



JAMES BKS



His hip-hop sensibilities transfer to the other music he makes, he's a nice person to work with and is gonna be a strong artist in the future.

- Idris Elba for **billboard**

JAMES BKS IS A FRENCH AFRICAN ARTIST AND A MUSIC PRODUCER WHO IS A PERFECT CROSSOVER BETWEEN HIS **AFRICAN ROOTS** (THANKS TO HIS FATHER, THE LEGENDARY SAXOPHONIST **MANU DIBANGO**) AND AN **URBAN HIP-HOP** SENSIBILITY (PRODUCER FOR SNOOP DOG, TALIB KWELI, MR EAZI AS WELL AS FRENCH SUPERSTARS IN FRANCE - BOOBA, SOPRANO, ...).



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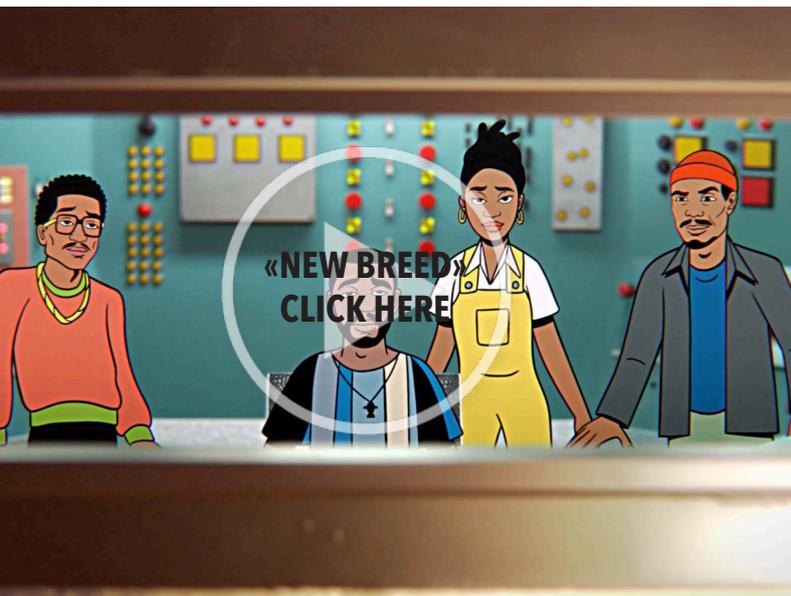


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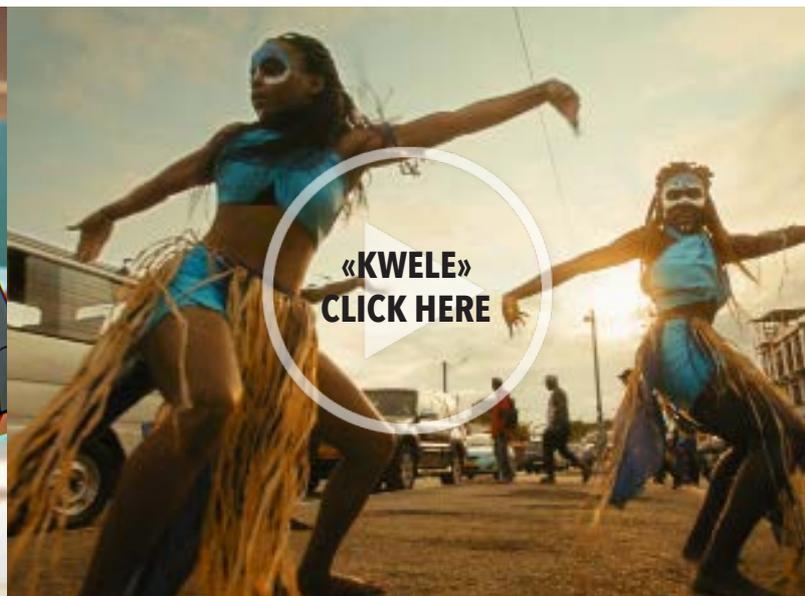
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NETFLIX



«NEW BREED»
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«KWELE»
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Biography

James BKS productions are an exploration through his musical and personal legacy. Between Europe, Africa and America, James tells through his music his journey, melting together African percussions, hip-hop rhythms and pop chords. The one of a French artist of Cameroonian origins, who lived a few years in the United States of America. Hip-hop producer who turned into a film score composer, James always made other people work shine thanks to his compositions. But now, James only wants to glow on his own.

