**BIO**

Stories remind us of where we’ve been and foreshadow where we’re going. By embracing the art of storytelling, NoCap narrates his life out loud. In between the wail of a guitar or a piano’s drone, the gold-certified Mobile, AL rapper dips in and out of turbulent and triumphant memories alike with the same careful attention to detail. Reeling in over 100 million streams, building a rapt fan base, and earning praise courtesy of *The FADER*, *Pitchfork*, *Brooklyn Vegan*, *Hypebeast*, and many others, his story comes into focus like never before on his 2022 full-length debut album, *Mr. Crawford*, and much more to come on the horizon.

“I really don’t talk to anybody about my private life, so I go into the booth and vent,” he exclaims. “I have a lot more to talk about, so you need to be looking forward to it for real.”

Audiences have hung on to every word since he emerged in 2017 with the *Joker* EP. He unleashed critically acclaimed projects at a head-spinning pace, including *Neighborhood Hero*, *Rogerville* with Rylo Rodriguez, *The Backend Child*, *The Hood Dictionary*, and *Steel Human*. Along the way, he picked up a gold plaque for “Ghetto Angels.” Meanwhile, he appeared on high-profile projects from Lil Baby, DaBaby, Quando Rondo, YFN Lucci, and YoungBoy Never Broke Again in addition to the *Road To Fast 9* Mixtape. After spending half of 2021 behind bars, he set the stage for *Mr. Crawford* with “Vaccine.” It marked his second gold-selling track, and *Pitchfork* went as far as to name it one of *“The 38 Best Rap Songs of 2021*.*”* Simultaneously, he carefully assembled the 21 tracks on the record.

“This is my first album, so I chose to use my real last name as the title,” he explains. “It deals with my perspectives on everything. It’s meant to open my world up.”

He did just that with the single “Shackles To Diamonds.” Piano glimmers as he laces the skittering beat with soulful confessions, *“I was having bad dreams, way before the fame, way before the lean*.*”* On the hook,he alchemizes the pain into power, *“I turned them shackles to diamonds*.*”*

“It’s a true story,” he reveals. “I was in jail. I remember coming back from a visit, and I was singing something in my head. I had the name *‘Shackles To Diamonds*,*’* and it stayed with me. When I came home, I bought so much jewelry. It really was shackles to diamonds.”

Meanwhile, “FTW” commits a moment of raw introspection to tape. Strings echo above the piano as he launches into an emotional tirade, *“Wonder why I scream, ‘Fuck the world’?”*

“It’s a powerful moment,” he says. “It was just one of those days in the studio. Sometimes, I feel like I’m an alien, and I don’t belong on earth. In the studio, it’s a whole different mindset, because I think I belong somewhere else.”

*Mr. Crawford* makes a statement with its title track. The song calls out various Lil Wayne classics and represents a full circle moment, introducing NoCap.

“This will put me in different lane,” he states. “It has club vibes, sad vibes, and different vibes. The production is different. Everything is different though. That was the point. I’m coming with a new sound.”

Ultimately, NoCap’s story is bound to captivate for a very long time to come.

“At the end of the day, I still feel like me,” he leaves off. “I’m the same person I was when I came into the game. I’ve just grown up. I look at life differently. The music doesn’t sound like it did before. I’m unlocking a new level of me.”

With the long-awaited release of *MR. CRAWFORD*, NoCap’s true story comes into focus like never before. *MR. CRAWFORD* includes tracks like “[Shackles To Diamonds](https://www.youtube.com/watch?v=UgjL1seJ5Ak),” “[I’ll Be Here](https://www.youtube.com/watch?v=BcAj9PHrqaE),” “[Vaccine](https://www.youtube.com/watch?v=3MLjfnouo88&list=PLmETWq3V1XMs113ohe7kFvYOelTcvCOnW),” “[Very Special](https://youtu.be/Ld7uKSsLJO4)” and “[Save The Day](https://nocap.lnk.to/SaveTheDay) (Feat. Kodak Black).” Official music videos for these records can be found on his official YouTube channel [HERE](https://www.youtube.com/c/nocapofficial/featured). The album also boasts notable features from YoungBoy Never Broke Again and Internet Money. Hailed by *Pitchfork* as “*a standout voice in the Deep South*,” NoCap celebrated *MR. CRAWFORD* with his biggest U.S. headline tour to date last Spring. NoCap followed up on the success of *MR. CRAWFORD* with a string of notable releases and his stand-out performance at last year’s Rolling Loud NYC in September. He ended the year with the release of [*The Main Bird*](https://nocap.lnk.to/TheMainBird)7-track EP.

**BOILER**

By embracing the art of storytelling, NoCap narrates his life out loud. In between the wail of a guitar or a piano’s drone, the gold-certified Mobile, AL rapper and singer dips in and out of turbulent and triumphant memories alike with the same careful attention to detail. Audiences have hung on to every word since he emerged in 2017 with the *Joker* EP. He unleashed critically acclaimed projects at a head-spinning pace, including *Neighborhood Hero*, *Rogerville* with Rylo Rodriguez, *The Backend Child*, *The Hood Dictionary*, and *Steel Human*. Along the way, he picked up a gold plaque for “Ghetto Angels.” Meanwhile, he appeared on high-profile projects from Lil Baby, DaBaby, Quando Rondo, YFN Lucci, and YoungBoy Never Broke Again in addition to the *Road To Fast 9* Mixtape. After spending half of 2021 behind bars, he doled out the single “Vaccine.” It marked his second gold-selling track, and *Pitchfork* went as far as to name it one of *“The 38 Best Rap Songs of 2021*.*”* Reeling in over 100 million streams, building a rapt fan base, and earning praise courtesy of *The FADER*, *Brooklyn Vegan*, *Hypebeast*, and many others, his story comes into focus like never before on his 2022 full-length debut album, *Mr. Crawford*, and much more on the horizon.

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