

Urban Ether - interview

Contributed by Sergii Leontiev
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So what have you got planned for 2010 as Storm and Urban ether?

Well as Urban ether, we have 4 albums coming out of the camp, one is a collective of the whole family of artists and 3 solo projects from Driptah, BC, and myself, and we will have a whole bunch of singles squeezed in as we explore different music styles and collaborate with other artists, and at the end of the year we have a short tour of Japan and hopefully Hong Kong. Personally I will be performing less I will be working on a short movie with group of people heading to Cannes festival and have a book coming out "letters to my unborn"; then i will be relocating to the US 2011 hopefully permanently.

It sounds pretty intense does it mean you're leaving music or Urban ether to do film and writing?

Aghhh no, not at all I am not ashamed to say that the urban ether as a camp is so strong they don't need me which is good because we can go off and do other projects and come back and still be involved, i have always being a writer last year i won 32 awards in poetry and short story and my first script and the music comes from there and the chance has just popped up for me to head to the Cannes festival, and I am taking it next the Oscars (laughing).

You mentioned you will be relocating Any specific reason record deals exclusives and how will it affect the whole Ether thing?

Honesty i want to be around my family (laughing) that's the truth. I am more famous in Japan and online and amongst my Zim peeps than i am NZ so it was the only natural move, you know what a prophet is without honour in his home town. But I feel I can grow faster as an artist outside NZ. Either way the New York is calling me there is an amazing artist Mikael Music from Brooklyn and hope to link up with here latter in the year because there this song I wrote, i want see where it goes she is gifted. There a number of upcoming artist in the US I will be working with and we see where it goes.

So you will pull a Akon, so you will the next biggest thing out of new Zealand?

(laughing) No ... wow. Akon is to big i just want to be the first me, and see Urban ether grow to its full potential, I hope to make my mark, and travel the world, I feel music is coming full circle and people are going back slowly to making music with lyrics and that what I am good at.

You have being around for a while why now the sudden explosion? and what's being the formula for success?

Success.... umm. I haven't succeed yet (laughing). I am not famous i don't have groupies there not thousand s of fan outside the house and you should see my bank account (laughing). But in terms of success the key is being grateful to do what we get to do and hard work, i can only think of 2 other things, i never worry about making a hit just good music that i can feel, and honesty or putting your soul in your work. secondly yeah being around for while, but i wasn't ready immature, smoking drinking unfocused, but Jesus is the centre of my life and have put my childish ways behind me the industry will eat you up if you are not solid in yourself.

We saw your performance last night, what would you say about having a genre, you started out Hip hop, slowed down to jazz Changed to rock and then back to hip hop?

(laughing) we make music not genres.. if it feels good we do it that's about it? its a live the Cubana connect, and Japan Connect made me look good (laughing). I have decided not to be put in box and that's about love us or leave us there are no half measures.

What can we expect on your tour of Japan and who will be on it, will the whole Ether camp be there or will it be like last time with half of you?

Energy a lot of energy creativity, I love the japan audience be they give you whatever you push out maybe i will make it my second home (laughing) as for who will be on this tour well i can't say yet.. but i will definitely be on this tour, and so too will Driptah, if the prompter allows for it and i have managed to escape to the US and I have being paid, i know a few artist out there who would like to come along and maybe BC.

So tell us about you and the Debut Album "Freedom"?

(laughing) freedom strangely enough wasn't supposed to be my song at all last year when Alicia Keys was in NZ Touring, some AR said she was looking for some song writers to write her a song and we would meet her and stuff , so I went in the lab and finally come up with song freedom , then on the day I was supposed to meet her it never happened because it was all a lie (laughing) the guy just wanted me to write the song , so I pretty much burnt song but it was stuck in my head because it was honest and personal , and as I worked the album , when Nas toured NZ i snuck in to see the man literally Ninja style snuck past security (laughing) , by the way he is a really cool dude and I gave him my 30 second sample of it and he pretty much said do the album and try your luck in New York and that pretty much that's that.

So what's next for you and for Urban ether ?

For urban ether sky's the limit because it's more than one person people have to make choices, for me personally , I just want to settle down and make good music , and be able to provide for my family , I don't do glitz and glamour , i am very simple man .. Longevity i still want to be making music 20 year from now and grow with the times .

Is there a special lady in your life because you have all these love songs ?

(laughing) It's tragic so so tragic I am absolutely in love with this one woman but we can't be together it's complicated . I mean I am sprung so for know my work is my woman but you never know ? any body out there looking (laughing)

Sounds juicy does this woman have a name ?

No she doesn't .. can we get back to music

What inspires the music what is ether music ?

For me personally pain struggle triumph my mom my family, as corny as it sounds love , in the short time i lived on earth I being through a bit , as for the other artist you would have to ask them ? Ether is love music

We checked your tour set up and it appears you will be in Japan south Africa and the UK, you mentioned you haven't been home for almost 10 years how do you feel about it?

Heading back to Zimbabwe for the first time in a decade , i am looking forward to it , in some ways its scary to think i haven't set foot on African soil in 10 years I just hope they don't treat me as stranger, UK is like my second home because all my family is there and my high school friends are there.

The last time i spoke with you , your pretty adamant about staying independent as an artist where do you stand on this issue?

(laughing) show me the dotted line .

Any last words ? Ether baby we just ordinary people making extraordinary music and doing our best to live the dream , be grateful for what you . To all the fans and DJ's giving us spin thanks you special shout to Amin Payne for put them beats behind when came out of retirement and getting me on point , I promise you nothing but real music something you can feel besides that look out for the music video's they should be out in April , besides that i would like to thank god for the blessing of being here doing what we do . and to my mom i love you (laughing).