James BKS was born in 1982, in Paris, son of a Cameroonian mother, who raised him with his adoptive father. As a child, he grew up between songs by French singer Michel Berger and Congolese musician Kofi Olomidé. Later, during his teenage years, came Wu-Tang Clan and The Fugees, a time when he flew for the first time to the United States of America to visit family members. As soon as he graduated, he followed his parents to the US, who left France for a business opportunity. James started studying sound engineering in a Virginia college. Between classes, James BKS produced instrumentals



that he sent to numerous rap and r'n'b artists on both sides of the Atlantic Ocean. It was a landmark: *"I am a shy person, and make other people listen to my music feels like I show a part of myself. Getting attention from known artists was an incredible feeling"*.

Step by step, James and his then-manager created their network, and managed to get signed on Akon's Konvikt Muzik. James worked there with in-house songwriters like T-Pain and Rock City. He produced a few songs, for major acts like Snoop Dogg, Diddy, and French rap stars Booba and Soprano. But staying into the shadows got him frustrated. *"I had to get by the industry rules, and was not in charge of my music anymore. I never managed to compromise myself enough to produce a definitive commercial breakthrough"*. James eventually decided to break his contract, which took a long time. But he learned a valuable lesson: *"best ideas come from frustration"*.

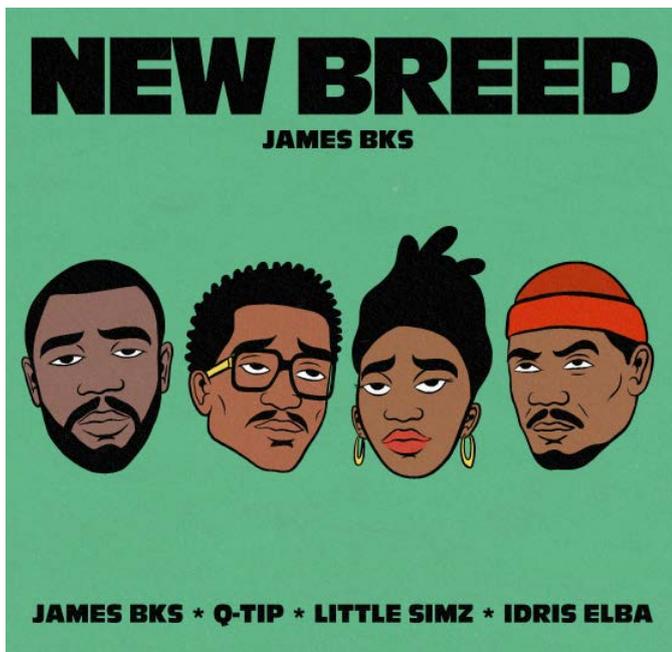
During this time, he met his spouse, with whom he founded the creative house Grown Kid. They started to collect information on the musical industry rules, copyrights, and the many ways James could make his skills shine. He started to compose scores for Yves Saint-Laurent, Prada and Giorgio Armani commercials, and for full-length movies, like *La Taularde*, starring Sophie Marceau, and *Le Gang des Antillais*. These works gave him a creative space and a financial freedom to develop more personal projects. Fate brought him his biggest so far.

James never felt any attachments to his Cameroonian roots. But during a professional meeting, he ran into his biological father: legendary Pan-African and Cameroonian musician Manu Dibango. James' mother had previously revealed this secret to James, but he chose to avoid it. *"Getting face to face with my father was unexpected. I was avoiding what was bound to happen"*. James later told Manu about this family tie. They got to know each other, and the young musician discovered his father's personality and musical heritage, which turned out to be a revelation. *"I never embraced African music when I was younger. Meeting my father allowed me to accept this legacy"*. Together, the two artists created the official French-speaking countries anthem for the 2016 Rio Olympic Games.

