

Grip Grand on Look Records

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The debut of Bay Area rapper Grip Grand on San Francisco's Look Records accrued November 17th. His new Poppin' Pockets 12" single delivers intelligent, introspective raps, mixed with huge doses of arch humor and fat boom-bap era beats, but in the words of Guru from the illustrious Gangstarr, "it's mostly the voice that gets you up".

Soon to be recognized as one of underground hip hop's finest new talents, this California-bred MC's style is a mix of today's gritty dirty south flow and yesterday's heavy, sample-laden sound. In the catchy title track, Grip Grand's fluid, double-time rhymes tell a familiar story for every aspiring MC who's traded his 9-to-5 for the chance to pursue his art: "Grip Grand can't buy no booze at the bar 'cause they don't take IOU's". Teaming up with DJ Design (Foreign Legion, Stones Throw) on some seriously progressive production, Grip's also crafted an equally inspired and emotive beat that's reflective of a melodic style that stays just ahead of the curve.

The single also includes a bangin' remix that features D.I.T.C.'s legendary A.G.. Grip's Common-meets-Ludacris wordplay juxtaposed with A.G.'s tried and true dirty BX flow (on a bounce track, no less), might be one of the most unique collabos since Metallica and the Boston Philharmonic. With its thick arrangements, intricate lyrics, and mostly Grip's deep, rich, edgy flow, "Poppin' Pockets" delivers just an introductory sampling of what's to come from his forthcoming, full length LP.

DOWNLOAD POPPIN POCKETS: <http://www.lookrecords.com/music/poppinrmx.mp3>

Coming in 2005 Grip Grand – TBA full-length CD/LP Look Records LLC www.lookrecords.com
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