

ON THE RISE

**SHINE x *SCAPE Talent Development Programme
Media Kit**

Event Programme

- 5:00pm** Media Registration
- 5:30pm** Pre-event interview (open only to media)
- 6:00pm** Doors open and registration
- 6:40pm** Performance and Q&A with Axel Brizzy
- 6:55pm** Performance and Q&A with YAO
- 7:10pm** Performance and Q&A with Houg
- 7:25pm** Performance by Fariz Jabba
- 7:35pm** Performance by Yung Raja
- 7:45pm** Q&A with Fariz Jabba and Yung Raja
- 7:55pm** Prize presentation and speech by Guest-of-Honour, NYC Chairman David Chua
- 8:20pm** Photo taking and interviews

The SHINE x *SCAPE Music Talent Development Programme (TDP), conceptualized and programmed by Invasion Singapore, has been committed to seeking out some of the brightest young talents in the Singapore music scene over the past two years since the programmes' inception. These budding talents are provided them with guidance from industry professionals, as well as a stage to showcase their work in the form of the annual SHINE Festival.

Among the many who auditioned, four talents were selected to participate in the latest edition of the TDP, namely up-and-coming rappers **Yung Raja** and **Fariz Jabba**, R&B singer-songwriter **YAØ** and chillwave artist **Houg**.

Over the past year, the four mentees worked closely with the mentors assigned to them to hone their craft in order to reach greater heights not just locally, but beyond our borders.

The mentors for the SHINE x *SCAPE Talent Development Programme are:

- **Kevin Foo**, Co-founder of Foundation Music and Umami Records, Mentor to Houg.
- **Jonathan Chua**, Creative Director of Zendyll Production and lead guitarist of local band The Sam Willows, Mentor to YAØ.
- **Joe Flizzow**, Founder of Kartel Records, Hip-hop mogul and entrepreneur, Mentor to Yung Raja and Fariz Jabba.
- **Ezekiel Keran**, Singapore-based music producer, artiste manager, label owner, and A&R executive Flightsch (Mentor to Yung Raja and Fariz Jabba.)

With the guidance of their mentors, each of the mentees was able to put up a wonderful show of their own for the audience at SHINE Festival 2018, a culmination of their efforts over the past year. The festival was also an opportunity for the mentees to perform on the same stage as some of the biggest musical talents in Southeast Asia, including Singapore's Charlie Lim and Jasmine Sokko, as well as Thailand's Tachaya and the Philippines' Christian Bautista. This year, SHINE Festival was a part of YOUTH X - a celebration by the National Youth Council for youth aspirations and contributions to society.

As part of their "graduation", a closed-door listening party was also held at *SCAPE on 1 November 2018, where the artistes each performed a 10 minute set to showcase their original work, including a piece which they each produced exclusively during their mentorship with the guidance of the mentors.

The four acts from this year's TDP were joined by hip-hop artiste **Axel Brizzy**, a graduate of the previous edition of the SHINE x *SCAPE Music Talent Development Programme.

The theme of the listening party is "On The Rise", representing the progress that the mentees have made over the course of the mentorship, and the bright future that lies ahead of them. The listening party was attended by the friends and family of the graduating mentees, super fans

who won exclusive invites, industry professionals as well as members of the media, who gathered to witness the birth of Singapore's latest batch of musical talents.

The SHINE x *SCAPE Music Talent Development Programme was presented by National Youth Council, jointly organised by SHINE Festival and *SCAPE, with Invasion Singapore as its programming agency.

About *SCAPE



*SCAPE Co. Ltd is a non-profit organisation that supports youth, talent and leadership development. The organisation aims to motivate and empower youths to realise their potential, and seeks to be the home of enterprising youths committed to creating their own future.

It was set up in 2007 in response to a call for more spaces for youth social, recreational, sporting and community activities, and to showcase their talents. The *SCAPE building, incorporating community and retail spaces, was launched in 2010.