James started to meet some African musicians, especially Guy Nwogang, percussionist for Dibango's Soul Makossa Gang, Salif Keita and Stevie Wonder. This led him to a new creative process. *"There are so many sonic options with percussions and drums, it will be the guiding principle of my new project"*, James says with excitement.

This is how it all started for the song "Kwele", featuring Canadian rapper Allan Kingdom. Percussions inspired the beat, and then the word "Kwele" sprang from the first lyrics. James immediately linked it with the Kwele ethnic group, known in central Africa for their noble and mysterious masks. Thanks to inputs from international voices and African musicians, James is looking for a balance between pop and urban music. *"I want people to get to know my journey and my music. This is the answer to all my inner questions. Finally, I can assert myself, be proud of my roots, and say: this music is me"*. James BKS is an artist who needed to find himself to express his personality. His music is an invitation to unveil his personal and musical quest.



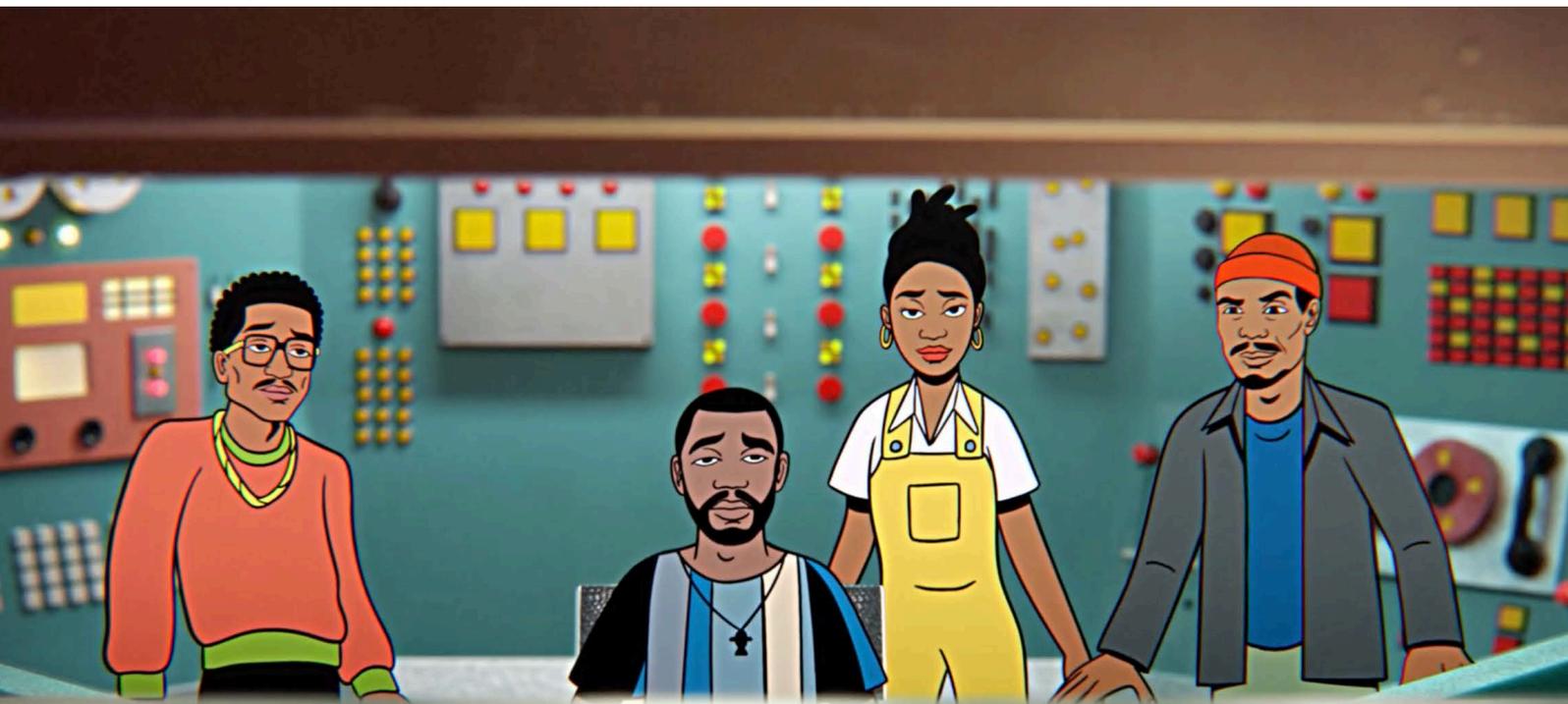


James BKS is the first artist to be signed on Idris Elba's label 7Wallace, "New Breed" comes as James BKS works on his debut album. 'New Breed' perfectly merges James' Cameroonian roots on production, with the lyricism of hip hop legend "Q-Tip", multi-talented actor and artist Idris Elba, and Mercury Prize nominated rapper Little Simz. Speaking of the collaboration James explains:

"Little Simz, Idris Elba, Q-Tip and me strongly and proudly represent the New Breed movement, a different way to approach music with no borders, no judgment, no labels. We have learned from our past mistakes and victories and our eyes are on Africa, while in the meantime we embrace our own personal paths, respectively in the UK for Little Simz and Idris Elba, in the US for Q-Tip and in France for me".

« New Breed » is not only a hymn to Africa and its values, a whole new era begins with this new track, an era where borders, labels and stereotypes don't exist, naturally called the « New Breed » movement.

