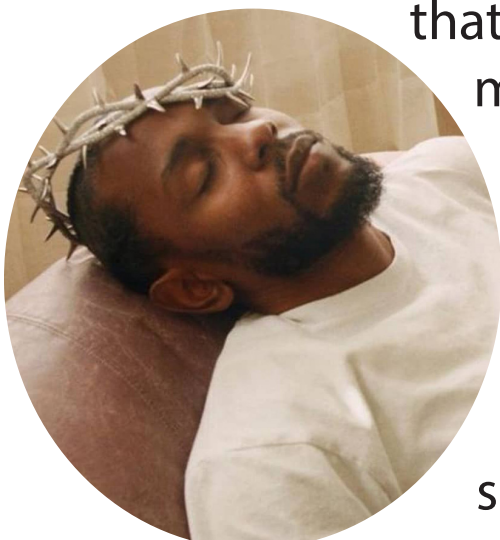


Kendrick Lamar

Kendrick Lamar Duckworth was born on June 17, 1987 in Compton, CA where he was raised. Music prevailed as an influential passion in Kendrick's life from a young age. As a young boy, he witnessed Dr. Dre and Tupac filming the video for the record-smashing hit "California Love," which furthered his passion and dedication to music. This moment and connection to Tupac led Kendrick to almost name his third studio album "Tu Pimp a Caterpillar," after Tu-P-A-C Shakur, but the album was eventually named "To Pimp a Butterfly."

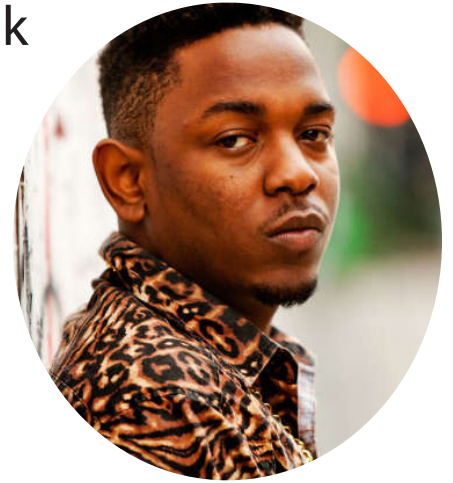


Kendrick was also a straight-A student, noting that he once forgot to do a poetry assignment, crammed it in 10 minutes, and got an A. It was clear from a young age that his intelligence, both academically and musically, was a force to be reckoned with. After being discovered due to some local success, Lamar was signed to Lil Wayne, eventually formed a hip-hop supergroup "Black Hippy" with other artists including Ab-Soul, and finally was signed to Aftermath Entertainment.



Black History

His second album under the name Kendrick Lamar was “good kid, M.A.A.D city,” which immediately garnered global attention and was certified platinum just 9 months after its release. Kendrick continued to bring the heat with features, singles, and albums that showcased his lyrical genius. Kendrick’s second album, “To Pimp a Butterfly,” is heralded as one of the most robust examples highlighting political theory questions of power within rap music. Kendrick wrote most of his fourth album, DAMN, a number one album, in his mom’s kitchen. He is the first non-classical or jazz artist ever to win the Pulitzer Prize for Music, which he received in 2018 for this record-breaking album.



Kendrick has also won 14 Grammys and continues to be placed on lists of the most influential people, rappers, and artists of all time.