

## CRAIG DAVID Biography

2000 saw Craig David set an exciting new standard for UK talent and the rest world.

Imagine the results of the combined influences of a youth spent listening to Hip Hop and R&B while being witness to the emergence of the UK's vibrant new garage scene. At only 19 years of age multi-talented Craig is the cream of a new breed of artist emerging.

Hailing from Southampton, Craig spent most of his younger days with his notebook and pen in hand, scribbling his lyrics while laying down melodies on his Dictaphone.

He often slipped the protective eye of his mum, venturing out to indulge in his favorite past time: music. At 14 years of age Craig was MC-ing on his local pirate station, PCRS 106.5 FM as well as at the biggest clubs in his area eventually moving onto the decks himself. His set was R&B but he soon found himself pulled to the energy of the garage room by the heavy reggae baselines and +8 accelerated tempo's. It was here that he teamed up with Mark Hill (one half of the Artful Dodger crew) his music began to evolve.

Craig's material had already made it onto the shelves after his mother had pushed him into entering a national writing competition, which he won. Given only the music, Craig put the finishing touches to 'I'm Ready' the B-side of Damages No: 3 chart hit 'Wonderful Tonight.' He had began working in the studio traveling up to London every weekend it was here that he recorded his first record, 'Human' his R'n'B infused version of the Human League hit.

However it was his new partnership with Mark Hill that spurred his first hit 'What Ya Gonna Do' which eventually became 'Rewind.'

Signed by Public Demand this tune fast became an anthem on the underground and they were performing at top clubs around the country. The word was spreading and Craig's vocal and writing talents were in much demand. It wasn't long before his deal with Wildstar was signed.

While growing up, Craig's tastes were acquired from a diet of Terence Trent D'arby, Michael Jackson and Stevie Wonder courtesy of his mother. He now names R Kelly, Usher, Donell Jones, Faith Evans, Cannibus, Nas, Redman and Britney Spears, as respected all round artists. He has a vast record collection that would make any veteran DJ proud, however being only 19 his house is starting to get a little crowded.

Mark and Craig have their own successful garage show on Capital Radio that goes out between 11 pm and 12pm on Saturday night. A-list at Radio 1, Capital and Kiss FM and no.2 in the national charts for eight weeks, 'Rewind' was the first of many chart entries for Craig David. However make no mistake, Craig David is most certainly an R'n'B artist first, whose influences mirror the mood of the youth of today. Having scrapped his notebook for a laptop, Craig continued to write material for his debut album.

'Fill Me In' the follow up to the 'Rewind' collaboration stormed the national charts, going straight in at No. 1 making Craig the youngest British male solo artist to have a number one. This was Craig's debut solo effort, providing the perfect introduction to his R&B material which overflows with rich textured arrangements, chord changes, contagious melodies, vocal acrobatics and lyrics that we can all relate to however old.

'7 Days' is the second single is a tale of love and lust that takes you on a musical journey both vocally and acoustically, released on 24<sup>th</sup> July he hit the No. 1 spot again.

'Born To Do It' is the title of Craig David's self-penned debut album and the story of his life experience so far. Entering the album charts at NO 1 on the 14th August it is a melt of Latino influences alongside Rock, Soul, Garage and Jazz - showcasing perfectly Craig's ability to traverse various genres whilst retaining his urban roots. The reason for the title of his album

'Born To Do It' came from his love of the film 'Willie Wonka and the Chocolate Factory.' Like any child asks WHY? But sometimes there are no explanations, "D'you ask a fish how it swims" D'you ask a bird how it flies? No siree, you don't, they do it because they were born to do it." As was Craig ...

As if this were not enough, Craig was nominated for a record of 6 MOBO awards this year winning 3 including Best R'n'B act, Best UK single (Fill Me In) and Best Newcomer, confirming his popularity and admiration from the public and music industry alike.

Following this outstanding achievement Craig has recently taken his talents on the road - a 16 day tour across the UK followed by a European tour. However, due to overwhelming demand, the UK tour sold out in 48 hours leading to another 10 day tour in February and March 2001, this time performing in the UK's Arena's.

The response has been just as staggering, with tickets selling fast, and, what was initially a 10 day tour has now become, a 17 day tour, with additional dates begin added to keep up with demand. Kicking off on the 18<sup>th</sup> February 2001, Craig will be playing in Arena's across the UK, including Cardiff, Nottingham, and London's Wembley and Docklands Arena's. A combination of Craig's natural talent and the strength, of a full live band ensure that this is a tour that you cannot miss.

The first tour also coincided with the release of Craig David's third single 'Walking Away' which was released on 20<sup>th</sup> November 2001 entering the charts at No:3. Another track that received huge support and success for a man that has taken British R'n'B to the next level.

The next release is sure to be no exception - 'Rendezvous' is released on 12 March 2001 and is the forth single from the album, coinciding with the second leg of his UK tour.

His immense talent coupled with his charm and youthful enthusiasm will leave you in no doubt that we have a new voice, a new sound and the epitome of an artist for the millennium, a true poet for a new time.