



Scorpion
Music
Group

**MEDIA
KIT**

Kc Clarke

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“This is now the time for me,” says KC Clarke, eyeing up 2024 as the year that he plants his flag and releases his debut solo EP. If his name is familiar, think back to South London collective Last Night in Paris (LNIP). KC was part of the DIY ensemble of rappers, singers and filmmakers who were once hailed as the UK’s answer to Odd Future.

“They will always be my brothers,” the 29-year-old singer explains of LNIP, “and I would say I’m still in the collective, but creatively we’re on different paths right now.” KC has been releasing his own “wavy”, standalone R&B songs over the past decade but has needed time to develop his voice, sound and aesthetic before committing efforts to a debut tape.

“I’ve had to make a lot of compromises, musically,” he reflects of LNIP. “When you’re in a collective it’s easy to feel like you’re being slept on as an individual.” KC’s delay in releasing his debut EP (working title- Myriad Dreams) – mostly written 3 years ago in Finland with multi-Platinum producer MD\$ – came from factors in both KC’s personal and professional life. “I’ve been doing a lot of finding myself,” he explains, adding that he appreciates the gravity of approaching his solo career afresh. “Once you start you can’t go back. But now I’m ready – I’m in the right place.” It certainly is the right time; KC’s forthcoming material is his strongest yet.

KC, born Kareem Clarke, grew up in an artistic household. His father, a cabby, DJ’d in his spare time and his mother used to sing, dance and act (she starred in BBC teen drama Grange Hill). KC had a tight, supportive family unit with his parents and his younger sister, starting life out in Sydenham council estate before moving to Catford as a teenager. “It was rough,” he says of his time in Sydenham. “I saw a lot of things. I’d say my surroundings were bad but my family did everything for me.” But he stresses it was “also fun”. “I always had about 50 friends outside together, playing football and games like bulldog.” As he got older he “started to see my estate really for what it was”. Music replaced other pastimes, giving him a new focus. “I was always around music at home and singing in the shower. I was getting a bit tired of football – I wanted to do something new.”

KC hit up his friend, the now Grammy-nominated pop singer/producer MNEK, with whom he wrote his first track. He was eventually introduced to the creatives in LNIP. “I just knew I wanted to make music and I liked the aesthetic of their brand so I started rolling with those guys.” The music that KC’s family listened to, that of Stevie Wonder, Whitney Houston, Michael Jackson, Miles Davis, Charlie Parker and Bob Marley, set early blueprints for his soulful, melodic tones. The Heroes of his formative years and adulthood – from Chris Brown and 50 Cent to Pharrell Williams, Drake, Frank Ocean and Tyler, the Creator – and their stories have inspired him to reach for the stars.

BIOGRAPHY

KC's ambition is reflected in the cover art for *Myriad Dreams*, which shows his hand stretched up to a cloudless sky. Indeed, it feels like there's few obstacles for a singer as talented as he is: one who's been patient with their time, ready to strike when the time's right. It's put to him that the pep talk that's synonymous with much of his favorite rap songs may have fed into the braggadocio detailed in some of his music. His 2020 collaboration with LNIP, 'Switching Lanes', boasts about Hennessy hedonism and getting girls, but it's also about aspiring to have "money to the ceiling".

KC explains that he mines from his own experiences as well as his dreamt fantasies. "As much as I'm not rich, I've been in a lot of situations where these things are happening. Let's say, I might have a friend, he might have spent £10k on a table. Cool, I'm gonna use that in my song; I was there, I experienced it. So I like to use a lot of situations and the people I'm around to inspire what I'm going through. That's where a lot of the brag talk comes from." And I'm always gonna talk about girls. I make R&B. But the whole money and flexing thing, it's cool for certain songs, but I don't want that to be my main brand. I want people to be able to connect with me more and know about personal things I've been dealing with."

