

# Roddy Ricch



How high can Roddy Ricch climb in 2020? Based on this album, his ceiling should be higher than you think. . . Roddy Ricch caps a banner year on Billboard's charts, as the 22-year-old hip-hop star is named 2020's top new artist.

**billboard**

With his wealth, Ricch is paying it forward to his hometown in California—investing in the city's commercial real estate and teaching Comptonites financial literacy through his soon-to-launch foundation. For all of this, Ricch is a 2021 Forbes 30 Under 30 Music honoree.

**Forbes**

There's something infinitely charming about the first 15 seconds of Roddy Ricch's chart-topper "The Box," before the song's hi-hats, reverse 808s, and run of inescapable melodies even get going. But it works, locking listeners into one of the most curiously infectious hits of the year.

**Pitchfork**

Intentionally or not, Ricch has developed a style that is entirely his own. Ricch [has] a knack for effortless hook writing and a rapping style that eases in and out of singing without the MC ever seeming to make a conscious decision one way or the other. One key element that distinguishes Ricch is the infectious sense of improvisatory joy that pervades his music.

**VARIETY**

Roddy Ricch has become one of the most popular artists in the world with the borderless melodic instincts heard on his unstoppable hit "The Box."

**RollingStone**

Roddy Ricch focused on a combination of earworm melodies and insightful storytelling, as he wrote songs about his experiences growing up in Compton. He's the most low-key young superstar in rap, but his music is more than good enough to do the talking for him.

**COMPLEX**