

# ANDRE JAHNOI

André Jahnoi stands out from the bustling British music scene as a revolutionary creative whose sonic tapestry is intricately woven with the threads of his ancestry. He performs under his first and middle names, the latter of which is an amharic term of veneration closely translated to 'majesty'. Self-defining as an activist, academic and artiste, his journey in the world of hip-hop is not merely a musical odyssey but a profound exploration of identity, resistance, and liberation.

From the outset, Jahnoi boldly declares his mission as decolonial. His music is not merely a fusion of beats and rhymes; it is a powerful tool wielded against the Babylon systems that confine our perceptions of the world and our roles within it. The lyrical depth of his compositions serves as a conduit for interrogating societal norms, offering listeners a transformative experience that transcends the boundaries of traditional hip-hop. These provocative tunes are positioned in constant conversation with his visual art and academic research, amalgamating to produce cohesive projects which are as impactful as they are entertaining.

Influenced by a diverse array of thinkers, Jahnoi draws inspiration from the likes of Peter Tosh, Nas and Walter Rodney to produce modern interpretations of age-old struggles. André's Afro-Jamaican heritage is not just a theme in his music; it is the heartbeat that grounds and guides his artistic endeavours. Born and based in Liverpool, a city rich in culture but built on bloodshed, Jahnoi navigates the intersections of his Afrikan roots and British upbringing with a finesse that is both reflective and generative. His lyrics serve as a bridge between worlds, inviting listeners to explore the complexities of diasporic identity and the resilience required to thrive within it.

The artist's commitment to challenging societal norms is mirrored in his advocacy for social justice and radical change. Jahnoi's lyrics are not just an aesthetic choice; they are a call to action. In a world marred by systemic injustices, his music becomes a rallying cry for those seeking freedom and serves as a crucial soundtrack to the coming insurrection. His live performances, which are simultaneously captivating and liberating, integrate call-and-response battle cries of freedom movements across the globe to create a momentary oasis of connection and hope for crowds from Liverpool to Colombia. Beyond the stage, André actively organises within his community, using his platform to challenge power and demand radical social change. His commitment to authenticity and sincerity resonates not only in his music but also in his actions, making him a beacon for those who seek meaning amidst the madness.

As André Jahnoi continues to evolve as an artist, his trajectory becomes more than a musical journey; it transforms into a cultural movement. His relentless creativity coupled with an unshakeable commitment to decolonial action converge to create a multifaceted artist whose impact extends far beyond the realm of hip-hop. The fusion of Caribbean rhythms, wheel-and-come wordplay, and radical Rastafari thought not only makes his art distinctive but also positions it as an integral part of the contemporary cultural dialogue.

