

# Chief Biography

**CHIEF** was born in 1981 in Lausanne, Switzerland, where he grew up and still lives today. After showing interest in music at an early age and specifically hip hop since his early teens, Chief began DJing at the age of 14, and by 21 had started to create his own beats.

Countless music genres ranging from jazz or neo-soul to hip hop or electronica can be cited as influences on Chief's music, yet his productions strongly retain their unique identity.

In 1997, then alone and working relentlessly buried in a garage, **CHIEF** starts to focus mainly on his production works and they soon start to appear on several albums by Swiss hip hop artists.

Fast forward to 2005, **CHIEF** and old friend and fellow DJ/producer **NO GAMES** decide to team up in order to start an independent label and build a brand new studio in Lausanne. The two had met at a sound engineer school they both attended, they instantly developed a solid friendship and shared the same vision of music. Aptly named **FEELIN' MUSIC** after the common good feeling they had about starting a business venture together, their concretized big plan has become a revered recording studio where they handle mixing and productions duties together, as well as organize workshops, sketching, demos and artist promotion.

With years of experience within the local music scene under his belt, **CHIEF** then works on extending his network to a worldwide scale, collecting collaborations with various artists from all around the globe, especially artists from USA.

These exchanges quickly lead to the 2006 release of the full-length album "**KAYDEE & CHIEF ARE THE GROOVE**" with US rapper **KAYDEE** a.k.a. **K-SKILLS** from Maryland, while 2007 sees the release of "**PAVEMENT SPECIAL**" together with rapper **SENE** from Brooklyn, an exclusive edition made by **S.O.U. RECORDS** for Asia only.

That same year, **SENE & CHIEF** take the collaborative experience further and release a second album together through **FEELIN'MUSIC**, "**BEAUTIFULLY UGLY**", which also features rising rap star **BLU** from California. Just two months afterwards, **SENE & CHIEF** drop "**GARBAGE PAIL KIDS**" for the prestigious **SHAMAN WORK RECORDINGS** imprint (home of legendary artists such as **CL SMOOTH**, **MF DOOM**, **SCIENZ OF LIFE**, **WALE OYEJIDE**, **EMANON**, **J-RAWLS** and many more).

In 2008, **CHIEF** contributes to the "**SHAMAN WORK RETROSPECTIVE**" compilation with his track "**N.A.S.A.**". This project also features infamous **SHAMAN WORK** members like **CL SMOOTH**, **JAY DEE**, **9<sup>TH</sup> WONDER**, **MF DOOM**, **SCIENZ OF LIFE**, **WALE OYEJIDE** and **J-RAWLS** to name but a few.

Meanwhile on the other side of the world, a number of **CHIEF**'s productions are used by **SENE & PREFYX** for their album under the **JHAZ BROWN** name and also on **SENE**'s "**ANYWHERE BUT HERE**", both albums seeing a release on the Asian territory through the **ROOT 70 LOUNGE** label

Yet the progression doesn't stop here for 2008, as producer extraordinaire and **SWOLLEN MEMBERS**' own **MOKA ONLY** selects a beat from **CHIEF** for his album "**CARROTS AND EGGS**", released by Canada-based label **URBNET**.

2009, the hard work pays off, **CHIEF** has gained a reputation as a deft producer amongst the international hip hop and nu soul scene, **FEELIN'MUSIC** has secured a distribution deal with **TRAFFIC ENTERTAINMENT**. Exciting new opportunities arise. The year 2009 marks a new start for both the producer and the label, a fresh start in a higher league. Production commissions keep dropping for **CHIEF**, while the label has several high-profile releases in the pipes, there's no time to breathe. You can rest assured the names of **CHIEF** and **FEELIN'MUSIC** will be on all lips once the new projects featuring the likes of **BREA**, **MOKA ONLY**, **LES NUBIANS**, **BLU** and **KISSEY ASPLUND** start dropping.

In November 2009, Chief releases "Collabo Collection", a groundbreaking collection of collaborations, made between 2005 and 2009, that showcase different facets of his genius beatmaking. The album features an A-team list of guests including Moka Only, John Robinson, Kissey Asplund, Dynas, Blu, Co\$\$, Les Nubians, Just Brea, or Abstract Rude to name but a few.



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