

DPF 'IT'LL NEVER CATCH ON'

(SON)



Catching wreck



Listening to Norfolk-based Joe Viggars AKA DPF's nimble flow, clever wit and savage put-

downs is vaguely reminiscent of one Prof Green, or even the early stylings of a certain Mr Mathers. On 'Rumours' he brings things back to the essence with a barrage of ferocious raps, while 'Keith' is one of those grim, rain-soaked reality rap songs that UK emcees do so well, and the hopping, rumbling bass of 'Crumble' simply smacks you around the head. DPF's definitely dope styles could well catch on. **HUGH LEASK**



HOME STYLE

Verdict: Mike Lewis
THE SKY'S THE LIMIT...

I'm writing this month's Home Style from seat 34A of a Virgin Atlantic 747 and what fun it is. Thankfully nobody mugged me vinyl, as I don't think the captain would be happy with me looking up a 1200 to the flight deck... unless he was '80s rap star Captain Jack! The turbulence over Boston would have played havoc with even the best Stanton or Sure cartridge too. Before I tuck into my vegetable tikka here's what's good in the world of UK rap.

'What Can I Say' is a line that's now looping in my head after way too many spins of DPF's single of the same name. The only thing to dislodge it is his new album, 'It'll Never Catch On'. On Son. This is an album that won't climb to number one in the urban charts, it won't have Madonna calling DPF to replace Justin Timberlake on her next single and it won't change the face of hip-hop as we know it... but it should. The bard of East Anglia sure has some dope poetic flows and the production from Mr Lewis and Tommy Temper is out of this world.

Sonny Jim's new single is red hot and while 'The Mission Statement' is a nice little number, 'A Dying Breed' is a personal favourite. It's dark, edgy and features Kashmere, Soweto Kinch and Logan.

He recorded one of the best hip-hop albums of all time with the classic 'Recognition' and **Million Dan** has done it again with the incredible 'Spektrum'. For starters it has all the singles - 'Scream Out', 'Mic Check', 'Pull Up Remix', 'Dogz N' Sledges' and

'Glimity Glamity'. If that was all it had we'd say job well done but there are plenty more bangers along the way. The title track is a bagged-out Asian beat classic where Million fills the bars with metaphors. 'Inner City Got Plenty Cases' tells real life stories from this true ghetto kid. Million can switch styles too and does this effortlessly on 'Lambada' where he's joined by Ralph Dog for some reggae/bashment. Albums that stand the test of time are far and few between but 'Spektrum' is without question one of them.

Tricksta is back in effect with his HHFradio.com show, where you'll hear everything from dirty south and UK rap to east coast classics and top interviews. Check it out on Saturdays at 9pm and also cop **Late's** killer mix-CD 'Two Thousand And Late' also mixed by Tricksta. Do they ever take a rest? Let's hope not.

Northwest London talent **Swift It Major** follows up his two singles with 'A Peck Bench Drama'. Some of you may know him from his battle rhymes at the Jump Off where his only defeat was at the hands of Professor Green (and that was by a tiny margin). His debut LP is a mix of life experiences, social observation and politics. Production comes from Jabba Tha Kut, Boy Wondah, Jay O, Charlie Parker and Karisma so you know it'll be tight.

UK GOLD

MIKEY MIKE'S UK TOP TEN...

1. **MILLION DAN 'SPEKTRUM'** (MILLION DANA LP) Pure fire from the man who can rock any party. Rap, reggae, bashment and more. Respect duel.
2. **DPF 'IT'LL NEVER CATCH ON'** (SON LP) We hope this does as it's filled with poetry, humour and great beats. Give it a try.
3. **KASHMERE 'RAIDERS OF THE LOST ARCHIVES'** (TUFF LP) Worth it for the London Jones artwork alone, Kash weaves a web of intrigue, danger and address.
4. **SONNY JIM 'MISSION STATEMENT'** (GEMED) A taste of what's to come from his 'Trading Standards' mix. Includes the brilliant 'A Dying Breed'.
5. **SAGE & DANNY BEAZZ 'THE NEW KITCHEN EP'** (SAGE EP) You won't find it in Ikea but this has everything but the kitchen sink. Granite tops optional.
6. **MAT STRATTON 'THE GLADIATORS ANTHEM'** (COMEN UP LP) With his roots in BDK, Pete Rock, De La and Slick Rick you know this will be choice.
7. **MOLE & IRIS 'CLOUDS'** (SHADE AND IRIS) A nine-track EP (surely that's an album?) of fine beats and rhymes.
8. **MR CRE & RACE-LO 'UNITED KINGDOM OF CROOKS'** (MRX CD) UK and US artists turn Robin Hood by giving music out free. Email Mrx@ukdofc.co.uk to get yours.
9. **BAWDAH 'THE TURN OF THE REBEL'** (MRX CD) A raw deal is what you won't get from this rhyme animal - 20 great tracks that all pack a punch.
10. **MICKE ESQUATE 'TRUTH BE KNOWN'** (MRX CD) This month's wild card even includes a cover of the Spice Girls' 'Mama'! We wish you not!