For the next few months to come, James has a lot of ongoing projects. While working on his first album and on his live performance that will both push further his music into his African roots, he is also working on composing the original soundtrack of a forthcoming movie, making 2020 a critical year for James's project.



PRESS

Pitchfork

NEWS

Q-Tip, Little Simz, and Idris Elba Join James BKS on New Song: Listen

Check out the animated music video for the French artist and producer's "New Breed"



James BKS' "New Breed" [ft. Q-Tip, Idris Elba and Little Simz] (Grown Kid/7Wallace Music)

BY: MADISON BLOOM / NOVEMBER 15 2019
RAP

billboard

Idris Elba Launches New Record Label 7Wallace Music, Announces French Artist James BKS as First Signing



inrocksTV

MUSIQUES

James BKS balance le clip de "New Breed" feat Little Simz, Q-Tip et Idris Elba

PAR Raphaëlle Berlanda-Beauvallet



Un casting de rêve pour un clip énorme : *New Breed* est majoritairement une vidéo d'animation, et elle est canonissime. Le français James BKS a su s'entourer des meilleurs : le rappeur Q-Tip, qui lui accorde son seul feat. de 2019, Little Simz, la jeune prodige qui collaborait avec Gorillaz en 2017, et Idris Elba, le fameux acteur de *The Wire*, également DJ et producteur.

CANAL+

Idris Elba założył wytwórnę płytową

Idris Elba, aktor, reżyser, muzyk i DJ, założył własną wytwórnę płytową.

Idris Elba znany jest przede wszystkim jako aktor. Widzowie szczególnie zapamiętali go jako detektywa Luthera z brytyjskiego serialu. Twórca ma jednak też na koncie kilka wydawnictw muzycznych. Wśród jego współpracowników byli m.in. Pharoahe Monch czy Mumford & Sons.

Teraz Idris Elba postanowił rozszerzyć zakres swojej działalności poprzez założenie wytwórni płytowej. Label nazywa się 7Wallace Music a pierwszym wydającym w nim artystą będzie Francuz z kameruńskimi korzeniami James BKS, który ma na koncie już produkcję dla Diddy'ego i Taliba Kweli.

- James BKS to skarb - mówi Idris Elba. - Jego hip-hopowa wrażliwość emanuje też na inne rodzaje muzyki. Dobrze się z nim pracuje więc bardzo się cieszę, że został pierwszym artystą 7Wallace Music.

Idris Elba niedawno wyreżyserował swój debiut, obraz "Yardie". Film trafi do kin w Anglii 24 sierpnia.

okayplayer.

