversary), with shots, shades, pastelle and wine.



SANTA'S
HELPER





ETHER YUH
DONE KNOW
OR YUH DONT
KNOW





The album cover of Shakira's **Oral Fixation** was inspired by Eve. Shakira stated that she wanted soem resemblance to Eve (which explains her reason to hold the forbidden fruit.) The fruit would serve as part of her 'oral fixation'. The singer has always been an oral person and this album cover represented of her biggest source of pleasure.



7+

What's your favorite album?

Hmm oh goshhh, most likely Rihanna.

Name a song you could listen to a million times

What do I already listen to? I'm in love with Sam Smith, he has a song "na na na" or something like that!



Ariane St Louis
MAKEUP ARTIST

Top 10

SOCA ARTISTE OF ALL TIME

Well, after much discussion ...errrr more like argument, we came up with a list of the Top 10 Soca artistes of all time. Of course we understand these lists, much like “the greatest footballer of all time” are subjective, at best. Our goal here is to open up a discussion and get some feedback on who’s and why’s. So feel free to hit us up online and let us know your thoughts.

10 RONNIE MCINTOSH

As the frontman for Massive Chandelier, Atlantik and Blue Ventures, Ronnie McIntosh has given us hits such as “Whoa Donkey” and “On de Road” in 1995 which earned him the winning title of Soca Monarch. He was also instrumental in the career of another soca great, Destra Garcia.



9 FAY-ANN LYONS

The wife of the Viking of Soca is a Soca great in her own right. As the daughter of Super Blue, Fay-Ann is a three-time Road March champ and created soca history when she became the first female to win the Power Soca Monarch, and the first individual to simultaneously win Power and Groovy Soca Monarch AND win People’s Choice award in 2009. Did we forget to mention she was pregnant at the time?



7 DESTRA

Another queen on our list, the Queen of Bacchanal has wowed us for years with her beauty, sass, and of course, powerful vocals.



8 RUPEE

This Bajan soca star has not only dominated most of the Caribbean charts but has gone gold in Japan and enjoys tremendous success in most of Europe, and rightly so. The “Tempted to Touch” singer has collaborated with practically everyone including Red Rat, Rihanna, Daddy Yankee and Swizz Beatz AND recorded the official song for the 2007 Cricket World Cup....all typical accomplishments of a soca great.



6 ALLISON HINDS

Known as the Queen of Soca, we've loved this Bajan's infectious soca tracks, especially about female empowerment. All hail the Queen!



5 SHURWAYNE WINCHESTER

Considered one of the ambassadors for soca, Shurwayne Winchester is a double threat having secured both Power and Groovy Soca Monarch titles. Don't Stop giving us sweet, sweet music, Shurwayne!



4 BUNJI GARLIN

This talented lyricist has developed and honed his craft over the years. Bunji has evolved from a Ragga Soca artist to a leader of a new sub-genre of soca, Caribbean Dance Music. His music has clearly influenced that of the up-and-coming soca artistes which is why there is no question as to why he goes down as one of soca's greats.



3 IWER GEORGE

With a 25+ year career full of soca hits, Iwer is the man you can depend on to mash up the place.



BUNJI GARLIN NOTABLE

Differentology is Bunji Garlin's biggest crossover hit. Blending dancehall, electronic dance music and some hip-hop trap elements. We recently witnessed it being played in Vegas pool parties and NBA games.

2 SUPER BLUE

We consider this man our "Soca Daddy" and rightly so. The nine-time Road March winner and seven-time Soca Monarch is a Soca icon, having revolutionized the face of Soca in the early 90's. There are too many artistes to name who have been influenced by Blueboy.



SUPER BLUE NOTABLE HITS

Bachchanal Time

Get Something And Wave

Rebecca

Soca Baptist

Fantastic Friday

Signal To Lara

Ethel



1

MACHEL MONTANO

From the time he first graced the stage after being told that he was “Too Young To Soca” Machel Montano was destined for greatness. With too many hits and awards to count, Machel is considered as one of the most iconic figures in soca and is credited with bringing the genre to international audiences. Are we really surprised that he tops the list?