Akira The Don's new CD 'Thieving' is a work of pure genius where the cheeky lad lifts a few well-known tracks. Go to his site to have a free listen of 'Grey' and you'll be sure to shell out a mere fiver for the full album from www.akirathedon.com now.

I think I'll pass on the offer of duty free and jolly myself with **DJ A-Up's** mix-CD 'The Wind Down'. Thirty tracks deep it features remixes, unreleased tracks and rare gems like Tuff Love's Remix of OC's 'Born To Live'.

I was always a fan of throwback group The Darkness but three times better than the platinum-selling rockers is **Triple Darkness**. They're less heavy metal and more heavy mental. See what we did there? 'The Heresy Presents Anathema' sees the Hackney crew team up with Chemo and Beat Butcha to provide them with an arsenal of nighty beats. A splattering of collabs comes from Skiblah, Kyza, D21, Blasphemy, Amenior and Blind Alphabet although Heresy, Cyrus Malachi and M9ine can hold their own without breaking sweat.

Next month I'll be writing from a hot air balloon over Hampstead Heath while showering toffs with demos. Gotta unload the ballet somewhere! ☺

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DPF It'll Never Catch On Son Records

DPF's new album 'It'll Never Catch On' will get your head nodding without you even realising. With clever word play and some interesting production, the man from East Anglia really grabs your attention. DPF is a dude who knows how to rhyme, delivering lyrics that will make you laugh, cry and most importantly think. Each track has its own sound and it's clear DPF had a lot of fun in the studio with the different styles and rhyme patterns. Production goes from one extreme to the other within the hip hop spectrum, keeping you on your toes. Add to that great lyrical content and this is another strong release from Son Records.

DPF

WHAT CAN I SAY?

Son Records (UK)

Norwich's DPF is a rapper with enough personality and cheek to get inside your head regardless of how much you may or may not like his music. This lead single from his forthcoming album finds the East Anglian lyricist proudly celebrating his individuality, accompanied by some catchy production from Mr Laws. Sharp wit and self-deprecating humour add a likeable edge to DPF's egotistical boasts. **RP**



DPF

What Can I Say?

Son Records

Sounding like a particularly heavy out-take from LONS 'Future Without A Past', 'What Can I Say' is instant pleasure pushed to the cortex, big wide breaks chopped and formed into perfect breadcrumb-coated bites, a chorus that demands deeper listening but soon becomes unforgettable, Mr Laws & DPF riding the beat out beyond the fens. On the flip, 'Not Cool's' rumbling spaghetti-doom points towards a soon-come LP (May's 'It'll Never Catch On') you'd be mad to miss.



www.dimag.com



DPF

What Can I Say

Son Records

● Norwich's DefTex had a few records, didn't do that much, but always shone a little brighter than the opposition. Their rapper DPF continues in the same vein with this tightly constructed

single. *What Can I Say* has a nice old school bass-heavy feel, Eminem-ish hook and our boy's sharply-written self-tribute. *Not Cool* is a stripped-back acoustic and angsty affair that might have come from Plan B on one of his happier days. Solid stuff: now who's listening? ★★☆☆★

TOUCH

2. DPF 'WHAT CAN I SAY?' (SON 12)


This time round DPF stands for Dope Poetic Flow. The flip 'Not Cool' is mighty catchy too.

7. DPF 'WHAT CAN I SAY'/'BIGG 'UN' (SON)

Arriving in a hail of caustic imagery and candour not a million miles away from the Shady one, the Def Tex affiliate returns to our vision. It has that well loved live feel from the Son camp, but the flip demonstrates the next level bigness of what we hope is to come.

10. DPF 'WHAT CAN I SAY' (SON)

The world probably wouldn't stop turning if we never heard another hip-hop elegy but DPF's heartfelt tribute reminds why rappers can't resist the lovelorn odes and why we keep falling for them.

DPF, another UK artist I've always been a fan of, is set to drop his album on Son. It's great to see so many UK artists dropping full-lengths. It's this type of consistency that we need. It's called 'It'll Never Catch On' and please don't sleep on him. I didn't mean that literally! Until next month... 



