

Short for Ignorantly Delivering Knowledge, IDK is as much a moniker as it is a mission. The Prince George's County, Maryland, artist has long dedicated his life and art to presenting big ideas in accessible ways. Using witty lyricism, percussive flows, and a chameleonic musicality, IDK turns life lessons and philosophical musings into utter bangers. In the process, he's become one of rap's most inventive practitioners. His new album, *USEE4YOURSELF*, is his richest work yet, a sprawling meditation on love, materialism, masculinity, and the effects of a troubled upbringing. Loaded with unpredictable features and recollections from childhood, it's a character study framed in fierce beats and blockbuster productions. It's also a culmination for the man born Jason Mills, who began his musical journey behind bars about a decade ago. Through albums like *Subtrap* (2015), *IWASVERYBAD* (2017), and *Is He Real?* (2019) IDK built a proper body of work. And he using that foundation as a jump-off point for not just music, but action that enriches the world: his inquisitive *Radio Clue* Apple Music radio show; No Label Academy, his music biz course in collaboration with Nike and Harvard University; and his Clue Records, which in 2020 released *IDK & FRIENDS 2*, a soundtrack for Kevin Durant's *Basketball County: In the Water* documentary full of DMV-area artists. As IDK puts it, with that trademark mix of flex and humor: "I'm in competition with myself and only me. And I'm whooping my ass every time." using that foundation as a jump-off point for not just music, but action that enriches the world: his inquisitive *Radio Clue* Apple Music radio show; No Label Academy, his music biz course in collaboration with Nike and Harvard University; and his Clue Records, which in 2020 released *IDK & FRIENDS 2*, a soundtrack for Kevin Durant's *Basketball County: In the Water* documentary full of DMV-area artists. In 2021 he dropped confessional and guest-laden album *USEE4YOURSELF*, which featured Young Thug, Offset, Swae Lee, the late great DMX, and more. The critically acclaimed offering received praise from *NPR*, *Billboard*, *Office*, *i-D*, *NME* to name a few. His most recent project **Simple.** with Kaytranada finds both artists in peak form, pushing each other to new limits. As IDK puts it, with that trademark mix of flex and humor: "I'm in competition with myself and only me. And I'm whooping my ass every time."