

Mp3 Koldproduk - All Under Heaven

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Fresh original African Pop fusion Hip-hop with lyrical content 18 MP3 Songs HIP HOP/RAP: Hip Hop, WORLD: African Details: AFRICA'S PREMIER HIP-HOP GROUP View are music video for "Hush" on youtube, click below: [youtube.com/watch?v=r6poxY5D2No](https://www.youtube.com/watch?v=r6poxY5D2No) Visit koldproduk on Myspace: myspace.com/koldprodukproject WHAT IS A KOLDPRODUK? Koldproduk|kld|prdk| (adj) product that has flopped or never taken off: performance below expectation. |s/he will never make it, s/he is a koldproduk| NEWSPAPER ARTICLE ON KOLDPRODUK - SUNDAY TIMES, SOUTH AFRICA YOU'RE bound to get something creative when you stick two architects in a room together. But music is an unexpected outcome. That's what happened when Kaspas and Moki-Sage met at a KwaZulu Natal university while studying architecture. Back then, music was just a hobby for these two. But plenty of time six years, to be exact and tons of hard work has finally landed them their first album. They have formed a group called koldproduk, along with budding artists T-Spark and Whispa. Although they describe the genre of their music as urban hip/hop, Kaspas and Moki-Sage are a breath of fresh air to the industry. Most notably because they are not after the recognition that fame brings, or what they call, the bling culture of hip/hop. We're not looking for celebrity status, says Kaspas. We're just passionate about music. And we're not trying to teach anyone because we're not priests. We just want to relate to people and make sure that our message rings true. We want to avoid the monotony of the hip/hop culture, where everyone talks about the same things, adds Moki-Sage, who bears an uncanny resemblance to football star Thierry Henry. We've got a burning desire to stand out. And in order to do that our music must have substance. Our lyrics don't harbour on material things, there has to be another layer to them. There is something so refreshing and down-to-earth about this duo. When quizzed about where the name koldproduk came from, it is clear that a tremendous amount of deliberation went into it. The definition of a cold product is something that has flopped or never took off. We are all Koldproduks, says Kaspas, We were not offered recording contracts and no one was supporting us. We were expected to fail, but you've got to start off from nowhere and go through a lot of pain and time to get somewhere. By calling ourselves koldproduk, we are acknowledging where we were before. It's taken 16 months to produce their first album, All under

heaven - a lifetime in music terms. But they were determined to get it right the first time by paying attention to every minute detail. We are perfectionists and wanted to take our time, says Kaspas. Its all about baby-steps. Another reason it took so long was because we had to work on the album after-hours. Finishing our degrees was top priority. Once you start something you want to see it through to the end. Its this philosophy that will see koldprodukt go the distance. They genuinely feel that theyve got something to offer. As Moki-Sage puts it, Our music is filled with positive messages that are good for your mind, but still remain true to its art-form. We didnt want to feature any established names on our album because we feel that our material can stand on its own. Above all, koldprodukt is a proudly African project. Their album is due for release early next year, but koldprodukt will be performing live around the country before then. For more information visit their page at myspace.com/koldproduktproject.

WHO IS UPROOT RECORDS

A few years back a group of us with different professional backgrounds got together with a collective idea. A variety of challenges made it almost impossible for us to realize our vision yet we continued to believe that South Africas most powerful asset is in its people. Consequently Uproot Records was established with purpose of empowering people through music, stimulating creative arts, and celebrating our diverse culture, cultivating off the streets of a free Nation.

koldprodukt, All under Heaven 2007 Uproot Records

ABOUT OUR ALBUM

article written by a fan from Zimbabwe Koldprodukt isn't coming,...Koldprodukt is already here. If there is one album that has been moulded to break every conceivable record it is "All Under Heaven" by the talented emcees/architects/songwriters that are Koldprodukt. Koldprodukt is the success story that has taken almost two years of musical chiselling and that will significantly impact Hip hop and urban music from here-on out. The versatility of all the artistes involved in All Under Heaven is immediately apparent as the album hits you like an avalanche. Every conceivable angle has been fine-tuned in an entertaining melting pot of diverse genres. Like a brilliant novel that is hard to put down, the Koldprodukt emcees won't let you switch off or fast forward. The creative and divergent talents of Moki Sage and Kaspas come together powerfully, probably as a result of a friendship and a love for music that dates back to their days in varsity in Durban, South Africa. Whatever type of music you claim to enjoy, you will find it here in a hybrid that boldly goes where other emcees wish they had gone first. Crafted by hungry artistes, you can feel every element bringing its A-game to the fore on the album. The music is pleasantly of high quality from beginning to end and reinforces the tongue-in-cheek reference that the name Koldprodukt is. Internationally set to blow up and turn heads, one wonders when the name

Hotproduk will replace the current name. Whatever the final reckoning is on All Under Heaven, there are undeniable truths such as the eclectic appeal, radio-friendly, positive message-laden tracks that will have a lasting impact on rap and Hip hop. Whether you get oin the dancefloor to enjoy the music, or hold you baby really close, or just nod your head to the beat, get ready for the signature back to back Ks that you will now see everywhere. You see, Koldproduk is not coming,...Koldproduk is already here.

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