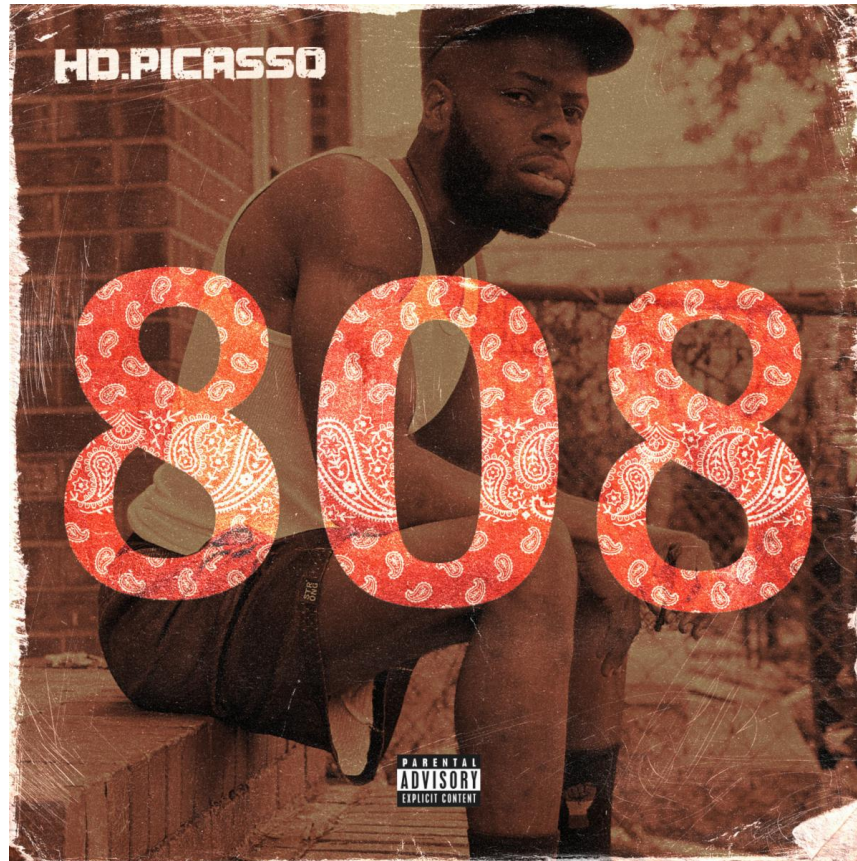


NEW JERSEY RAPPER HD.PICASSO HITS HARD ON NEW SINGLE “808”

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January 24, 2024 (Los Angeles, CA)– Emerging New Jersey rapper **HD.Picasso** unleashes a hard-hitting and hypnotic new single and music video entitled “**808**” today. Listen [HERE](#) via **Warlike/Rebirth/Warner Records**. Watch the music video [HERE](#).

Ominous loops wail through the soundscape as **HD.Picasso** alternates his flow at the speed of a switchblade. His introspective verses instantly captivate with no shortage of trials, tribulations, and truths punctuated by the click of a glock hammer and the ensuing pop. The momentum explodes on the head-nodding hook as he chants, “*Bullets go boom, 808,*” issuing a fair warning, “*Y’all know we don’t play, no way.*”

In the accompanying music video directed by Rock Davis, **HD.Picasso** cruises around his neighborhood accompanied by friends on the way to a house party. The quick edits and tight close-ups mirror his claustrophobically catchy delivery.

“**808**” arrives in the wake of his 2023 single “[Fisherman](#),” which is beginning to gain traction on DSPs, and is permeating the New York and New Jersey regions. Meanwhile, [dopeFUTURE](#) sat down with **HD.Picasso** for an exclusive interview, introducing his story and vision.

The unapologetic spitter has been generating buzz for the past few years thanks to his raw freestyles and inscrutable flow. A true lyricist who credits Jay-Z as his chief inspiration, **HD.Picasso**'s rhymes are influenced by the hardships he has faced, including incarceration, gun violence, and loss. Channeling his pain into music while in prison, he penned his most recent EP, [Diane’s GrandBaby](#), in dedication to his struggle and perseverance.



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ABOUT HD.PICASSO:

New Jersey rapper HD.Picasso refuses to be defined by his past. His new project, *Da Bigger Picture*, is a celebration of his life as a free man, showing the discipline and strength it took to escape the cycle of incarceration. On “Bad Azz Kids,” one of the many standouts from his forthcoming Warner Records debut, Picasso cues up a soul-trap beat with precisely chopped samples and knife-sharp drums that accent his heartfelt story of growing up in Jersey. The rapper from Asbury Park became intimately familiar with the American prison system, but when he finally returned home in 2022, he reshaped his life—and is putting on for his mom and family like he always dreamed of. His hyper-realistic style comes from lived experience, and his narrative skill—the way he shapes stories of his past—is apparent on *Da Bigger Picture*, his first project since 2018’s *Last of a Flying Breed*, and he’s determined to make up for lost time. “Resilience is my favorite word because it’s the only way to describe why I’m here, why I’m standing, and why I’m more successful than I’ve ever been,” he explains. *Da Bigger Picture* is a celebration, HD.Picasso’s chance to tell his story and take a breather now that he’s finally triumphed. More importantly, though, it’s his chance to tell the next generation of aspiring Asbury Park residents, whether they’re straight-A students or struggling to get by, that anything is possible.

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