

BOSSAC

BIOGRAPHY

BOSS AC

Inheriting a passion for music from his mother Ana Firmino, one of the greatest Cape Verdean talents, Boss AC soon revealed his rare talent. His first appearance on record, “Rapública”, was released back in 1994. It featured on a compilation which brought exposure to some of the most prominent underground Portuguese rappers such as Black Company, Zona Dread and Líderes da Nova Mensagem. He is one of the few artists from that era who still go on releasing nationally successful rap hits.

His debut album, “Mandachuva”, from 1998 was recorded in the United States and produced by Troy Hightower, one of the most requested Hip-Hop producers in the US. Early on AC demonstrated his strong open minded vision, foretelling the maverick route he would follow.

During the following years he embarked on several career paths – he produced and promoted shows, released records, composed music for TV programs (“Masterplan” and “Último Beijo”) and films (“Zona J” and “Lena”), and still found time to participate in works of some of the greatest national music artists, such as Xutos & Pontapés and Santos e Pecadores, among others.

His second album of originals “Rimar Contra a Maré” – fully recorded, produced and mixed by the author himself – was an exploration of Portuguese-African music, fusing its traditional roots with the modern sounds of the street. It was also perhaps a more autobiographical and introspective record, revealing the artist’s wiser mindset. Success was slowly but inexorably on its way.

The success of “Rimar Contra a Maré” crossed continents; a result of which was the nomination of the music video “Dinero”, at the African Video Awards, in the category “Best Special Effects”, by the well known South-African “Channel0”, a sort of African MTV.

Tireless in his quest for new challenges to his creative capacities, Boss AC kept on pushing into bigger adventures, namely enhancing his producer role.

And, from one adventure to another, there comes “Ritmo, Amor e Palavras” and the consolidation of an announced success.



2005 was the year in which Portugal opened its arms to Hip-Hop, confirming the music as an emergent generations' new cultural orientation; but surely it was the Boss AC's year as well.

The success was soon solidified by the edition of "Ritmo, Amor e Palavras", his third record of originals and a powerful declaration of love, made of rhythms and words. This record gathers an impressive legion of collaborators from across the hip hop world, veterans such as Pos (Plugwon) of American group De La Soul, Da Weasel, Sam The Kid and Pedro Aires Magalhães.



"Boss AC made a great record, because he thought big, and went for what he fancied."

In Blitz, 15 de Março de 2005

The release of this record was to become a clamorous commercial success. In August, "R.A.P." went Gold, and in October it reached the remarkable status of Platinum, having sold more than 30 thousand units by the end of the year. Within Portugal's Hip-Hop genre, it is now one of the top three most successful records of all time! Its single, "Hip-Hop (Sou eu e és tu)", quickly reached the top, leading the playlists on such media channels as MTV Portugal, Cidade FM and Antena 3, among others. It was included in the soundtrack of some of the most successful TV programs and was inserted on several anthologies edited during 2005.

Credited with more and more recognition and gaining greater exposure in the media, Boss AC went on tour, performing at some of the most important national stages and festivals. The high point took place on October 1 when he supported the world famous headliner 50 Cent at a sold out Pavilhão Atlântico.

Against all odds, reviews were unanimous: Boss AC was the star of the night!

The result of this hugely successful year was the nomination for Best Portuguese Act at the MTV Europe Music Awards in September 2005.

More than an award, this nomination symbolised the recognition by the Portuguese musical community of a pondered career, characterized by equilibrium and, most of all, by a great talent.



BOSS AC TOUR 2006

Predicting a busy year, Praça das Flores got its hustle on and tried to establish partnerships with some of the internationally more renowned labels to sponsor Boss AC's tour, which was yet decided by the beginning of 2006.

With this purpose, the show presented in 2005 was re-evaluated and improved in all its aspects. The band was reformulated, in order to improve its musical standards. Scenic aspects were completely rethought as well, in order to make the show suitable to big stages, but also adaptable to events of more modest dimensions. The aim was to carry the new show all over the country.



The technical and scenic aspects having been defined, Praça das Flores planned, produced and promoted, by its own means, Boss AC's shows at Porto and Lisbon Coliseums. Never a national Hip-Hop artist had dared to step an Adidas on the Coliseums' stages. Further than a landmark in the artist's career, the aim was to make this show unique and unrepeatable to the public who had the privilege to watch it. A metal trio and two percussionists were added to the band. The special guests, coming from very different musical origins – Gutto, Rui Veloso, Vitorino, Berg, Pac Man, Virgul, Sam The Kid and Ana Firmino – gave their best in creating a sublime party. The challenge was overcome with merit, both showrooms being full with a vibrant and engaged audience.



The path for the 2006Tour being thus launched, Boss AC performed at the Queimas das Fitas and University parties which take place between April and May, all over the country. In 2006 he performed at the Figueira da Foz, Loulé, Barcelos, Leiria, Famalicão, Póvoa do Lanhoso, Santarém, Viseu, Guarda, Porto, Coimbra, Faro, Braga, Bragança, Setúbal and Évora's "Queimas".