HOME / MUSIC / WATCH AN ANIMATED Q-TIP, JAMES BKS, IDRIS ELBA & LITTLE SIMZ TRAVEL TO SPACE

Watch an Animated Q-Tip, James BKS, Idris Elba & Little Simz Travel to Space in the "New Breed" Video

BY DIMAS SANFIORENZO
6 DAYS AGO



PAN AFRICAN MUSIC

NEWS

James BKS recrute Q-Tip, Little Simz et Idris Elba pour son fracassant 'New Breed'

By Pan African Music on 16 novembre 2019 / Commentaires fermés sur James BKS recrute Q-Tip, Little Simz et Idris Elba pour son fracassant 'New Breed'



HYPEBEAST

Idris Elba Joins Q-Tip and Little Simz for James BKS Track "New Breed"

Released with an animated video.

By Nia Groce



MUSIC

Nov 15, 2019 1.7K 0

The multifaceted Idris Elba has recently lent his talents to the music world, joining Q-Tip and Little Simz for French producer James BKS' single "New Breed." Along with the song, the artists have also shared the official music video, an animated and trippy spot that sets the backdrop for the reflective lyrics.

bmr

NEWS ニュース

イドリス・エルバ、自身の音楽レーベルからマヌ・ディパンゴ実子をデビューへ

2018年07月16日 18時39分

『マイティ・ソー』/『アベンジャーズ』シリーズや、『マンデラ 自由への長い道』、『刑事ジョン・ルーサー』などの出演で知られ、大英帝国勲章も叙勲したイギリスの名優イドリス・エルバだが、実はミュージシャン/音楽プロデューサーとしての顔も持つ。DJビッグ・ドリス(DJ Big Driis)という名義でDJをしたり、その深く低い声を買われてジェイ・Z、フォロア・モンチ、マックルモア&ライアン・ルイスといったヒップホップ作品にも登場したことがあるだけでなく、2014年には、『マンデラ 自由への長い道』でネルソン・マンデラを演じた影響から生まれたアルバム『Idris Elba Presents mi Mandela』を発表するなど、その音楽的才能を発揮している。



これまでも度々、音楽への情熱を語ってきたイドリス・エルバだが、今年からレーベル業にも本格的に乗り出すようだ。イドリス・エルバは以前から自身の音楽レーベル 7Wallace Musicを持っており、『Idris Elba Presents mi Mandela』を始め、『刑事ジョン・ルーサー』にインスパイアされて自ら発表した『Murda Love John (The John Luther Character Album)』などをこの7Wallace Musicからリリースしてきたが、自身の音楽の発表だけでなく、新たな才能と契約して送り出すプラットフォームとして再始動させる。

今年4月には英ダンス系プロデューサー、ブレット・グード(Brett Gould)の『Get Down』/『Late

big FM
SCHAUSPIELER UND DJ IDRIS ELBA GRÜNDET PLATTENFIRMA "7WALLACE MUSIC"

Erster Künstler hat unterschrieben

Nicht nur möchte DJ und Schauspieler Elba seine eigenen Hit-Singles produzieren, auch hat er bereits einen Musiker bei seinem eigenen Label gesignt und freut sich über kommende Zusammenarbeiten mit James BKS.
Eigenes Label
 Nachdem Idris am Musizieren Gefallen gefunden hat, machte er sich ebenfalls als DJ selbstständig und stand immer häufiger hinter den Turntables. So häufig sogar, dass Elba nun seine eigene Plattenfirma gegründet und unter der Flagge von "7Wallace Music" seinen ersten Künstler gesignt hat. James BKS heißt der französische junge Mann, welcher schon bald eine Single auf den Markt bringen möchte. Darüber sagte der 45-jährige Labelboss gegenüber Billboard: "James ist ein seltener Fund. Sein Hip-Hop-Zartgefühl überträgt sich in die andere Musik, die er macht. Es ist nett mit ihm zu arbeiten und er wird schon bald zu einem starken Künstler heranwachsen. Das ist ein großer

