

“Faiya” Making Major Moves

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Since childhood, the Brooklyn-born lyricist has always seemed to gravitate towards the spotlight. From school plays to art contests to having a poem published, Faiya was always actively expressing himself. At 12 years old he found himself with a school music group performing on stage for the King and Queen of Norway alongside 20,000 people. The opportunity was exceptional, but he wasn't ready for the lifestyle... not yet.

After high school Faiya decided to be a model. He entered the modeling industry with the same passion and work ethic that he attacks every aspect of his life with, and began to make moves. Here he gained alot of crucial experience that would benefit him later on his musical journey. The lifestyle was fast and glamorous with plenty of doors he could kick down, but he couldn't stomach the thought of having his image controlled. He left modeling with runway shows, photo shoots, and a cover of NY Magazine under his belt...but more than that he left with the confidence of being able to stand alone and control a crowd, network and create great business relationships, and the importance of one's public image.

Music called out for him in late 2006, as all the stories from the crazy life he was leading had overflowed his head, and began leaking onto paper. He had been rapping and writing poetry since elementary school, but now more than ever, this lyrical release of his thoughts and emotions seemed necessary. It has become his daily journal, and in these four short years he has been campaigning for everyone to open up and read his story. He is closer now than he as ever been, and with so much going wrong around us, it is time for us to add some FAIYA to a cold world.

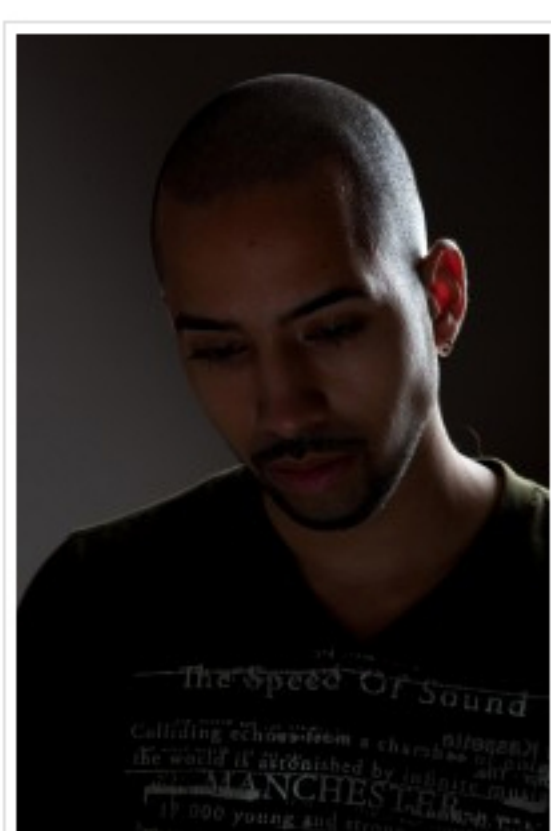
What's the first thing you would say to someone when they ask you to describe yourself as an artist?

Eclectic. My musical influences range from Elvis to Tupac, from The Beatles to 112, from Offspring to Eminem. There's plenty more but the point is that I am a child of MUSIC...not Hip Hop. I love and appreciate the genre I'm in, but I plan to broaden the listening range of fans, and its evident in the music I make. Music provides a large arsenal but rapping is my weapon of choice. When a rapper can successfully match his emotion and performance to a beat, string words together seamlessly, relate to the audience and enlighten them simultaneously while sticking to the topic the entire time; it is the finest showcase of human intellect and is truly a wonder to behold. I work hard to be the artist who fits that description.

How long have you been in the industry?

I decided to pursue it in October 2006, so I'm closing in on four years now. Its already been a wild ride, where I've gotten my name up to a certain height here in New York, only to fall flat due to lack of material and start from scratch. Now I'm back and better than ever, and I'm talking to you guys so I must be doing something right.

Do you have any projects out now?



On July 1st of this year I put my latest project "Welcome to the FAIYA" up for sale through the official website. There's also a previous compilation "Spread the FAIYA" available for purchase, but I consider the new one to be my first real album because it has direction, follows a theme, and contains an overall message. We've recently selected a single off the album and will be shooting a video for it this month so be on the lookout.

What inspires your music?

EVERYTHING. Music is my diary, so my everyday life will find its way into my songs one way or another. Honestly I can take a walk around my block and come back home inspired. From interactions with people, to animals, to the air we breathe, I'm just an observer narrating on the world I see.

Where are you from?

Born and raised in Brooklyn, New York. Grew up in Flatbush to an Indonesian father and a Puertorican/Sicilian mother.

What artists in the industry inspire you the most today?

None

Why is that?

We hear too much of the same thing nowadays, and even when I hear something different, I appreciate it but it doesn't blow my mind. I find myself listening to older music more and more everyday. Alot of old Pac and generally just hip hop from the 90s because thats where I'd like to see this industry return to...a time where EVERY rapper had an identity. Now hip hop is one big clone war.

What makes you different from other artists today?

I don't compare myself to any other artists out, and truthfully I'm too busy trying to climb my way to the top that I hardly get a chance to give a thorough listen to other artists, but at the end of the day my music is me. It is a direct reflection of the man you are speaking to, and so it will always be as unique as my fingerprint.

What do you want your future fans to know about you?

That I've worked extremely hard to get where I am now, and that I'm working even harder to get where I need to be. Sign on with me and help me bring the respect back to hip hop that it once had. My music is purely lyrical at its core, and is the perfect blend of conscious and commercial...be my fuel and help fan the Faiya.

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