His personal circumstances have in part stalled his goals in recent years. The breakout of a pandemic, the loss of his nan with whom he shared a home, and his girlfriend temporarily moving back to Italy when the world shut down contributed to him feeling low and uninspired. "It was difficult for me, mentally," he says. "One thing about – stereotypically anyway with men – is that, well...I rate women so much because emotionally they're generally more able to talk about things. Whereas with me, I find it difficult. So for the first couple of months after losing my nan I felt like I was okay but low key I wasn't because I hadn't really expressed how I was feeling. I didn't wanna make no music, I wasn't really inspired. I was close to actually just saying, 'I'm done with this'." But his partner, his family and his manager are his biggest cheerleaders. They helped lift him out of the funk. He'd been avoiding going into the room where he has a small home studio set-up until one day he forced himself to write. "I pretty much just took the pain I was feeling, put that into a song, and it came out really good."

Songwriting is KC's avenue for expression and alleviation. He mentions "I want it to put people at ease, like a certain type of calmness. My music's mainly vibe-driven. If you could imagine closing your eyes...there's just waves, That's how I want music to make people feel, like a type of relaxation. So if you're getting in the bath or smoking a spliff or you're on a late night drive, that's when I want you to play my music. And it makes you want to move, too. I like movement, I want people to know that R&B isn't just soppy." He adds that he wants "to be that breath of fresh air", noting a slow, but growing renaissance of UK R&B that he could be a part of. "R&B is serious in America but there's a lot of people here that are very good. It's just that light is not shined on it as much here." KC is now hitting his stride. He's deep into making his second EP with London-based producer Jacq Charles as well as Austrian producer EROS & Grammy award winner & Nominee producer fwdslxsh & MD\$, before *Myriad Dreams* has even landed. "It's time to plant my flag," KC asserts. "Once my music's out – anything I do now – you'll know: this is me." Going off KC's huge potential, it'll soon be more than just his neighbors knowing his name.



Discography



Myriad Dreams
EP



Spaceships
Single



With You
Single



Neighbours
Single



Neighbours
Single



Switching Lanes
Single



Daydream
Single

Music Videos



Spaceships

Single



LNIP - Pure

Single



With You

Single



LNIP - Soirée

Single



LNIP - Forest

Single



LNIP - Equal

Single



LNIP - Firedance

Single



KC KEY INFO

Location: **SE London, Catford**

Age: **29 Years Old**

Background & cultural heritage: **Born in London but raised up in a Jamaican Cultural Heritage**

Any relevant artist touchpoints and acclaim so far

Performed in Glastonbury
Performed in Global gathering
Performed in Reading & Leeds festival
Performed in Wireless
Performed in Cloud x
Performed Brixton O2
Performed in Glasgow academy O2
Performed in Soulection
Performed in Pitch festival
Walked for fendi
Walked for Maharishi
Did campaign for converse
Featured in a short film "PURE" Directed by Karim Huu Do premiered by DAZED magazine.
Featured in a short film "EQUAL" Directed by Philip Ramhofer
Have had a 2 year Nike sponsorship

Any relevant collaboration touchpoints (co-signs, anyone notable/ interesting KC has worked with/ working with)

- Featured on record with Jarraue Vandal
- Worked on record with Onra
- Recorded a whole project with Grammy Nominated Producer MD\$ (Responsible for Records with Burna Boy)
- Recorded multiple records with Fwds!xsh (Responsible for records with 6lack, also currently on tour with him)
- Fwds!xsh also produced & wrote on a record on my Tape Myriad Dreams
- Went on tour & opened up with Christine & the Queens
- Performed at a Fendi FF Reloaded experience amongst A lister guests, the likes of Drake, Big Sean, Jhene Aiko & many more where present
- Currently in south Africa recording with varies amapiano producers & artist from the region who have a great following i.e Done! Mangena, Simphiwe dana
- Have collaborated & had sessions with Diztortion, still very close & have planned upcoming sessions into the year
- Performed together with LNIP at Late Club Niagara - Toronto, Canada for a Boxing Match After Party.
- Signed with Scorpion Music Group UK.
- Music Camp - Cape Town, South Africa.

ACCOMPLISHMENTS



Scorpion
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THE NEW FACE OF PSYCHEDELIC R&B HAS ARRIVED

KC Clarke

**MEDIA
KIT**



KC Clarke

Contact

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Instagram

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