*SCAPE offers a series of programmes for youths to learn new skills, harness their creativity, and create something impactful while cultivating an enterprising spirit. The five clusters that *SCAPE focuses on are entrepreneurship, music, dance, media and esports.

About National Youth Council (NYC)



The National Youth Council (NYC) was set up by the Singapore Government on 1 November 1989 as the national co-ordinating body for youth affairs in Singapore and the focal point of international youth affairs.

On 1 January 2015, NYC began its operations as an autonomous agency under the Ministry of Culture, Community and Youth (MCCY) and housed two key institutions: Outward Bound Singapore (OBS) and Youth Corps Singapore. Together, the agency will drive youth development and broaden outreach to young Singaporeans and youth sector organisations.

NYC believes in a world where young people are respected and heard, and have the ability to influence and make a difference to the world. Together with their partners, they aim to develop future-ready youth who are committed to Singapore by instilling in them a heart for service, resilience and an enterprising spirit.

NYC's mission lies in advocating youth interests, connecting the youth sector and enabling holistic youth development, which will imbue youth with the values and skills to thrive in a globalised world while keeping a strong Singapore heartbeat.

About SHINE Festival



Inaugurated in 2005, SHINE Festival is the annual high-point celebration of youths in Singapore “by youth, for youth”, which showcases youth talents in the areas of arts, dance, media and music.

Now into its 13th year, SHINE Festival was held over two days from 4 August to 5 August at the Singapore Sports Hub this year.

It is powered by the National Youth Council (NYC) which seeks to inspire youth to develop their talent and realise their aspirations. One of the key features of SHINE Festival is the SHINE x *SCAPE Talent Development Programme which offers youth a unique opportunity to hone their skills and grow their talents in various interest areas, including music, dance, media, sports and esports.

About Invasion Singapore



Invasion Singapore is an independent creative youth engagement and development agency that creates lifestyle concepts to expose the masses to quality creative talents that call Singapore home. Their efforts can be categorised into two segments, namely talent development and audience development.

In terms of talent development, Invasion Singapore regularly conducts talks, workshops and sessions to help further the artists that they work with in the areas of music, dance, media and other art forms like photography.

They've also worked with many local musicians to help their music reach a wider audience through their programmes like Invasion's flagship school tour, which invites musicians into local school campuses to perform for students with the objective of inspiring and converting them into next generation of creatives. Musicians that have performed on the school tour include Charlie Lim, The Sam Willows, and ShiGGA Shay.

Invasion Singapore also served as the programming agency for the SHINE x *SCAPE Music Talent Development Programme across its two years (2017-2018).

Invasion's goal for audience development is to expose creative work produced in Singapore to the masses. They have served as programming partners to many youth-related events in Singapore over the years, including SHINE Festival, Noise Invasion Festival and *SCAPE Invasion.

They have also helped to curate musical acts for major art and youth events held in Singapore, including Music For A Cause 2018, Singapore Coffee Festival 2016, Singapore Night Festival 2018 and Writers Festival 2018 .

Founder of Invasion Singapore, Hyder Albar

Hyder believes that creatives have a part to play in Singapore's development. Founding Invasion Singapore, him and his team have developed a competency in creating programmes that harness the capabilities of young creatives, placing them in a position to win new audiences, develop their talents, and inspire the next generation of youths in Singapore. He has been invited to speak on panels at events such as Baybeats, iLight, TedxYouth, Skill Up and more.

Invasion Singapore has grown strength to strength in the last 3 years. Starting with the *SCAPE Invasion School Tours in 2015, an outreach programme showcasing made-in-Singapore bands and creatives to youth audiences, Invasion's portfolio has expanded to programming massive festivals such as SHINE Festival 2017 and 2018, Noise Invasion 2017, SWF POP: Writers' Festival and many more.

