

Moving forward at a relentless pace, Sonny Digital unlocks one sound only to find another and so on and so forth. This perpetual forward motion has assured his place at the forefront of the culture as an innovator behind the board and on the mic. As a kid, Sonny taught himself how to craft music on his brother’s old school MPC as a hobby. Later on, he transitioned over to the family computer, downloading Fruity Loops and learning how to cook up beats. During 2011, he earned a breakthrough placement with YC’s gold-selling “Racks” [feat. Future]. This opened the floodgates for a series of influential anthems, including Future’s *Billboard* Hot 100 breakout “Same Damn Time,” 2 Chainz’s double-platinum “Birthday Song” [feat. Kanye West], ILoveMakonnen’s GRAMMY® Award-nominated platinum-certified “Tuesday” [feat. Drake], 21 Savage’s platinum-certified “Red Opps,” Travis Scott’s platinum-certified “STARGAZING,” and Don Toliver’s “After Party,” among dozens of others. In between a series of solo singles, he ignited his 2016 *G.O.A.T.* EP as well as *Black Goat* [2017] and *Black Goat 2* [2020] with Black Boe. *Lyrical Lemonade* hailed the latter as *“a dynamic, potent offering*.*”* Receiving further critical acclaim, *The FADER* mused, *“It’s almost not fair for Sonny Digital to be as good of a producer as he is and then be nice on the mic too*.*”* Not to mention, his audience burgeoned when he introduced the world-famous *“Club Digital”* on Clubhouse.

Sonny has set the tone for what’s to come with his complete domination, ignited by his signing as an artist to Generation Now in partnership with Atlantic Records. He followed up this major signing with a string of singles that give listeners insight into his long-awaited debut album. Those singles included: “Guess What (Feat. SSGKOBE),” “Since 91 (Feat. $LUGG),” “Vet,” and “Back 2 Back.” Being sure not stray too far from his producer roots, Sonny also executive produced his fellow label mate, Seddy Hendrinx, debut project on the label this past summer. While he wasn’t in the studio, he was also on stage performing on the Wiz Khalifa “Vinyl Verse” Tour.