

Putting Back the Boom-Bap in Rap: Q&A with Nottz



Nottz wants to restore the boom-bap in rap. He misses the kind of hard-hitting bass patterns that formed the undercarriage of so many of hip hop's no-frills golden moments before Diddy added glamor to the street and took it mainstream. As a beatmaker he has stuck to that creed in his productions of artists like Snoop Dogg, Kanye West and Busta Rhymes among countless others, both radio popular and underground. But this year he entered the club of producers who rap with his solo artist premiere *You Need This Music*. It is a minute group peopled with such luminaries as Dr. Dre, Kanye West, J.Dilla, Diddy and Q-Tip who have all had different levels of success being able to direct the mic and hold it as well. The artist role may be new to him but the lack of compromise that all great artists possess is already in his DNA. In this interview he explains why maintaining his vision is necessary, the creative process and why you really do need his music.

Why the transition to the artist slot?

There's a lot of wackness coming out right now to sum it all up. Too much trash coming out right now, my kids listen to this music. You got dope talk, you got gun talk, you got gang talk and all that and kids look at it like it's cool, and it's not cool.

How does it feel to have finished your first solo album and to now promote it and take on the duties of the artist?

I'm starting from the beginning. I really started out rapping and how I got into beats is no one would give me beats so I started doing my own thing. I like it and then I don't like it because a lot of people don't know who you are. They

know my music as a producer but they donâ€™t know what I look like. But being an artist, itâ€™s hard for a new artist to come out being a producer. It kind of gives me a big push on everything. [read more](#)