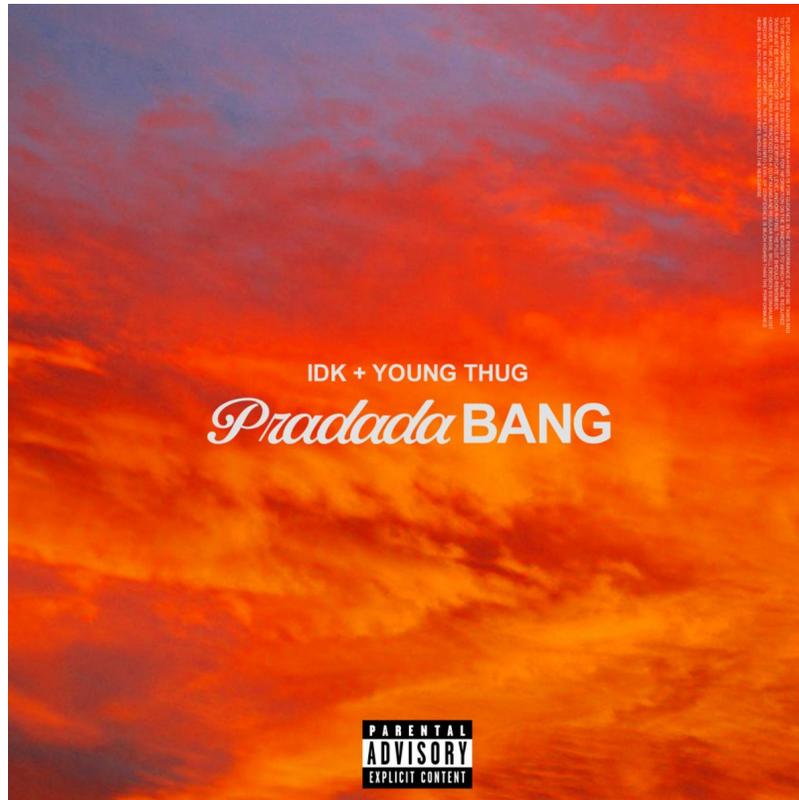


IDK TEAMS WITH YOUNG THUG FOR NEW SONG “PRADADABANG”

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FEATURED ON IDK’S FORTHCOMING LP *USEE4YOURSELF* – OUT
JULY 9

IDK’S “NO LABEL ACADEMY” AT HARVARD UNIVERSITY PREPARES
FOR A 10-DAY MUSIC BUSINESS PROGRAM [AUGUST 21-31](#)



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July 2, 2021 (Los Angeles, CA) – With just one week before the release of his hotly anticipated new album, *USEE4YOURSELF*, Maryland rap auteur **IDK** teams with **Young Thug** on the brash new single “**PradadaBang**.” The fresh track is the latest taste of what **IDK**’s cooking up, and if it’s any indication he’s about to serve a five course gourmet meal. Listen to “**PradadaBang**” on **Clue/Warner Records** [HERE](#) and watch the visualizer [HERE](#).

Over kaleidoscopic trap synths, **IDK** offers ostentatious flexes lyrically while including some anti-clout-chasing philosophies. “**PradadaBang**” is aimed squarely at materialistic baddies: “*How you want Birkins and shit, when you ain’t even got a house,*” he raps. “*We get in one argument you gon’ live in that purse when I’m kicking you out.*” Thugger fires off a verse that revels in rapper luxury. In addition to his “*hella diamonds, hella watches, hella rings, and chains,*” he also drops that he’s indulged in a \$500,000 car that he hasn’t even taken out of the garage. It’s colorful and electric, a perfect match for **IDK**’s gleeful bars.

“**PradadaBang**” follows a recent string of stirring, forward-thinking tracks for **IDK**. In April, he put out the electric “[Shoot My Shot](#)” with Offset and, before that, the serrated banger “[Just Like Martin](#).” Earlier this month he shared another track from *USEE4YOURSELF*, “[Peloton](#),” which found him exploring the intricacies of romance over a buoyant, nostalgic beat. Of late, he’s also shared orchestral bop “[2 Cents](#)” and a smooth cover of Pharrell’s “[Frontin](#),” not to mention the

boisterous “[King Alfred](#)” with Lil Yachty, all of which show off his growing gifts as a rap stylist.

Everything is aligning for **IDK**. In March, he launched his Apple Music 1 radio show, *Radio Clue*, a monthly series that explores the connection between music and memory. Recently, **IDK** and “**No Label Academy**” announced their 10-day music business program at **Harvard University** primarily for BIPOC students, made in collaboration with **No Label** and partners NIKE, Logitech, GUESS, Brand Jordan, Converse, and Clue.

“**PradadaBang**” continues to demonstrate the easy charisma and deft technical gifts that have made all of **IDK**’s recent singles so successful. With each passing track, it becomes more clear that he’s headed for another career-defining project with **USEE4YOURSELF**. Pre-order the album [HERE](#).



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ABOUT IDK:

IDK (Ignorantly Delivering Knowledge) is an innovator with few equals. The Maryland-raised rapper and producer subverted genre tropes with his 2015 debut project *SubTrap*, a nuanced and inventive exploration of the intersection of drug dealing and addiction. Since then, he’s continued to make unprecedented moves both in and outside of the studio. After becoming the first artist to premiere an album with *Forbes* (2016’s money-minded *Empty Bank*), he partnered with *Adult Swim* to release 2017’s *IWasVeryBad*, which featured everyone from DOOM to Chief Keef. *Is He Real?*, IDK’s 2019 major label debut, was an ascent to another creative plateau that features rapping, singing, and production from the Prince George’s County native that’s unlike any he’s done before. The Warner Records artist has since released *IDK & Friends 2*- the soundtrack for Kevin Durant’s Showtime documentary *Basketball County: In The Water*- in addition to composing and supervising the music for the film. Last fall, *Rolling Stone* announced IDK’s music business course at Harvard University for fall 2021. In the midst of all this, he’s working on his highly anticipated studio album, *USEE4YOURSELF*, arriving this summer.

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