

'I knew it was a good song. But I had no idea it was going to blow up as much as it did, I always knew my music had the ability to reach all those people.'

— Tom Shimura, aka Lyrics Born



Lyrics Born Calling Out

Underground rapper scores big, returns to Eugene.

The fact that Coke and Motorola both licensed "Calling Out," the hit single from Lyrics Born's debut solo album *Later that Day*, for huge ad campaigns should come as a no-brainer to anyone who has followed the career of Tom Shimura, aka Lyrics Born. Hearing that hook played a hundred times on TV got a little tiring, but the funky blasé attitude behind the song was infectious and truly harkened back to the days of real party hip hop. It was hard to hate the underground, Japan-born, Nor Cal-raised rapper for making a buck off of a song when the song itself was so dang hot.

"I knew it was a good song. But I had no idea it was going to blow up as much as it did," Shimura said over the phone from Atlanta. "I always knew my music had the ability to reach all those people."

Months into the release of his follow up, remix album *Same !@#\$ Different Day*, Lyrics Born has hit the road again, this time with a full band backing his speedy rhymes and baritone melodies. He explained that incorporating the funk band into his live performances has allowed for a lot of experimentation and improvisation while on tour, expanding on but still embracing the traditional tools of hip hop: the turntable and the microphone.

The new album features original material as well as revamped and remixed tracks from *Later that Day*. The guest musician and

remixer line-up reads like the roster for an indie hip hop all-star team. DJ Spinna, DJ Shadow, Chief Xcel of Blackalicious, E-40, Jumbo of the Lifesavas, Evidence of Dilated Peoples, Dan the Automator, KRS-One and Joyo Velarde all lend a helping hand.

On the remix of "Pack Up," Evidence, Jumbo and KRS-One split open Lyrics Born's already mind-blowing original. Jumbo adds a muddy, elephantine bounce to the bass line, and both Evidence and KRS-One slice up fiery, on-point lyrics. It's like a jazz track, where all the individual players have a chance to shine while adding a fresh dimension to the

entire composition.

Shimura explained that working with new producers and musicians has opened up possibilities for future projects. "It reminded me of how much I missed working with other people," he said. Although a new album of all original songs is in the works, Lyrics Born is currently wrapping up the production work for Joyo Velarde's debut album, which should be completed by the year's end. He said he is also producing Pigeon John's new album, both of which will be released on Quannum.

Money Shot, the steady locomotive picking up steam all around town, will also perform, along with Genus Pro (who should have a new album debut any day now) and Default, the group with the hottest hip hop night in town.

**Lyrics Born,
Money Shot,
Genus Pro,
Default**

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