

Wrekonize *Into The Further* Bio

When ¡Mayday! rapper Wrekonize reflected upon his Strange Music debut album, 2013's acclaimed *The War Within*, the Miami artist realized he wanted to build upon his previous project while also taking things deeper. He wanted to continue exploring his subconscious as well as the ideas and music floating there.

"The intent this time is to go further and to reveal more about me and my journey," he reveals, "so you get a higher dose and you go under even deeper to this place beyond called 'The Further.'"

Thus, Wrekonize's forthcoming *Into The Further* album, which, like its predecessor, is inspired by the 2011 horror film *Insidious*, a movie in which a family looks to prevent evil spirits from trapping their comatose child in a realm called "The Further."

Wrekonize has long been attracted to the mind and how it works, particularly things of which we may not be fully aware. "I've always been really into the subconscious and dreams," explains Wrekonize, who opens *Into The Further* by visiting a psychotherapist. "Lucid dreams fascinate me because of the theory that so much of our minds we haven't really tapped into yet. That's why it's a fascinating concept, to try and explore that place. You always hear people say we only use a small percentage of our brain, so what is all this unlocked space we haven't really got into yet? It's a very fascinating concept to play around with and explore."

Wrekonize's interest in expanding and exploring his own mind led to his disappointment with people who seemingly blindly follow others. With the cinematic "Clones," he examines some of the repercussions of uniform thought and action. "You're walking around in a world where everyone may look different, but there's so many people doing the exact same thing," Wrekonize opines. "There's the same fake news story and everybody's talking about what they saw on their Facebook feed. It's like they're the same person. So I was like, 'Let's not forget about individuality.' Sometimes you realize you're programmed to just walk around thinking the same exact thing as everyone else."

Observing the clone-like behavior can lead to a person's mind playing tricks on them, a state that can cause aggressive panic and confusion, a chaos that mirrors what's going on in the world today. With "Nightmare (Yeah)," Wrekonize explores this reality, one inspired by StreetRunner's moody production. Wrekonize says the music reminded him of something he'd hear when he woke up from a nightmare.

"When you wake up from a nightmare, it can take you a second to calm yourself down and realize everything's good, that you're here, that you're in your house, safe and secure," Wrekonize details. "It's a statement to that feeling you feel when you first wake up from a nightmare and you don't really know what's real and what's not, what's a threat to you and what's not. It's that insecure feeling that you feel where you calm yourself down and come back to reality. That moment when you're having that panic can feel like it can last forever."

Yet, it's as the night hours sometimes stretch along that Wrekonize finds he's most productive. That's when paranoia can creep in, but it's also his favorite time to work, when he feels most creative. This dichotomy inspired the trippy "Middle Of The Night." "A big portion of the world around me is asleep and I just feel like the night speaks to me more than the daytime does," he says. "I like the way your mind works at night. Sometimes when your body starts shutting down, you start feeling a little different than if you had your full strength on you. I've always been fascinated with those hours and catching a vibe when you otherwise wouldn't have been awake to do so."

Elsewhere, Wrekonize delivers a sensual vibe on "With The Music On," while "Higher Ground" and "Last Day Alive" find him striving to be happy and searching for peace. He was driven to make the latter two songs after talking with his fans at shows. Many of them confided to him that they were lost and were looking for positive reinforcement.

"Because the music is therapy, when they meet us on the road, they want to talk about the problems and the things they encounter," Wrekonize says. "I meet a lot of people that have a great life and have all the structure to have a great life, but they don't see it and they're not grasping everything around them that they need to have a positive life. So sometimes I make music for people on the road that I feel like need a little talking to, like, "Hey, things are good.""

Wrekonize can say the same. After releasing his material independently, he joined ¡Mayday! in 2008 and, after earning a cult following through its high-impact music and raucous live shows, the Florida group signed with Tech N9ne's Strange Music in 2011. The following year, ¡Mayday! released its acclaimed Strange Music debut album, *Take Me To Your Leader*.

Two years later, Wrekonize released his *The War Within* album, his first Strange Music solo album. Anchored by the Tech N9ne collaboration "Freak," the project showed Wrekonize's artistic range on such selections as "Can't Be Alone," a look at social media's affect on society, and "Adrenaline," a highlight of the project.

But Wrekonize felt as though he was, in spots, chasing different sounds on *The War Within*. By contrast, with *Into The Further*, he says he feels more comfortable, more focused and more dialed-in to his mission, musically.

"I'm still getting myself in the position as a solo artist," he says. "Because I work with ¡Mayday! so much, I'm not focused on my solo stuff all the time and I'm at a slower pace trying to find my stride. I'm still seeking that. I feel like it comes across in the music and in this project where I'm still seeking out that comfort zone and that place where I feel like I'm in my element. That's why I like the concept of going to see the shrink, the psychotherapist. It gives me the ability to explore different avenues with a variety of different songs and textures, and use that journey as a form of therapy."

It's one Wrekonize executes brilliantly with *Into The Further*.