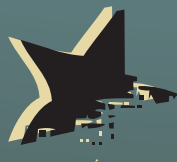
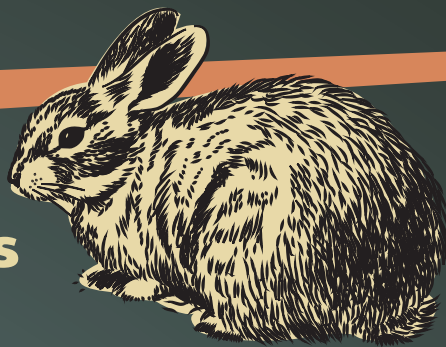


## Ludacris Brings Southern Hospitality to China

**In your recent albums you've become more serious about the musical content and there are fewer songs about girls, cars and money. Why the shift?** You always want to reinvent yourself, and I wanted to let people know there's more to me than just being comical and witty on a lighthearted front. So, I think it's important to balance things out and show people that I can do both. **What three songs would you recommend to the Chinese audience?** "Southern Hospitality," "Move," and "How Low." **Who was your hip-hop role model growing up?** When I was around 10 years old, Outkast and Goodie Mob were definitely my role models. **Which other musician would you most like to collaborate with?** Eminem. **How did you develop your rapping style?** Over the years it just developed on its own. I started rapping when I was 9 years old and then over 10 years of listening to different music, everything from Outkast to the West Coast style to East Coast stuff; I picked up different influences. My style just naturally evolved over the course of rhyming for so many years. **Rap isn't mainstream in China by any means, but you have some diehard fans. Anything you'd like to say to those who are loving rap in Asia?** I appreciate all my fans in China so much, and they have no idea how great it is to know that I have an impact so far away from where I live. I can't wait to see my Chinese fans in person, and give 'em all the love that they give me.



## Gold Panda on His Sound Collection



**Why are you called Gold Panda?** I just combined a color and an animal. But it's funny it turned out to be a panda what with the Asian influence and all. There wasn't any thought in that. **You seem to walk around collecting sounds. How do you do that?** I just record stuff on my iPhone or if I plan to record something I take my Fisher Price kids tape machine. You may hear a nice sound in the street, like the buzzing of a generator or bird song, and it's just about being prepared to record that whether you look a bit crazy or not. **Your track "Quitters Raga" is a blend of ethnic singing mixed with ambient sounds and electronic tunes—how do you ensure you pay homage to both genres?** Actually, it's a sample from an old Indian record of ragas layered on a beat I made. It's not really about

paying homage to any genre, more trying to combine the sounds I heard from the window of my old flat in East London. A local mosque would have morning prayer, and then some guy in a BMW would drive past blaring 50 Cent. **What is your live show like? How can DJs bring more rock presence to the decks?** I don't DJ, so I'm not sure. I play my tracks using a few electronic pieces of equipment, so it's more of a performance of my own. I mean, it's electronic music composed on a laptop, but that doesn't mean I'm just going to be standing there looking at it. **You used to work in a naughty book shop. Did that odd experience shape your music in any way?** It just made me want to do music and creative things so much and get the hell out of working sh\*tty jobs.

## 30 Seconds to Mars' Tomo Milicevic Wants to Go Local

**Is this your first time in China? What do you expect from this tour?** The first time we came to China was to shoot a music video for a song off of *A Beautiful Lie* called "From Yesterday." To our knowledge, we were the first American rock band to shoot a video in its entirety in China. This is something that always made us proud. We are all lovers of Asian culture and we have always been very thankful and grateful that we were given the opportunity to shoot the video in China. These will be the first shows we play in China, and we are very excited to finally come back and play shows for the Chinese audience. We expect people to let go and have the greatest night of their lives. **Any words for your adoring female fans?** We love you all! **How do you see the music world today now that everyone with a laptop considers themselves a musician?** It's really very exciting actually. We are on the verge

of a new musical revolution. Because of the fact that anyone with the will and a desire to learn the craft of engineering sound can do so now for relatively little money, those doorways which were previously reserved for artists that have access to large and expensive studios are now open to a vast number of people who have talent and a voice to share with the world. In the coming years I expect we will see some exciting innovations in the way we listen to and experience music. **Have you ever thought of mixing Chinese elements into your music?** We are always looking for new ways to expand our sound, so please point me in the direction of the nearest traditional Chinese musical instrument store!

■ Interviews by Lauren Johnson



Read interviews with Titus Andronicus, Marianne Dissard, Hanggai, Perfume Genius and more at [www.cityweekend.com.cn](http://www.cityweekend.com.cn)

FREE  
MEMBERSHIP NOW!

Sign up at  
[www.cityweekend.com.cn/pkclub](http://www.cityweekend.com.cn/pkclub)

Get monthly email updates, join monthly Parents & Kids Club events and enjoy discounts at select outlets and restaurants all year long.



**CITY** **Parents & Kids**  
WEEKEND

Be a part of the Parents & Kids community!  
Contact 6528-1840 ext. 6395 or  
[pkclub@cityweekend.com.cn](mailto:pkclub@cityweekend.com.cn)