DPF

It'll Never Catch On (Son)

Either he's taking the piss or the title sucks. And even if it's just a joke such defeatist humour's tiring and kind of scary in a world where the best way to pitch a UK rapper is to try and pretend they do dubstep, grime, pretty much anything but old fashioned UK Hip-Hop. And it's triple tragic cos when he's not talking about the music industry DPF is a bloody brilliant, deadpan engaging rapper, way beyond what passes for par in the USA these days. So much so that even the whingey tracks have their awesome moments. Like where he gets coy and cocky chastising rivals for swearing so much *"the radio edit sounds like morse code"* with soul and finesse on either side of the godawful chorus on single 'What Can I Say'. And a good two thirds of the rest, tracks like 'Crackle' where the funk is deep and the attitude is rude, boasting, *"I gets...down"* with timing perfect to the last millisecond on that pause, just right to convince you he really does get down and you ought to, with him, too. A little bit less boring self-pity, and this could catch on.

Ringo P Stacey



DPF

Verbal: Sunil Chauhan

DOPE POETIC FLOWS FROM NORFOLK...

"Don't get me wrong," says Norfolk rapper DPF. "I love early '90s hip-hop, but there's only so many variables you can do with that to still make it sound fresh."

Ever conscious of UK rappers being stereotyped as 'record-collection raps', unable to move beyond their Mobo Deep, Tribe and Pete Rock LPs, DPF tried to sidestep that pigeonhole for debut album 'It'll Never Catch On'. Blatant about boom-bap classicism, he enlisted producers Mr Laws and Tommy Temper to come up with something that was traditional but modern. "I wanted it to have that feel that it was still a hip-hop album but also move in a new direction, just to keep up really. It's important to move forward. A lot of people do get stuck in their ways and then no one wants to listen anymore and then they get angry. And then they get bitter. And then they give up. I don't want to do that."

It's not something DPF could be accused of - having worked with Kashmere, Rob Life, Styly Gee and Def Tex, the 31-year-old has toiled away at his craft since he was 17. While he admits the hip-hop scene in Norfolk is now "running on fumes", he's not sure the rest of the country, London in particular, is as open to the UK's regional rappers as it could be. "If it's done well, I think the hip-hop community is more open to artists outside of London than people think," he says. "But people do still put on a London accent, or a neutral accent. I've heard rappers from Sheffield do that and then when you speak to them normally, they sound how you think they would. When I talked about that on my album, I wasn't cursing anyone, I was just saying that it's important for people to look elsewhere too."

He's drolly doubtful that people will be looking directly to him though. As expected from someone with a wry album title like 'It'll Never Catch On', he's not bothered that he's more likely to have niche than mass appeal. He happily accepts it as fact. "It probably is slightly pessimistic," he says, bursting out laughing. "But I've been banging at it since I was 17. I've been making music that I think is good, but I know how it is. I'm not angry about it, don't get me wrong. I'm not bitter. It's just tongue in cheek. Not, 'Bah humbug, it'll never catch on' I just don't expect to be on T4 any time soon. That's all I meant."

IT'LL NEVER CATCH ON IS OUT NOW ON SON

**"IT'S
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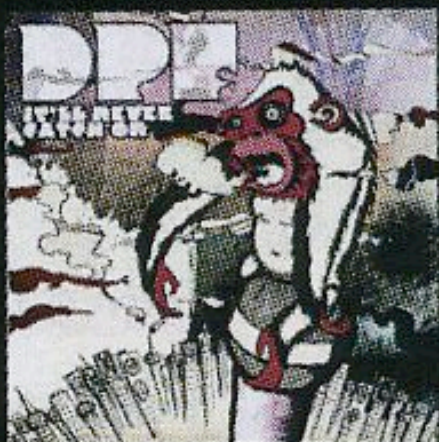
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DPF

– WHAT CAN I SAY / NOT COOL SON

'What Can I Say' caught my ear because its funky bassline reminded me of something straight out of the '70s. In fact, it reminds me of the days of Starsky & Hutch when they're about to link up with Huggy Bear to collect some important information! The rhythm of 'Not Cool' is similar to a clock that ticks for each second that passes by (put your wristwatch to your ear and peep the metronome) accompanied by unique wordplay. DPF seems to be almost waltz dancin' to the beat and it works effectively.





DPF

It'll Never Catch On [SON RECORDS] ★★★

A product of the surprisingly lively East Anglian rap scene (see also Norwich's Def Tex), Joe Vigger's high-speed rapping owes an obvious debt to Eminem – though combined with a very British self-deprecating wit. His debut also gets a boost from the production of Mr Laws and Tommy Tempa, who add dancehall bass to Bigg 'Un and an accordion to Move On, Move Out.

