

Choong Family Unique UK Hip-Hop Rap Group

Written by Robert ID1248

Saturday, 23 April 2005 06:27 -

Definition of Choong: anything that's heavy, gully, denoting a particular flavour of excellence.

Choong Family are a collective of professional artists, each with extraordinary talents, and all aiming for one ultimate goal: success. The group consists of rap artist Afix, singer/rap artist Scandal, singer H.T, and rap artist Nutz P and collectively the group offers an amazing new sound portrayal of reality.

The resonance this group creates fits into all aspects of the new wave of Hip-Hop and R&B. Formed out of friendships through the years, the group has evolved into one of the foremost forces in the UK urban scene. This makes the group even more formidable as the REALLY know each other and their respective talents.

The group's vision to take its sound worldwide and to help define UK urban music as a world respected force, in the vein of Loose Ends and Soul II Soul. Choong breaks the borders between the various urban genres of hip hop, soul and R&B. The group's staple is the creation of holistic songs that encompass more than sheer lyrics and sounds.

To quote Afix, the group's unofficial spokesperson, "We're bringing our street corners, our life experiences, our social understanding to the forefront. We have a lot of respect for overseas artists, but we have to show our experiences and ourselves. We provide music for all ages, you could be 5 or 95, because everyone lives in a reality.

We bring this diversity and maturity to our music but we bring it without arrogance. One of our creeds, as quoted by RZA is 'Positive Energy Activates Constant Elevation'.

We're in it for the long haul. We hope to solidify the British sound as a synonym of quality worldwide. We want everyone to come through the doors, to help create the basis of a lasting industry for urban genres in the UK as well as convert the negative energy on the street into positive energy. After all, we are here to set an example. But this is positivity based on reality, not that fairy tale stuff."

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The Family's music varies from harsh graphic depictions of the environment they grew in to light-hearted soul sessions, and appeals universally to young and old. Their sound consists of up-tempo Hip Hop and R&B to easy listening feel-good music. Their style of music is a true breath of fresh air.

Individually each member of Choong brings a cultivated sound, that when merged together produces a quality of finesse that is second to none. They are a movement that hopes to put the spotlight back on musical creativity.

WHO ARE CHOONG FAMILY?

Rap artist Afix is deemed the "intellectual". Always ready to learn as well as teach. He spends many a day pouring through books on his quest to learn more about the industry and about life. In his words, "I'm a human sponge, I soak in everything from my environment."

Singer/rap artist Scandal is the reluctant sweet boy! of the bunch and is known to sit in a corner, very quietly and write hits within a matter of minutes.

Singer H.T has a very strong religious tone to his demeanour and vehemently believes that Choong Family are working together "by Divine Appointment".

Rap artist Nutz P is about the streets. Ready to pick up the microphone and spit a verse at the drop of a hat as well as crack a few jokes along the way.

In line with Choong's aim to bring its sound to a worldwide audience, it now has its own radio show hosted by Choong's very own DJ Shegzy on Fridays from 7.30pm to 9pm GMT. Check it out at <http://www.love2radio.com> .

Download WinAmp to listen to this streamed radio show at <http://www.winamp.com> .

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Listen to streamed audio tracks at:

<http://stream.gridlockaz.com/moremurking.ram>

<http://stream.gridlockaz.com/paindontstop.ram>

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Alternatively, listen to downloadable MP3s of the single at:

<http://mp3.gridlockaz.com/choong>

To find out more about the Choong Family visit the record company web site - [HERE](#) .