

ARTIST PROFILE

EARLY CAREER

YPG Jones started rapping in 2006 in Leeds, United Kingdom. He lived in an Afro-Caribbean neighbourhood and this had a great influence on his rapping style. He used a lot of Patois (Patwa) in his rhymes and lyrics which were ideal for the dancehall and reggae styles he was working with at the time.

During a basketball match he met Llay and VIP (who today run Luna, and HiPower Studios in the UK) and they decided to form a group and start working together on other urban styles such as Hip-Hop and R&B.

Over time YPG became vocally dexterous in the ability to switch from Patois to English to suit the style of music or the mood of each song he was working on, a skill that he has continued to develop and perfect to this day.



After returning to home, YPG wanted to fuse underground UK styles like Grime, Garage, Drum & Bass to Rap and Hip-Hop so as to create a new sound and rapping style.



Photo Credits: @celsozaqueu

EARLY DISCOGRAPHY

In 2009 whilst living and studying in Pretoria he released his first compilation entitled *Mixtape: Volume 1* and it was well received by his peers and rap music fans around the city. From its success he had a few performances at university parties and some clubs and small venues in Pretoria.

His work was also well received in Mozambique and it called the attention of Magda Burity who was the owner of Dziwitza Agency. Under this agency's management YPG started to perform live with renowned reggae acts such as Ras Haitrm and The Word Sound and Power Band and Mozambican reggae legend A-Xikunda, Abba Meskel, Jazz-P and many others.



A-Xikunda, Magda Burity, Fayaman, YPG.



YPG and Ras Haitrm.

This experience brought about a liking to working with a band and in July 2010 he decided to form YPG & The Pioneers which became a band known for hip-hop reggae, dancehall and urban African music.

In 2012 YPG released his second promotional mixtape entitled *Mixtape Volume II: Back To My Roots*. It was a digital collection which concentrated on Africans and the issues they face.

The songs from these 2 mixtapes were then given a live rendition and performed by the band which grew to have a reasonable following in Maputo, Mozambique.



Mixtape Vol. I Promo.



Mixtape Vol. II Cover.

CAREER DEVELOPMENT

After the release of his 2nd mixtape, YPG released a music video for the song This is Africa. It is available on his YouTube channel and was viewed on many Mozambican TV channels. This allowed him to gain more local exposure and continue to grow his following.

In the years to come, YPG went on to perform at numerous events, festivals and self-organized concerts.



Stones, Hatfield, Pretoria



Pretoria State Theatre



Mafalala Libre, Maputo



Mafalala Libre, Maputo



Africa Bar, Maputo



Complexo Monte Verde, Beira



Tofo Earth Festival, Inhambane



Bob Marley Memorial, CCFM, Maputo



Photo Credits: @miltonmayz

CYPHER STUDIOS

After many years of recording, performing and perfecting his musical skills, YPG wanted to create a more permanent mark and contribute further to the local arts and culture scene. He met with a friend and talented music producer (ODC) and together they decided to open a recording studio in Maputo. They opened Cypher Studios in 2015 which is now one of the top quality and highly respected recording studios in the country. It also doubles up as an artistic and cultural hub for musicians, painters, fashion designers and other young creatives looking for a platform to share their work

Apart from being a commercial recording studio open to anyone willing to make use of it, it has also been revered as a place young and talented musicians come to grow. Over the years the studio has groomed talented artists such as \$moller, DJ MADK, Ckarina Miller, PIZZAWPINEAPPLES and Mbudzi Chi Moio who is now the CEO of the studio. The studio organized concerts and festivals to promote their work (Cypher Summer, Cypher Saga, Cypher Love Stories, etc.) and it also collaborated with a large number of local and international artists.



Photo Credits: Fernando Nhavene

With this exposure to different artists and musical genres, YPG's style developed a lot and due to his duties managing the studio he spent more time there recording than rehearsing or performing with his band. This time in the studio allowed him to come up with songs that became his debut album - **the AFRCN man**.

