

SXSW, LLC PRESENTS



**SOUTH-BY-SOUTHWEST
MUSIC FESTIVAL**

2022

CARDI B



Photo via Atlantic Records

Rapper and entertainer Cardi B made her debut in the late 2010s with a quick ascent to the top of the rap and pop charts. After an initial run of singles that crowned her the first female rapper in nearly two decades to top the Billboard Hot 100 with the hit “Bodak Yellow,” she issued her Grammy-nominated, critically acclaimed debut album, 2018’s *Invasion of Privacy*, which reached number one and broke additional records with the summer smash “I Like It.” Capping off her whirlwind breakthrough era, she became the first solo female rapper to win a Grammy for Best Rap Album.

Spitting raw and aggressive rhymes in the tradition of Lil’ Kim, Nicki Minaj, and Foxy Brown, the former stripper and social media

star born Belcalis Almanzar made her television debut in late 2015 on VH1’s *Love & Hip Hop: New York*, joining a cast that also included fellow New York rapper Remy Ma. A year later, she made her musical debut alongside dancehall singer Popcaan on Shaggy’s “Boom Boom” single. The solo single “Cheap Ass Weave” and the mixtape *Gangsta Bitch Music, Vol. 1* soon followed in early 2016. Two more singles, “Foreva” and “Wash Poppin’,” arrived that summer. A second mixtape, *Gangsta Bitch Music, Vol. 2*, was released in early 2017.

That same year, Cardi B signed with Atlantic Records and scored a hit with the single “Bodak Yellow,” which climbed to the top spot of the Billboard Hot 100 in late September; it made her the

first solo female rapper to do so since 1998. Her chart run continued with features on G-Eazy’s “No Limit” and Migos’ “MotorSport,” two additional Top Ten hits that crowned Cardi as the first female rapper to have her first three entries land in the Top Ten of the Hot 100 and Hot R&B/Hip-Hop Songs charts. After the release of her single “Bartier Cardi” with 21 Savage, Cardi hopped onto a remix of Bruno Mars’ “Finesse.” The new jack swing revival track soared to number three in the U.S. and topped charts across the globe. With these singles, Cardi became the first woman in history to have five simultaneous Top Ten singles on the R&B/Hip-Hop Songs chart.

Artist Biography by Neil Z. Yeung via [allmusic.com](#)

Frank Ocean has been one of the more fascinating figures in contemporary music since his early-2010s arrival. A singer and songwriter whose artful output has defied rigid classification as R&B, he has nonetheless pushed that genre forward with seemingly offhanded yet imaginatively detailed narratives in which he has alternated between yearning romantic and easygoing braggart. Known