COS MENU

Q-Tip, Idris Elba, and Little Simz join James BKS on new song "New Breed": Stream

"An ode to Africa and empowerment" from the 7Wallace signee

BY LAKE SCHATZ ON NOVEMBER 15, 2019, 8:23PM 0 COMMENTS

GRM DAILY

DAILY NEWS EXCLUSIVES VIDEOS INTERVIEWS

IDRIS ELBA, LITTLE SIMZ & Q-TIP JOIN JAMES BKS ON POWERFUL SINGLE "NEW BREED"

15 NOV 19
4262 VIEWS

James BKS - 'New Breed' fe...

NME

Q-Tip, Idris Elba and Little Simz join James BKS for colourful song 'New Breed'

Charlotte Krol
 Nov 15, 2019 10:34 pm GMT

f t p



ELLE

CULTURA

Fique de olho em James BKS, primeiro artista da gravadora de Idris Elba

O francês já assinou a trilha sonora de vários comerciais da Prada, Saint Laurent e Armani

Por Mariana Rudzinski
 4 jul 2018, 14h45



Wonderland.

WONDERLIST

Our favourite tunes doing the rounds right now.

James BKS - "Kwele" ft. Allan Kingdom & Manu Dibango



The first artist to be signed to Idris Elba's new record label 7Wallace was always bound to be something special. And French Cameroon artist James BKS presents to us an absolute perfect little package with hip-shaking jam "Kwele", accompanied by a verdant cinematic video. The song sees James delving into his history and roots, with the video shot in Libreville, Gabon, named after an ethnic group from Congo renowned for their ceremonial masks. The result? A unique reverberating blend of rap, pop and rich African sound.

Numéro

18 NOVEMBRE

James BKS, première signature du label d'Idris Elba

MUSIQUE
 Après le titre "Kwele", James BKS, récente signature du label londonien d'Idris Elba (7Wallace) livre "New Breed", un morceau afro fusion qui fait résonner des choeurs swahili - langue officielle de la Tanzanie, du Kenya ou de la République Démocratique du Congo. Nouvelle façon de promouvoir la musique "sans frontières, jugements ni étiquettes", "New Breed" peut compter sur la participation du rappeur new-yorkais Q-Tip, de la rappeuse Little Simz et de l'acteur Idris Elba révélé dans la série "The Wire".

Par La rédaction

Partager cet article f t e

ROCKnVIVO

NOTICIAS

El actor Idris Elba lanza su propio sello musical y ya tiene a un artista en sus filas

La cercanía del actor Idris Elba con la música no es algo extraño, sobre todo por sus colaboraciones con reconocidas bandas y su faceta de DJ, pero ahora decidió dar un paso más allá y creó su propio sello llamado 7Wallace Music, que ya cuenta con un artista en su lista de representados.

En su historia previa no estaba solo eso, ya que además de haber participado con Pharoshe Monch, Mumford & Sons, Mr Hudson, entre otros, el artista lanzó un EP titulado *Big Man* el año 2006, con cuatro temas que incursionan entre el reggae y el hip-hop, géneros que parecieran ser los que intentará potenciar con su nueva empresa.

JAMES BKS

&

NEW BREED

gang

Just like his music, James BKS' live is a hybrid patchwork of avant-garde urban music and ancestrality with his traditional African instruments. He shares with us his story on stage, a journey between Europe, the United States and Africa.

In this live formation, in addition to playing marimbas and keyboards, James is a true conductor with this unique tool, a custom-made software that allows the Maestro to interact with his fellow performers: his gang of percussionists , guitarist, bassist, backing vocalists and lead vocals.

Percussions

Guy Nwogang

Born in Cameroon, Guy moved to France in the 2000s. He started the guitar at the age of 6 years. Around eight years old, he opted for the drums and reproduced the sounds of his peers broadcasted on the airwaves, and because Cameroon is not endowed with music schools, this is how he taught himself how to play music. At fourteen, he was the drummer of his high school group.

