In the beginning…

The West Coast made O.T. Genasis, and he continued to reinvent himself and Los Angeles hip-hop with every move. The multi-platinum Long Beach-born rapper gave the game a whole new spirit with a sharp sense of humor and one quotable line after another. By doing so, he infiltrated every corner of the culture on his own terms. Whether it be changing the way we look at *“Baking Soda”* forever, Lil Wayne recruiting him for “T.O.” from the 2020 chart-dominating #1 album *Funeral*, or Beyoncé implementing his infamously viral “Everybody Mad” as a centerpiece of her landmark *Coachella* performance and *On the Run II* Tour with JAY-Z, he built a rare cache among superstars *and* the streets. With multiplatinum hits of his own and north of half-a-billion streams, he solidified his position as a rap pillar—and he still approaches each upcoming project as yet another beginning.

“The goal was always to be the new sound on the West Coast,” he explains. “My name was inspired by this idea of beginning. I’m also my mother’s first born. Nobody was doing what I was doing. I’m just a lit motherfucker who’s coming for his food.”

That hunger drove him since day one. Hearing Snoop Dogg at a party as a kid, he immediately embraced hip-hop. He spent countless hours watching music videos on *The Box*. *“You’re looking at the nice cars and the girls, and you know there’s nothing like being a rapper*,*”* he grins.

Trouble followed him throughout his youth until he slowly but surely embraced his purpose.

“L.A. made me who I am today,” he admits. “All of the trials, tribulations, and shit I’ve been through defined who O.T. Genasis is. I remember walking to school, catching the bus, ending up in fights, getting jumped, riding around, gang banging, going to the mall, and sneaking through the side door of the movies with used tickets. I was kicked out of high school, because I was bad—but I still got my diploma. I went to county jail, but I got out, started doing shows, and made a name for myself.”

His big break came when rap icon Busta Rhymes signed him to Conglomerate Records in partnership with Atlantic Records and Fast Lyfe during 2014. He rose through the ranks with the platinum smash “CoCo,” capturing #5 on the *Billboard* Top R&B/Hip-Hop Songs  chart and vaulting into the Top 20 of the Hot 100. Meanwhile, *RHYTHM & BRICKS* boasted the double-platinum “Cut It” [feat. Young Dolph]. 2016’s seminal mixtape *COKE N BUTTER* yielded the gold “Thick” [feat. 2 Chainz] and “Push It” [feat. Quavo & Remy Ma]. As “Everybody Mad” took off, he only increased his momentum with bangers such as “Bae” (27 million Spotify streams), “Big Shot” [feat. Mustard] (7.8 million Spotify streams), and “When I Get It” [feat. Young Thug] (8.1 million Spotify streams). Making the best of quarantine, he popped off in 2020 with “I Look Good,” which *L.A. Weekly* dubbed *“uplifting*.*”* Once again, he consciously chose to evolve.

“I don’t want to always sound the same,” he says. “You’ve got to grow and challenge yourself physically, mentally, and creatively. I’m in another vibe. I just want to have a good time right now. I put my personality into it. I’ve done the hardcore stuff; fun is my main thing.”

You can hear it on the 2020 single “Back To You (Feat. Chris Brown & Charlie Wilson).” Over an upbeat rhythm, the rapper takes a more relaxed approach, with soothing bars that compliment both Chris Brown and Charlie Wilson’s rich, soulful melodies.

In the end, O.T. Genasis never stops pushing forward. With more music on the horizon, it always feels like another beginning for him.

In 2020, the multi-platinum artist is gearing up to release his long-awaited debut album, *Leave Me Alone I’m Drunk*, his first body of work since 2016’s *COKE N BUTTER* mixtape.

“I want to be the artist that’s always in your head,” he leaves off. “If you’re having a bad day, you turn my shit on, and you forget about it. I want to be like somebody’s alcohol. Rap has always meant something good to me. It started out as a hobby, but now it feeds my family. There’s nothing more important.”