**NCOGNITA**

*SHORT-FORM BIO*

NCognita is a 21-year-old rapper, poet and recording artist from Los Angeles County. Growing up in the South Central, the Southern California native was encouraged at an early age to turn to writing as a therapeutic form of self-expression, with poetry quickly becoming her first love. With her passion for the written word cemented by the time she entered high school, NCognita's vibrant musical upbringing helped her come into her own as an emerging rapper and creative force. During her senior year at the Los Angeles County High School for the Arts, NCognita began embracing music in a more serious capacity and decided to continue her education at Loyola University. In the fall she’ll be senior at the esteemed New Orleans institution, NCognita is grinding in every sense of the word, balancing her schoolwork as an Urban Electronic Music Production major while nurturing her own artistry, with each area of focus helping inform the other.

In 2020, NCognita independently released the high-energy singles "Hallucinogen (Trippin)" and "Clap Clap," offering an introduction to her profound lyrical dexterity, ability to effortlessly switch flows and penchant for delivering unfiltered personality with every bar. NCognita’s confidence and authenticity shine through on every track, helping her stand out as a powerhouse rapper. With the release of her debut EP *The Playbook,* she is garnering recognition for her razor-sharp pen game. NCognita is also winning over new fans with every freestyle she drops, showcasing her exceptional talent for coasting on all types of beats and expertly building on the raw energy that comes with creating in the moment.

**NCOGNITA**

*BOILERPLATE*

Standing firm in the belief that words have incredible power, NCognita is a 21-year-old rapper and poet from Los Angeles. As the latest addition to Issa Rae's music imprint under the renowned Atlantic Records umbrella, the South Central native brings her unabashed confidence and impassioned lyrical dexterity to the consciously curated Raedio roster. With poetry as her first love, NCognita's vibrant musical upbringing encouraged her to come into her own as a rapper. First embarking on the path of a recording artist during her senior year at the Los Angeles County High School for the Arts, NCognita decided to continue her musical education at Loyola University in New Orleans. In the fall she’ll be a senior majoring in the Urban Electronic Music Production program, NCognita is grinding in every sense of the word, balancing her schoolwork, and proudly promoting her debut EP, *The Playbook*. Nita is gearing up to see where her creative calling will take her next*.* Placing trust in her journey to unfold organically as it is destined to, NCognita is happily keeping her budding fanbase engaged with an array of one-off freestyles to come this summer.