At fifteen, he played at night ballads in cabarets and piano-bars to deepen and improve his game. His parents stopped supporting him financially, following his choice to pursue a music career rather than his studies. From then on, he became the drummer of the Ôzila cabaret, and accompanied the popular local star and musician Anne-Marie Ndzie. Then, at eighteen, he won his first contract at the Hilton Hotel with a jazz quartet. He has then on learned for two years how to perform all jazz standards.

At the age of twenty begins an international adventure for a three-month tour in Germany, with the group Otoulbaka. Then the recording of the album *be za boa* by Anne-Marie Ndzie, as well as a tour in France, Belgium, Holland and Germany. From this moment, he goes on tour around the world with Manu Dibango, Djamel Laroussi, Stevie Wonder, Salif Keita ...

He accompanied, among others, Mc Solaar, Djamel Laroussi, The Nubians, Etienne Mbappe, Jean Jacques Elangue, Bens Belinga, Claudine Francois, Philippe Combelle, Mario Canonge, Buren, Brice Wassy, Papa Wemba, Moriba Koita ...

Guitar

Elias Israel

Born in France in 1990, from a family of musicians, Elias first learned to play the piano by reproducing what he heard, then it was at 12 years old that he learned the guitar by himself; interested in blues music with artists like Jimi Hendrix or BB King, was gradually born an interest in other styles like Mandingo music, rhythm, blues, soul, gospel, jazz.

At 17, he gave his first concert; at 20, after scientific studies, he professionalized by giving acoustic performances with, among others, Yoann Freget who will be the winner of the second season of *The Voice*, and Slimane (*The Voice* 5th season). The animation of jam sessions and open mics also allowed him to build a large repertoire. Subsequently, Elias played in groups such as 3/4, a resident group on the *Hanounight Show* on Canal +, then in 2017 he accompanied the resident group of *Nouvelle Star* on M6. Today, he works in France and abroad with independent artists, groups and orchestras.

Bass

Black Kamoni

Born in Kinshasa and from a family of musicians, Black Kamoni began when he was 12 years old asking the bassists in his city to learn alongside them. After 3 years, several concerts performed in the church and participation in national competitions, he left the Congo for Angola, the country in which he first played in the orchestra of the local church. This is how he meets great Angolan musicians like Dodo Miranda, Joao Lorenzo, Vladmiro Gona, Elizabeth Mambo and more. He followed them until 2016 in concert as in recording studio, before hitting the road for Europe as part of a tour which brought him notably to Portugal. He has been pursuing since his career in France, notably alongside Olivier Tshimanga, and other musicians such as drummers Guy Bilong or Carlos Gbaguidi, pianist Philippe Monange ...

Lead voices

Anna Kova

Exhilarating, Anna Kova is animated by a communicative energy that carries everything in its path. From an early age, music takes a big place in his life. Supported by her music-loving grandmother who transmits her love of the piano, she already takes classes at the conservatory. Alongside this discipline, she studies dance (ballet, modern, hip hop), which will make her discover other musical styles.

From these influences comes a voice, a special placement and a recognizable signature from the first notes, which she will continue to refine by joining the prestigious Berklee College of Music in Boston. Thanks to different vocal techniques, her voice gains depth and contrasts. During these American years, she composed MHAW (My Heart is not Wrong), influenced by soul, motown, modern r'n'b and a hip-hop culture in full (r)evolution. The musical language of Anna Kova mixes genres and translates into personal semantics : texts are as important as music, words are fluid, made of sound and rhythmic.

Gracy Hopkins

The cultural offspring of three continents, with roots stretching from Angola to Brazil and deep in the suburbs of Paris, Gracy Hopkins represents a new chapter in global hip hop. It transcends musical and linguistic boundaries with a subtle mix of English rhymes and French expressions on instrumental from all coasts.

Hopkins began his rap career in Middle School and he was during the same period that he started creating his own beats under the name of Kaisy Jay.

Today, it resulted in the cool mix of throaty rap sprinkled on Gracy Hopkins' minimalist and experimental beats.



GROWNKID

MAISON  CRÉATIVE

Contact

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