Special mention must be made to Coimbra and Porto, where he performed to audiences of forty and sixty spectators, respectively.

It was then time for the summer festivals, during which AC performed in several municipality parties and regional fairs. Though very long, the list deserves being pointed out: Almada, Torres Vedras, Vila Nova de Gaia, Vila Nova da Barquinha, Vila Verde, Anadia, Oeiras, Ourém, Ilha Terceira, Seixal, Évora, Câmara de Lobos, Ribeira Quente, Oliveira do Hospital, Vila Flor, Gavião, Peso da Régua, Cantanhede, Lagos, Penafiel, Nazaré, Miranda do Corvo, Pontével, Montemor-o-Velho, Vidigueira, Amadora, Santa Maria da Feira, Avis and Viseu.

Throughout the year, Boss AC has also performed in the main festivals which took place in Portugal, where he has had the opportunity of sharing the stage with some of the greatest national and foreign artists, namely:

Sapo Sound Bits Festival

Lisbon (10,000 spectators)
With: P. Diddy and Eric Morillo (among others)



Super Bock-Super Rock Festival

Lisbon (20,000 spectators)
With: 50cent and Pharrel (among others)

Summer Festival

Algarve Stadium (18,000 spectators)
With: Black Eyed Peas



Ponta Delgada Festival

S. Miguel (5,000 spectators)
With: Daniela Mercury and Juanes (among others)

Sudoeste Festival

Zambujeira do Mar (20,000 spectators)
With: Marcelo D2, Skim and Daft Punk (among others)



Motard Concentration of Góis

Góis (10,000 spectators)
With: Clã, The Gift, Paulo Gonzo (among others)



Avante Party

Quinta da Atalaia – Seixal (80,000 spectators)
With: Tito Paris, Sérgio Godinho, Xutos e Pontapés (among others)

To close a remarkable year, he performed at the most important New Year party in Portugal, at fishermen beach, Albufeira, where he had the chance to share the stage with Melanie C, and where he performed before an audience of forty thousand people.

Abroad

Following very successful performances in Cape Verde and Mozambique during 2005, 2006 began with an appearance at the Super Bock Super Rock festival in Luanda, where he performed before an audience of fifteen thousand. Then, in April, he performed in two shows in Lloret del Mar, north of Barcelona, to the Portuguese students who make their graduation trip at that time of year. AC performed at two packed out clubs, both exceeding three thousand people in capacity.

He returned to Cape Verde and Mozambique in 2007.

In October he performed two shows with Lura at the Festa da Lusofonia (Portuguese speaking peoples' party), in Macao.

Awards and nominations

On May 2006, takes place the Golden Globes Gala, during which Caras magazine awards are granted. These awards – whose election is made by the public – are some of the most important ones in Portugal, and they distinguish the personalities of the year connected to different activities (music, cinema, theatre, sport, etc.).

Boss AC was nominee of two awards: best artist and best song (with “Princesa (Beija-me outra vez...)”). And if the first of these awards finished in Mariza’s hands, AC was the great winner of the second.

MTV Portugal nominated Boss AC to Best Portuguese Act at MTV European Music Awards, prize eventually won by Moonspell.



2007 and 2008

During these couple of years, Boss AC stayed “on the road”, finishing his R. A. P. Tour and continuing to participate in great events, sharing stages with renowned national and international artists.

Highlights:

Baía das Gatas Festival 2007 – Cape Verde

Where he performed to more than 60,000 people

Vodafone Sound Clash 2007

Where he created an original duet with Blasted Mechanism

Rock in Rio 2008

A show created from top to bottom for this event, where he performed one off duets with Vitorino.

Delta Tejo 2008

Where he shared the stage with Jorge Palma and Chiclete com Banana

Still in 2007, responding to a Universal Music Portugal invitation, he collaborated on the recording of “Konvicted”, an album by one of the most globally recognised American artists: Akon. Instead of Snoop Dogg’s verse, as in the original version, in the Portuguese release of this record, the theme “I Wanna Love You” was performed by Boss AC, who wrote new lyrics to that purpose. Such as in the States, “I Wanna Love You” was one of the first singles to be extracted from that record, and was very well accepted by the public, receiving heavy rotation on the radio.

During the same year the Portuguese Society of Authors granted Boss AC with the award of “Young Author of the Year”. The ceremony took place at the S. Luis Theatre in Lisbon, in which Lídia Jorge was also awarded for her career.

By the end of 2007, AC was back in the studio beginning work on what would be his fourth record of originals. At the beginning of 2008, it was possible to listen to the new track "Levanta-te", an early taster from the new record. In October 2008, Boss AC went to the United States, where, as in previous times, with the collaboration of Troy Hightower, he mixed and mastered the record "Preto no Branco", which was scheduled for release in the first quarter of 2009.

In the winter of 2008, it was possible to listen to "Alguém me ouviu (Mantém-te firme)". Released from the lp "Preto no Branco", featuring a collaboration with Mariza, this track was chosen as the single of the record "UPA – Unidos Para Ajudar", a collection of duets of Portuguese artists made in support of a social aid campaign.