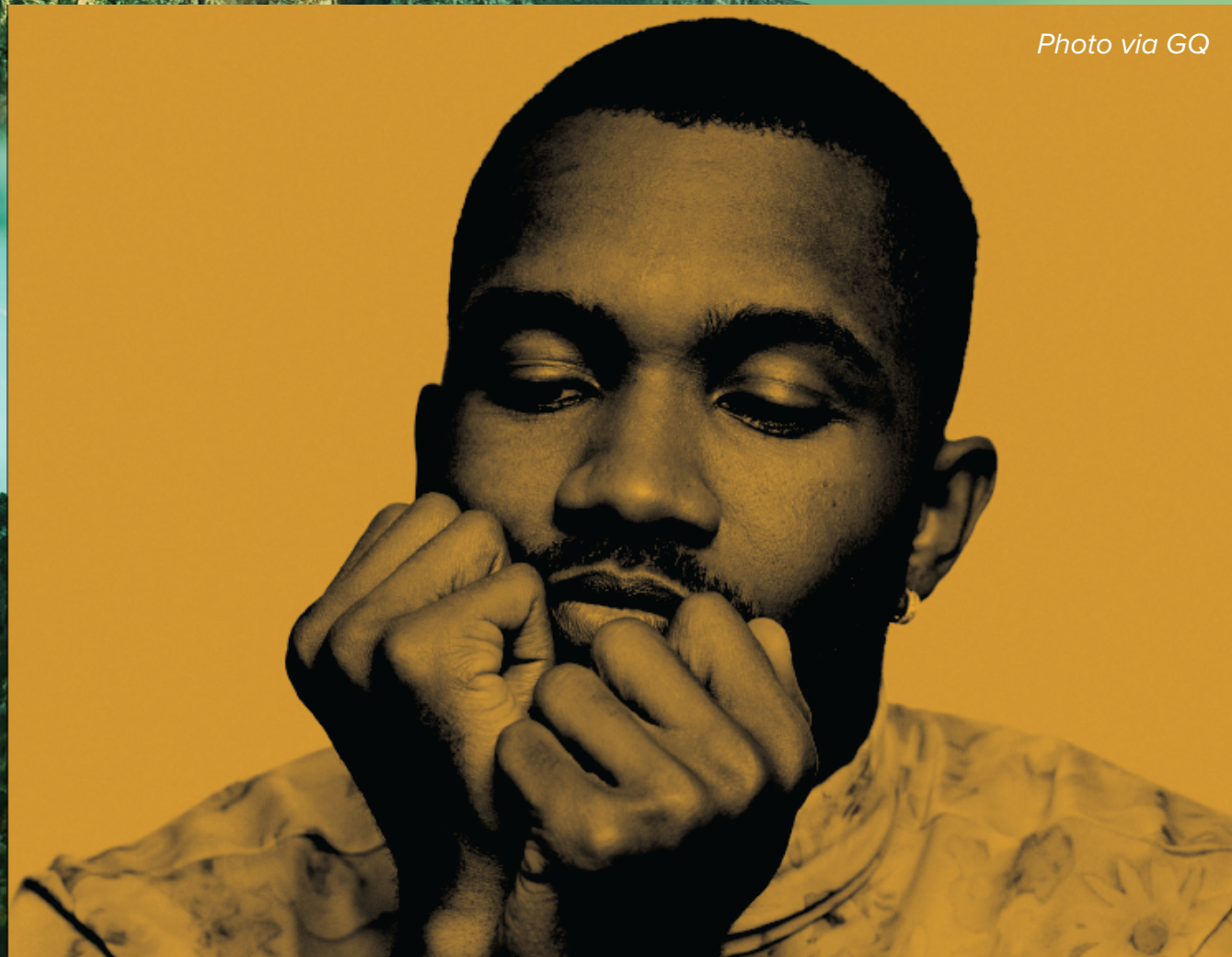
first as a writer and Odd Future affiliate, Ocean made his solo debut with “Novacane” (2011), a single regarding a fling that could be read, in part, as a criticism of commercial radio, yet it found a home on mainstream urban playlists and went platinum.

Despite further strained relations with music industry machinations, *Channel Orange* (2012), his first proper album, nearly crowned the Billboard 200 and made him a Grammy

winner. When Ocean left the major-label system, his commercial clout was greater than ever, as demonstrated by the chart-topping success of *Blonde* (2016). His recordings since then amount to a short album’s worth of singles including the platinum “Chanel” (2017) and the simultaneously-issued “Dear April” and “Cayendo” (2020).

Artist Biography by Andy Kellman via [allmusic.com](#)

Photo via GQ



FRANK OCEAN

Los Angeles' Doja Cat is a singer and rapper known for her hypnotically wry sound that is rife with deep hip-hop and electronic R&B influences. After gaining buzz with her 2014 debut EP, *Purrr!*, Doja Cat rose to greater prominence with her cheeky 2019 viral hit "Mooo!" By 2020, she was on the top of the Hot 100 with her hit single "Say So" from her sophomore effort, *Hot Pink*.