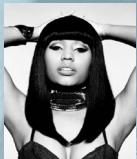
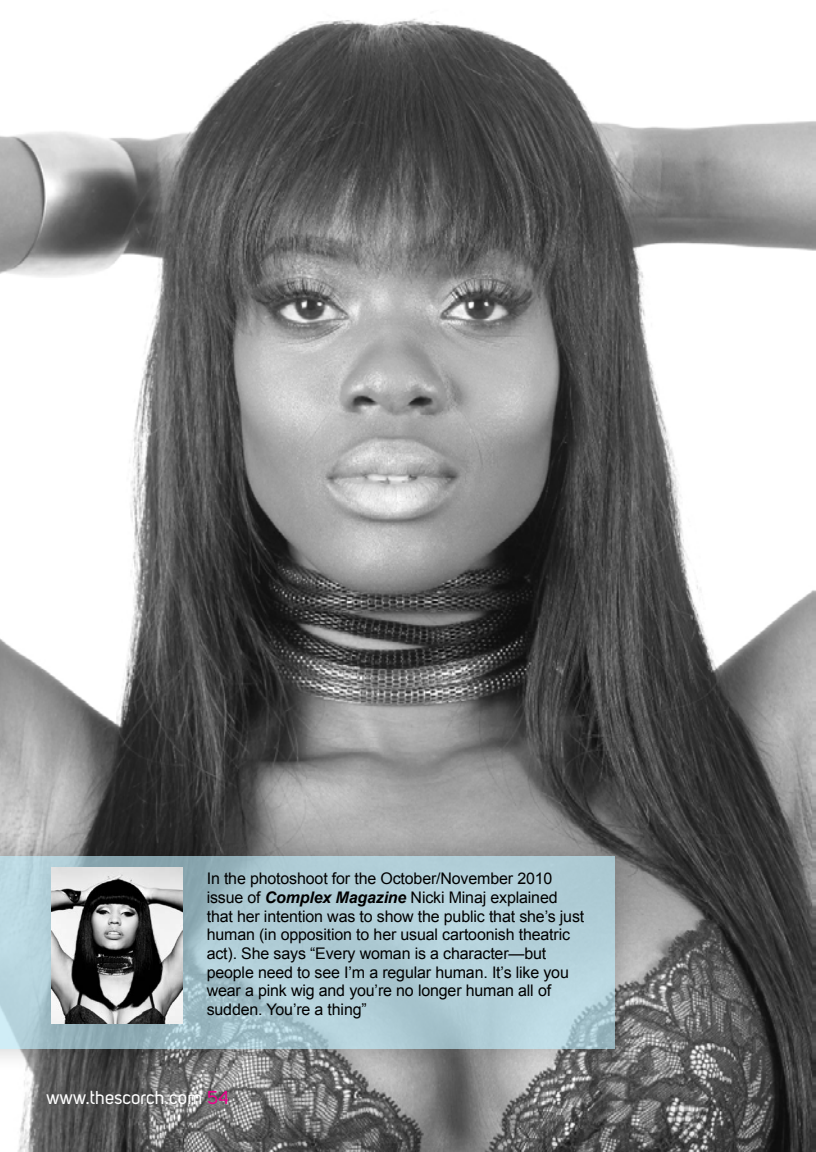
ESSENTIAL MACHEL PLAYLIST

- | | |
|----------------------|------------------|
| 1. Too Young To Soca | 6. The FOG |
| 2. Big Truck | 7. Like A Boss |
| 3. It's Carnival | 8. Bottle Of Rum |
| 4. We Not Giving Up | 9. Mr. Fete |
| 5. Band Of D Year | 10. Party Done |

COLLABORATIONS

Alison Hinds, Beenie Man, Wyclef Jean, Shaggy, Sparrow, Denise Belfon, Destra, Vybz Kartel, Mohombi, G-Unit, Black Stalin, David Rudder, Buju Banton, Mr. Vegas, Doug E. Fresh, Pitbull, Ariana Grande, Busta Rhymes.

Artiste	Classics	Road March	Soca M (Power)	Soca M (Groovy)	Longevity	Consistency	Lyrics	Popularity	Influence	Style	TOTAL	Position
Machel Montano	16	7	5	2	33	4.7	3.75	4.8	4	4	84.25	1
Super Blue	9	9	7		35	3	4	4	4.2	4.5	79.7	2
Ronnie Mc Intosh	2	0	2		15	2.4	2.5	2.5	1.5	3.8	31.7	10
Iwer George	6	1	3		30	3	1.8	3.8	2.5	3.5	54.6	3
Bunji Garlin	5	0	4		15	4.3	4.25	4.5	3.75	3	43.8	4
Fay Ann Lyons	3	3	1	1	13	4	3.75	3	3	2.75	37.5	9
Allison Hinds	4	1	0		18	3.4	3.75	4.2	3.5	3	40.85	6
Destra Garcia	5	0	0		17	3.9	3.5	4.2	3.3	3	39.9	7
Rupee	4	1	0		18	3.4	3.75	4	2.8	2.5	39.45	8
Shurwayne Winchester	3	2	1	3	19	3.5	3.5	3	2	2.4	42.4	5



In the photoshoot for the October/November 2010 issue of **Complex Magazine** Nicki Minaj explained that her intention was to show the public that she's just human (in opposition to her usual cartoonish theatrical act). She says "Every woman is a character—but people need to see I'm a regular human. It's like you wear a pink wig and you're no longer human all of sudden. You're a thing"



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