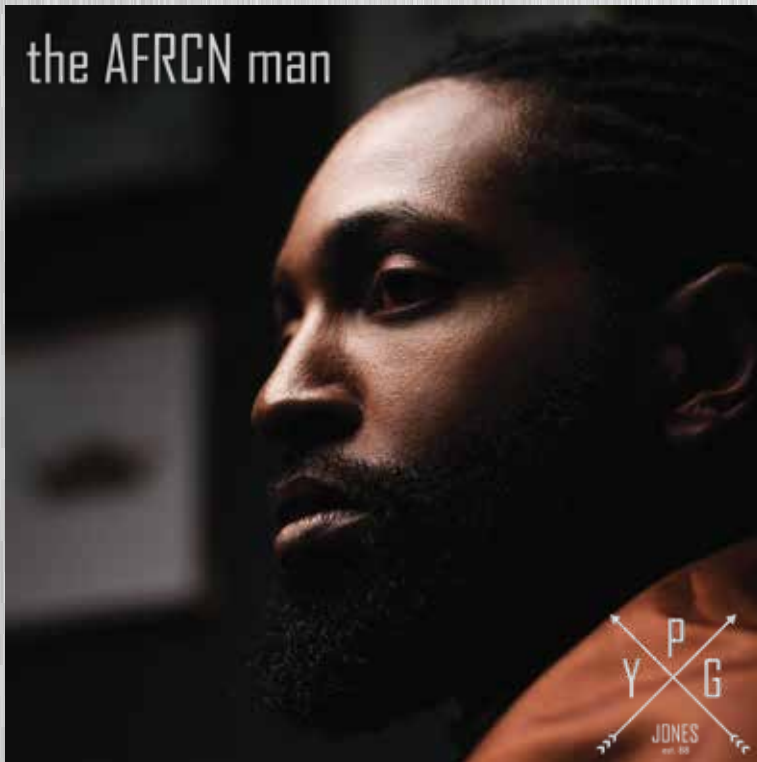
THE AFRCN MAN (SINGLES)

In the build-up to the release of the album, YPG released 3 singles and music videos to promote his upcoming work. All the videos are available on his YouTube channel or his website and the songs are on all major streaming platforms.



THE AFRCN MAN (ALBUM)

the AFRCN man was released on the 25th May 2022 in celebration of Africa Day and it is available on all major streaming platforms. It is an album that showcases YPG's perspective of the evolution of African music along with his own evolution and growth as an artist. The album starts off with old school African beats and each track brings a more modern element travelling through reggae, hip-hop, afrobeats and back to rap!



YPG wishes to continue promoting this album to the world through concerts, online performances and participation in other artist's shows.

Although he still wishes to work on a number of music videos for various songs on the album, he is already conceptualizing his next full length project.



AWARDS

YPG Jones's debut album "the AFRCN man" was awarded the Best Reggae/Ragga/Dancehall album award at the 2023 BOMU awards. This is a great honour for the artist and a well deserved award for a beautifully crafted album.



A large award poster for the 2023 BOMU Music Awards. The background is dark with blue and red light trails. At the top left, it says "XIII BOMU MUSIC AWARDS" with logos for DBS and Btv. To the right, it says "BEST REGGAE/RAGGA/DANCEHALL". In the center, there is a portrait of YPG Jones in a floral shirt and sunglasses. To the right of the portrait, it says "WINNER YPG JONES AFRICAN MAN". At the bottom left, there is a logo for "MUSIC BEYOND". At the bottom right, there are social media icons for Facebook, Instagram, and Twitter, with the text "BOMU Awards", "bomuawards_", and "BOMUAwards_" respectively.

XIII BOMU MUSIC AWARDS



BEST
REGGAE/
RAGGA/
DANCEHALL



WINNER

YPG
JONES
AFRICAN MAN



MUSIC
BEYOND

f BOMU Awards
@ bomuawards_
x BOMUAwards_



Photo Credits: Manuel Bila

TECHNICAL INFORMATION

Band Name: YPG & The Pioneers

Members: 6

- YPG – Lead Vocalist
- Jazz P – Backing Vocalist
- Sammy – Drummer
- Ras Mito – Bass Player
- Jescka – Keyboard Player
- Arone – Percussionist

Set Length: The band has 3 musical sets available that can be changed according to venues and available time slots ranging from 30 minutes to 1hr30 minutes.

Equipment/Personnel Required: A live sound system or PA system ideal for the size of the venue containing:

- 24 Channel Mixer, Drum kit, 3 wireless microphones, 2 microphone stands, 1 keyboard stand, 4 stage monitors, Lighting system (for night events), Sound Technician and a Bass Guitar Amplifier.

Stage: A minimum 5m by 3m stage is required for minimum comfort for band performances, smaller stages acceptable for DJ performances..

Backstage:

- Space for performers to get dressed with enlightened mirrors.
- Natural Mineral water, tea, fruits, healthy snacks & sandwiches.

Rest area.

DJ Performances: If performing with a DJ then the above details remain the same. The equipment required will be less: PA System, DJ mixer or laptop with USB capability, 1 wireless microphone and a Sound Technician. Venues outside of Mozambique and Botswana must provide a DJ for the performance. For all performances a Compulsory Sound Check is required at least up to 3 hours before the time of the performance. YPG Jones will not perform without having done a sound check.

CONTACT DETAILS

Management:-

Cypher Studios

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Website: www.ypgjones.com

Email: admin@ypgjones.com

Personal Accounts:

Instagram: [@ypgjones](https://www.instagram.com/ypgjones)

Facebook: YPG Jones

Twitter: [@ypgjones](https://www.twitter.com/ypgjones)

TikTok: [@ypgjones](https://www.tiktok.com/@ypgjones)

Youtube: www.youtube.com/ypgjones

Soundcloud: www.soundcloud.com/ypgjones

Thank you!



Photo Credits: @celsozaqueu