His journey into building Invasion started from his own experience as a full-time musician. He understands intimately the connective and transformative power of being involved in creatives communities. In creative pursuits, the factor that divide us like race, religion and class are left behind. In creative pursuits, people are given the opportunity to decide what they want to offer to the world around them/

With this understanding at our core, Invasion Singapore works towards a version of the future where creatives in Singapore are thriving, engaged, and actively participating in building this place we all call our home.

About David Chua

David Chua is the Chief Executive Officer of the National Youth Council (NYC). Prior to his current position, Chua served as a Colonel in the Singapore Armed Forces before being appointed by the Ministry of Culture, Community and Youth (MCCY) in July 2015.

With the NYC powering SHINE, Chua is involved in and oversees important local youth events such as the Asian Youth Theatre Festival and SHINE Festival.



The NYC also organises local and overseas programmes for youths in Singapore, distributes grants for youth programmes, and celebrates achievements among the country's youth, with events such as the Singapore Youth Awards, as well as the OBS Leadership and Service Award.

Performer Bios

Yung Raja - Yung Raja is one of Singapore's brightest young talents, and has found success as a rapper, songwriter and actor in recent years. Since his emergence as a rapper, the 23-year-old has been dubbed as hip hop's next avant-garde bilingual artiste with his tasteful unification of English and Tamil lyrics. He has found viral success in Malaysia and Singapore with his English-Tamil remixes of popular songs like 'Gucci Gang' (*Poori Gang*) and 'Bartier Cardi' (*Pathuko Thambi*). Yung Raja's 'Mustafa' has hit 810,000 hits within three-and-a-half months of its release.



Fariz Jabba - Fariz Jabba is a 22-year-old bilingual rapper who began his career posting home videos of short raps and remixes that went viral on social media. Jabba's rap is an amalgamation of Malay and western pop culture which is widely appreciated among fans in Singapore. Fusing old and new lanes of hip hop and R&B, Jabba is making his mark as a force to be reckoned with in the scene, and has since performed at Yo! MTV Raps, Shine 2018, and Baybeats 2018. Fariz Jabba's music video for 'Ape Sia' has hit 885,000 views on YouTube within two months.



YAØ - YAØ is an upcoming singer-songwriter. He leans towards a grittier R&B style, informed by a keen love for 80's synthpop and Japanese city pop. He was a participant in the second season of The Final 1, a nationwide singing competition organised in 2015. YAØ's music is heavily influenced by artists such as Justin Timberlake, Kanye West and Honne. YAØ plans to release his debut EP in late 2018.



Houg - Chillwave artist Houg hopes to spread his own brand of lustful, groovy sounds to people around him. With his retro synthy vibes, paired with emotionally introspective lyrics that are reflective of his own struggles, Houg hopes to be able to share his story and inspire music lovers alike. He has performed on stages such as Shine Festival, Garden Festival and Urban Ventures.



Axel Brizzy - Axel Brizzy caught the attention of many with his rapid flows and witty lyrics in his releases on YouTube and SoundCloud. Ever since, Axel has gone on to release numerous singles on YouTube, Spotify, iTunes and Apple Music at the age of 19. Despite starting his career doing Hip-Hop, Axel Brizzy remains unsatisfied, and is looking to create more cross-genre collaborations and further experiment with his sound in the future.



His single 'Thursday' made the "Top Hits Singapore" playlists, "Singapore Viral 50" charts and also the "New Music Friday" playlist in eight different countries. This was Axel Brizzy's first single to cross 100,000 hits, and is almost reaching 200,000. It is also his first single to get played across multiple local radio stations such as 987FM and 938NOW.

Axel Brizzy is collaborating with YAØ on an upcoming single 'Wanna Know', produced by J.SON and PravOnTheLoose. The single is slated to be released in early 2019. It is a feel-good track with an infectious chorus that speaks on the hustle we put in every single day. Keeping it true and realistic, the musicians "Wanna Know" how many people around them really got them and hold them down in a society full of superficial compliments and fake love.