She was born Amala

Zandile Dlamini in 1995 in Tarzana, California, the daughter of South African actor Dumisani Dlamini and painter Deborah Elizabeth Sawyer. After moving to New York for a few years, she returned to California with her mother. As a child, she studied piano and took tap, ballet, and jazz dance lessons. She also discovered surfing and breakdancing. By her teens, she was teaching herself to sing and listening to an eclectic

mix of hip-hop, indie rock, R&B, and electronic music. She also began recording songs on her computer and in 2014 released her debut EP, *Purrr!* She quickly found herself with a viral hit with the track "So High." More singles followed, including the languid "Nunchucks" and "No Police," each one grabbing attention online. Another single, "Mooo!," arrived in 2018 and quickly went viral.

Artist Biography by Matt Collar via allmusic.com

DOJA CAT



Photo by Vijat Mohindra



Photo by David Crotty/Patrick McMullan via Getty Images

LIL NAS X

Moseying onto the scene with a surprise breakthrough, Atlanta's Lil Nas X merged the pastoral tones of country music with hip-hop, putting his spin on a sub-genre dubbed country-trap. Like similar experiments by Young Thug and Lil Tracy, the hybrid was an unexpected success for the rapper: his debut single, "Old Town Road," was a viral hit on social media and streaming, sending him toward the

upper reaches of the Hot 100. By the summer of 2019, it was certified multi-platinum and number one across the globe.

Born Montero Lamar Hill, he issued the 2018 mixtape *Nasarati* before releasing "Old Town Road" at the end of the year. The track went viral on social media and, once it broke into the mainstream, it accumulated millions of plays on streaming services. Sampling Nine Inch Nails' instrumental

"34 Ghosts IV," "Old Town Road" clocked in at just under two minutes but managed to climb into the Top 15 of the Hot 100. While the song could also have topped the Hot Country Songs chart, Billboard made the decision to remove it from the running for not containing enough country music elements. The controversy only helped boost plays, and "Old Town Road" continued its climb up the main chart.

Artist Biography by Neil Z. Yeung via allmusic.com



THE BLACK KEYS

Intense Akron, Ohio blues-soaked duo that began by overwhelming indie rock critics and quickly moved to arena audiences. *(Biography by Stephen Thomas Erlewine via allmusic.com)*

Photo by Alysse Gafkjen via Rolling Stone



21 SAVAGE

Unflinching, offhanded Atlanta rapper who has attained platinum status with releases such as Savage Mode, Issa Album, and "Bank Account." *(Biography by Andy Kellman via allmusic.com)*

Photo via PR Company Handout



FATBOY SLIM

Pioneer of the '90s big beat movement who remained an in-demand DJ through the 2010s EDM boom. *(Biography by Sean Cooper via allmusic.com)*

Photo by Shirlaine Forrest via WireImage



RADIOHEAD

One of the great groups of the alternative era, a restless, experimental unit that incorporated adventurous electronics into their intellectual rock. *(Biography by Stephen Thomas Erlewine via allmusic.com)*

Photo via Getty Images



FLUME

Alias of electronic musician/producer Harley Streten, whose 2012 debut went double platinum in his native Australia. *(Biography by Matt Collar via allmusic.com)*

Photo via Mom and Pop Music

LANA DEL REY

Vocalist who makes atmospheric orchestral pop showcasing her torchy image and sensuously husky singing style. *(Biography by Stephen Thomas Erlewine via allmusic.com)*

Photo by Mat Hayward via Getty Images



BIG SEAN

Detroit rapper with platinum, chart-topping albums. *(Biography by David Jeffries via allmusic.com)*

Photo by Vivien Killilea via Getty Images



DANNY ELFMAN

Oingo Boingo frontman and award-winning composer who has created one of the most distinctive bodies of work in contemporary film music. *(Biography by James Christopher Monger via allmusic.com)*

Photo by Christopher Polk via Getty Images



LIL UZI VERT

Philly rapper with a relaxed, futuristic style who broke through to pop stardom in 2017 with an emo-trap hit. *(Biography by David Jeffries via allmusic.com)*

Photo via Atlantic Records



MEGAN THEE STALLION

Houston rapper known for confident flows and sexually charged lyrics. *(Biography by Fred Thomas via allmusic.com)*

Photo by Arielle Bobb-Willis via The New York Times



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