

**BIO**

Creativity morphs over time. Sonny Digital’s musicality not only encompasses an influential legacy as a multiplatinum producer, but it also extends to an ever-growing catalog as an artist. The Michigan-born and Atlanta-based creator has shaped the culture with a series of smashes, generating billions of streams across bangers for Drake, Future, Lil Uzi Vert, Beyoncé, Don Toliver, and 2 Chainz. At the same time, he has earned widespread acclaim on a series of his own mixtapes and singles from *The FADER*, *XXL*, and more. However, he spotlights every facet of himself on his 2023 forthcoming full-length debut album [Generation Now/Atlantic Records].

Now signed to Generation Now with the likes of Lil Uzi and Jack Harlow, Sonny is showing the world who he is today. “In 2023, I’m still a producer, but I’ve always been an artist,” he states. “Overall, I’m just a creative person when it comes to anything musical. Sonny Digital is the producer, and Sonny is the artist. It’s no different from when I first started until today. Now, I just have a platform to show everyone the other side of my artistry.”

It practically felt predestined for him to do so…

Originally from Nigeria, dad harbored a passion for music—which Sonny naturally absorbed. At the same time, their heritage inspired him. *“My father instilled the importance of making sure your family and the people around you are taken care of*,*”* he notes. *“It plays a big role in who I am*.*”* Throughout his childhood, he embraced a diehard work ethic. His brother passed down a dusty MPC, and Sonny spent countless hours on it before perfecting his craft on Fruity Loops. Simultaneously, he honed his abilities by rapping over his own tracks with friends. *“I was just giving out beats back then*,*”* he laughs. Breaking into the business, he crafted six cuts for Gorilla Zoe’s *King Kong* in 2011 at barely 20 years old. However, his beat for YC’s “Racks” [feat. Future] changed everything. It eventually reached gold status, and *UPROXX* retrospectively noted, *“the song that began Future’s rise to being one of hip-hop’s biggest stars only cost $300*.*”*

He transformed the game with one banger after another. Behind the board, he notably powered 50 Cent’s “I’m The Man,” 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,” to name a few. He amplified his voice across the 2016 *G.O.A.T.* EP in addition to the collaborative mixtapes *Black Goat* [2017] and *Black Goat 2* [2020] alongside Black Boe. Sonny maintained his momentum with singles such as “Guess What” [feat. SSGKOBE], “Since 91” [feat. $LUGG],” “Vet,” and “Back 2 Back.” Moreover, he shined on tour with the likes of Wiz Khalifa.

Along the way, he assembled what would become his forthcoming debut album. Referencing those family ties in the title, it brings everything full circle as he leaps forward sonically.

“Dolores is my mom, and I’m just saying I’m her son,” he goes on. “She and my dad encouraged my music. We just never knew how far it would take me. With everything I’m speaking on in this project, the title just makes sense without me having to say too much.”

As always, he lets the music do the talking. The first single “Wakenbake” [feat. Juicy J] instantly intoxicates with its hazy chant, *“Wake up, get my blunts rolled*.*”* Through plumes of smoke, he and Juicy J trade blazed-up bars as the beat unravels in an unpredictable rhythm.

“I tried to challenge myself to rap over a more intricate beat,” he notes. “Juicy J has been my homie since day one. I wanted to show him love the same way he shows me love.”

On “Gotta Slide,” a soulful string sample gives way to a glitchy bounce as he admits, *“If my brother died, I swear to God I gotta slide*.*”*

“I was rapping about the moment,” he goes on. “My boy PnB Rock had just died, and it was capturing the feeling. I wanted to pay tribute to him with something good.”

Then, there’s “Like This.” Over the track, his storytelling takes center stage, recalling his move to Texas as a kid.

“It was like a little vocal documentary,” he continues. “Everything in the song correlates to something that has happened or is happening in my life—or just how I feel. I’m getting myself through to the people so they can get to know me.”

Produced by Buddah Bless [Travis Scott, Quavo], he leans into another energy altogether during the buoyant “Could Be Worse.” He goes on, *“Everything on the project was so subject-based, and I wanted to get in the fun bag*.*”*

Meanwhile, “Never Again” ignited the upcoming project. Live bass thumps through arresting keys as a live vocal choir echoes.

“I was writing a bunch of records, but I did *‘Never Again’* and thought, *‘This is where I need to go’*,” he says. “For me, I’m on my *College Dropout* vibe. It was the album that really inspired me to do music in the first place. I just want to show off I can make some fire shit.”

Sonny is about to light the whole game ablaze.

“I’m trying to give you every side of who I am,” he leaves off. “Some days, I feel like rapping. Other days, I want to make beats or writing songs for other people. I’m comfortable doing anything. That’s who I am.”

**BOILER**

Sonny Digital’s musicality not only encompasses an influential legacy as a multiplatinum producer, but it also extends to an ever-growing catalog as an artist. Originally from Africa, dad harbored a passion for music—which Sonny naturally absorbed and cooked up beats at a relentless pace. Breaking into the business, he crafted six cuts for Gorilla Zoe’s *King Kong* in 2011. However, his beat for YC’s “Racks” [feat. Future] changed everything. It eventually reached gold status, and *UPROXX* retrospectively noted, *“the song that began Future’s rise to being one of hip-hop’s biggest stars only cost $300*.*”* He transformed the game with one banger after another. Behind the board, he notably powered 50 Cent’s “I’m The Man,” 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,” to name a few. Earning acclaim from *The FADER*, *XXL*, and more, he amplified his voice across the 2016 *G.O.A.T.* EP in addition to the collaborative mixtapes *Black Goat* [2017] and *Black Goat 2* [2020] alongside Black Boe. Now signed to Generation with the likes of Lil Uzi and Jack Harlow, Sonny is showing the world who he is today. Sonny maintained his momentum with singles such as “Guess What” [feat. SSGKOBE], “Since 91” [feat. $LUGG],” “Vet,” and “Back 2 Back.” Moreover, he shined on tour with the likes of Wiz Khalifa. Now, he spotlights every facet of himself on his 2023 forthcoming full-length debut album [Generation Now/Atlantic Records].