

VERSÃO

KL JAY

KL Jay, born Kleber, started out on his career in 1984. At that time, he used to organize raves in houses with his partner, Edi Rock. Tape deck, tapes and some records used to make the parties last all night long in North Zone neighborhoods in São Paulo, Brazil. Years later, he saw DJ Cash Money, one of the most important DJs of hip-hop scene, on a video. So he got to know about DJ-ing art and identified himself with it. But it was only after seeing the scratches and other abilities of the DJ of rapper Kool Moe Dee in a concert in São Paulo that he was sure: "that is me".

The renowned group Racionais MCs was founded by him with Edi Rock, Mano Brown and Ice Blue. With the rapper Xis, he launched a label that later became an event agency and a clothing store and was called 4P. His first solo album was released by this label under the name Na Batida do volume 3 – Equilíbrio, a busca (On the beat of volume 3 – Balance, the search). Many hip-hop artists take part on the album.

KL Jay also promotes the most important DJ Championship of Brazil. It's called hip-hop DJ. It has launched well-known DJs, such as Cia, King, Marco, Tano, Hadji, DJ Will, Ajamu and many others.

Besides 4P, KL Jay also owns the label Cosa Nostra with Racionais MCs and he has his own individual label called Equilíbrio – the name of his first album. The label has already launched albums of: Sistema Negro, Cagêbe and Relatos da Invasão.

He was the TV presenter of YO! MTV raps and played in the party called Soweto, from 1994 to 1996. Soweto is a landmark for hip-hop in São Paulo. From 1999 to 2002, KL Jay played in Diadema's Club in SP. Nowadays he performs with DJ Ajamu and DJ Marco every night. The project, called Sintonia, has been going on for 4 years.

KL Jay also performs all over Brazil. He splits his time between concerts with Racionais MCs and DJ-ing in nightclubs and workshops for DJs.

KL Jay & guests in mixtape "Rotação 33"

The English term *mixtape* is from the time when the tracks made by DJs were recorded in tapes. Despite of digital technology evolution, the term *mixtape* is still commonly used by DJs and producers.

KL Jay's first official mixtape is a "Fita Mixada" – literal translation of the expression *mixtape* in Portuguese language. It brings only national rap songs.

Those who went to Cinesesc (a movie theater in SP) on August 6th, could see the first public exhibition of "Rotação 33" during "Programa nacional: velha guarda". The programme was part of the 2nd São Paulo Hip-hop Film Festival. In the crowded room, one could notice from the audience's reaction that by watching the DVD it's possible to see how the DJ minded about getting the best flow between the tracks. It's also possible to feel the energy of the songs vibration and enjoy them with him in the interval between manipulating the turntables and records.

The CD

30 minutes of KL Jay DJ-ing no break were recorded for the CD "Rotação 33". He used Brazilian rap records (Mv Bill, Gog, 509-E, SNJ, Xis, Slim Rimografia, Rota de Colisão, Racionais MCs, De Leve, RZO, Sabotage, SP Funk...). The selected tracks from the records were added to the exclusive tracks made by KL Jay with the lyrics from the guests: Parteum (Mzuri Sana), Kamau, Gaspar (Z'África Brasil), Max B. O., Livia Cruz, Aori e

Phantom and Indião, from Andrômeda. All of them composed their lyrics specially to the recording.

Some of the 18 tracks – recorded by Buguinha Dub in Mundo Novo Studio (SP) – were taken from albums that featured KL Jay tracks, as in “Bem pior” from Xis, “Só mais um maluco” (MV Bill), “Caminho Certo (din din don)” (Rota de Colisão) and “Do céu só cai chuva” (SNJ). Its instrumental tune is used in “Eu não sou rei” with MC Max B. O.

The DVD

With images picked up while recording the CD, 13 Produções made the DVD “Rotação 33”. There you can see the 30 minutes of KL Jay DJ-ing no break. Besides there's the recording making-off, the MCs' testimonials and also KL Jay talking about the process of making the mixtape and his expectations and fears regarding this work.

There will be a special edition with MCs' participation on the DVD in video clip format available only for websites and TV channels that promote national rap.

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