

BOSSA

At just 17 years old, Bossa is one of the hottest new artists making music at the intersection of hip-hop and dance music. Born and raised in California's Coachella Valley, the connection between music and dancing was cemented at a young age, as he grew up loving the elastic melodies and rhythms of Michael Jackson — the artist he most often heard his grandmother play around the house while she straightened up.

As Bossa's taste developed, he became inspired by Young Thug and began to keep a notebook of his own rhymes, where he would write about emotions that were otherwise challenging for a middle school-age guy to express. It was more of a diary than a songwriting journal, but with a need for a creative outlet, it was necessary.

His taste continues to develop, with Bossa stumbling upon pluggnb — a hip-hop adjacent subgenre with a particularly sweet production style that favors melody, like early 2000s R&B. Suddenly, his music began to evolve — from the harder, more brooding stuff emerging from his notebooks to new possibilities and inspirations for his sound. From exploring different sounds and finding a style that suits him, Bossa has discovered a world of friends and collaborates on apps such as Discord. By connecting with people from all across the country, he gets feedback and tips on songwriting, singing and producing.

In August 2023, a producer named Nate Morgan sent Bossa a loop that caught his attention, and wanting to try out the dancefloor-ready drum pattern synonymous with Jersey Club music, he made "Too Much" — a breakup anthem about walking away from a situation that, as the title says, was "Too Much." The propulsive, infectious single has amassed over 10M+ streams and counting and is the kind of thing that sounds good soundtracking a dance clip on TikTok or blaring from a car sound system at twilight.

But Bossa isn't strictly making Jersey Club - with a catalog that spans from hip hop to dance music, he doesn't limit himself to one traditional sound. "I don't want to be put in a box," he says, "I just want to make good music." As he works on his first mixtape, he's developing as a singer and a rapper, strengthening his vocals and experimenting with different cadences. He says he creates some of his best songs by starting with a mumble track, to see what his voice is capable of. "When I write lyrics, my creativity can be limited by the words," he explains. By thinking about his voice as just a tool of expression, he can remove the barriers to finding new flows and tap into something new. The lyrics will come later.

"Got this shit just from chasing my dreams," he says on a forthcoming track, with a level of commitment and vigor that "Too Much" only hints at. Like Bossa says, "I want to have an everlasting career. I wasn't making music to get a record deal; I made what I liked. I'm just about making good music."

Produced by Mystic DA Kid, dyl, and Lunas, Bossa's label debut single "Go Crazy" is an invitation to "go dumb and have fun." The production is multilayered, with driving drums and a wash of vocals that transport the listener to an impossibly ecstatic party space.

With his catchy flows and addictive cadences, Bossa's ready to change the game.

###

