

## PROJEXX BIO 2021

Fitting into dancehall's mold was never the plan for Projexx—he's always wanted to dismantle it. The singjay/producer may only be 22 years old, but his desire to redraw the genre's boundaries has been close to his heart as long as he can remember. In fact, it's in his blood. Pulling from his own rich lineage, as well as a childhood spent traveling between the musical hotspots of his native Kingston, Jamaica, and the greater Toronto area (Brampton), Projexx embodies a worldly perspective which he brings to his work. By fusing dancehall with reggae, Afrobeats, R&B, and hip-hop—among other heady strains—he has become one of the genre's most relentless experimenters, winning fans and collaborators across a vast swath of scenes and styles.

The recent work speaks for itself. Projexx teamed up with Wizkid on "True Love," a romantic highlight from the Nigerian star's beloved 2020 album *Made in Lagos*. He tapped fellow rising Jamaican star BEAM for "Paid in Full" on his own *Fully Vol. 1* mixtape. And he connected with Major Lazer DJ/producer Ape Drums for 2021 banger "Mek Money." These barrier-breaking collaborations, when combined with his own spirited solo songs, have helped Projexx establish a growing presence at the peak of global pop. Now, as he readies his debut EP, *Queen Hill*, he has even grander goals. There's a reason his friends have started calling him "Grammy Kid."

"We're trying to take the same approach that Drake would take when releasing a project and show the versatility of the Projexx name," he says. "But what I'm trying to do right now, I can't do it alone. We have so much talent here in Jamaica, it's crazy. We need to get Jamaican music back on top again."

*Queen Hill* is a sonic celebration of the Caribbean diaspora, from the soothing "Another Day," which explores the blossoming relationship between reggae and Afrobeats, to the bouncy "Bigga League," featuring Bakersteez, which finds common ground in the braggadocio of dancehall and trap music. And then there's the lead single, "Sidepiece," an ode to the joys and struggles of juggling multiple relationships at once. Projexx slides on the seductive melody that turns his naughty patois-spoken lyrics into romance: "*She know how fi roll the tongue, she nuh too troublesome.*"

Projexx's effortless ability to move freely between genres may have a little to do with his familial roots. He is the son of producer Lloyd "John John" James and

grandson of legendary dancehall pioneer Lloyd “King Jammy” James, who has produced Jamaican greats from Dennis Brown to Sizzla. Witnessing artists like Bounty Killa, Elephant Man, and Vybz Kartel in the family studio sparked Projexx’s passion for producing, which he started learning himself at age 15. Using Logic Pro and his own poems, he created his first song at age 17. Around this time, the young artist used the money he earned from his landscaping job in Canada to fund his recordings and promotion back in Jamaica. So, yes, the lineage was there, but Projexx’s ambition is his own.

“I see the mark my grandfather made and say to myself, ‘If I’m going to do this, I have to come correct,’” says Projexx. “So it’s already embedded in my DNA, but it’s also like, if you’re going to carry this thing forward, you’re going to have to do it right, and keep the quality high.”

As Projexx continues to work, he’s aiming not just to make vibrant pop, but songs that stand the test of time and carry his country’s music across borders worldwide—he wants to leave a legacy of his own. “I know 10 years from now, songs like ‘Sidepiece’ will still be bangers because of how much energy we put into them,” he explains. “Even when people aren’t catching on quickly, I know they will in time. It’s not always about making a hit—it’s about making good music.”