**Boiler**

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.

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” (over 30 million Spotify streams), “Big Shot” [feat. Mustard] (10.6 million Spotify streams), and “When I Get It” [feat. Young Thug] (9.6 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.

In 2021, 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.