



ABK RECORDS PRESS RELEASE



KERKER

LIFESTYLE

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ABK RECORDS (ADA/WARNER MUSIC AUSTRALIA)

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FOR 'LIFESTYLE', KERKER'S 8TH ALBUM RELEASE IN AS MANY YEARS, THE CAMPBELLTOWN-BRED EMCEE HIT THE STUDIO AND WORKED ALONGSIDE ACCLAIMED SYDNEY PRODUCER OPEN TILL L8.

TRACK LIST:

01. INTRO
02. IN YOUR HEART
03. EXCEPTIONAL
04. TOP OF THE GAME
05. FLYIN' IN THE WHIRLWIND
06. TAKE IT AND RUN FT. JEAN.
07. LIFESTYLE
08. FLIGHT MODE
09. PARADISE (INTERLUDE)
10. OFF MY HEAD
11. WHAT YA DAY BRINGS PART 2 FT. JAY UF
12. EYES ON BIGGER PRIZE
13. WRITE ME OFF
14. FEELS SO GOOD FT. LSTNYT
15. DA KERS EFFECT

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The pair put their heads together to craft all of the beats and Kerker describes this process as returning to his roots - the last time he worked in this way was on album number 4, 'King'.

On working alongside Open Till L8 to create the 15 immaculate tracks that would become 'Lifestyle', Kerker enthuses, "We were both in the studio at once and we were vibin'. Straight away we were on the same page."

Kerker was in search of "a real modern sound" for 'Lifestyle' and found exactly what he was looking for in Open Till L8's beats. "Staying relevant with the times, that's always been a mission, 'cause this is album 8 in 8 years so I gotta make sure the albums don't sound too repetitive," Kerker stresses. The resulting album is bound to hold up and sound "big" pumping through speakers all over the world and Kerker praises Open Till L8 for his "really, really high quality of production".

Exhibit A: the album's lead single 'Da Kers Effect' with its minimal intro of distorted vocal phrases making way for thunderous, vibrating bass. "I just wanna hear it through a massive venue system," Kerker confesses. "Hopefully the whole venue shakes!" Of this track's origins, Kerker reveals, "We had 14 songs and then Open Till L8 sent me that beat and he's like, 'Oh, just to celebrate, here's another beat'. And then I heard it, and the beat really jumped out at me, and I'm like, 'Oh, I gotta get that on the album'. So I went to the studio and did it and then, yeah! Now it's one of the singles."

While working on 'Lifestyle', Kerker reflected on how much his own lifestyle has changed from back in the early days when he sold mixtapes from a PO Box to achieving unprecedented levels of success despite being banned from radio and ignored by the more traditional media and industry channels. You'll find a reminder of the path Kerker paved within 'Da Kers Effect'.

"I wanted to make that so clear that we chose to put a breakdown in the middle so I could just stop and say it and then get back into the verse," Kerker details of this section in the track, "'cause it's so true! You had to get radioplay - a triple j push - to make money back then... I was the first to show that you can do it via social media, really, and word of mouth."

"That hadn't been done from an artist in Australia before me - not just a rapper, like, any artist; no one had blown up on YouTube and fully made it without the radioplay... I was the first one to prove that even if the industry and media ignore ya, you can still make it - just go off track."

"Especially when I think of stuff like that - and remember walking to the PO Box hoping there's an envelope in there - it makes me go, 'Wow!' That makes me really feel like I've come a long way. Heaps of memories like that I reflected on during the making of 'Lifestyle'."

Kerker fans will already have digested 'Exceptional', an album teaser/promo track from 'Lifestyle' that dropped last month. A haunting,

melodic intro is interrupted by a siren before Kerker announces, "I'm about to bring that real shit back/Shit's turned into a fashion show". On this one, Kerker looks back ("I used to battle for a tenner in a alleyway"), takes stock ("Self-made, self-paid, I'm exceptional") and owns his ability ("What you know about the rapping game?/Everybody stop and listen when I'm rapping, mate") over skittish beats and verses that are underscored by a carnivalesque melody.

Another standout album track 'Take It And Run' features Jean, who Open Till L8 lined up for the hook. "First he sent me just the guitar and Jean's singing and I'm like, 'That's crazy!'" Kerker remembers, before adding, "That was pretty easy to write to, actually... Open Till L8 deserves credit for that one 'cause he put it together really well."

And of course it wouldn't be an ABK Records release without a feature from one of Kerker's labelmates: Jay UF trades verses on 'What Ya Day Brings Part 2', a playful continuation of their previous collab track 'What Ya Day Brings'.

Renewed vigour permeates all the way through album number 8 and Kerker admits, "When my voice came back it really inspired me to get back into the studio - once the tour was finished - and do as much recording as I can."

At the beginning of 2018, just 2 weeks before he was due to head out on tour off the back of his 7th album, the ARIA-nominated 'Engraved In The Game', Kerker lost his voice. What was initially believed to be laryngitis was later diagnosed as a paralysed vocal cord. Tour dates were pushed back and Kerker was booked in for surgery. "They weren't 100% on whether my voice would come back so I was full freakin', thinkin' I'd never be able to talk again," Kerker recalls. "It was like, 'Give me a broken arm or a broken leg, but don't take my vocal cord!' But, yeah, it's back to normal so touch wood it stays that way."

All you need to do is look at the 'Lifestyle' cover art to appreciate how far Kerker has come. Through sheer determination and self-belief, Kerker has carved out his own niche and nurtured a fanbase that continues to expand, both locally and internationally.

The fact that the biggest Aus/US rap collab in Australian hip-hop's history - the Ghosts In The Room-produced standalone single 'Total Concentration', featuring Kerker alongside Future and Young Buck - was released on Kerker's own ABK Records via ADA/Warner Music Australia in 2017 certainly helped place the Sydney emcee on the world stage. A YouTube mixtape that opened with 'Total Concentration' attracted 3 million views and Kerker chuckles, "I think a lot of Americans would've been like, 'Well who's the Aussie rappin' on it?'"

He's "repellent to your backchat" and Kerker's reign continues with 'Lifestyle'. You can't escape the Kers effect.

