

Jay Samuelz

I am not a music expert by any means, but I want to give Jay the respect and the credit he deserves in my opinion. So, here are my thoughts on the person I consider one of the most underrated artists today.

What even is this?

Jay Samuelz is a rapper with origin in Germany and America. As of now, he published 3 songs on his own YouTube channel as well as several streaming platforms, called:

1. No lie
2. Grind
3. Yuck.

(In that order)

Style

Jay does not limit himself to simply one way of making songs. He does not feel bound to one type of beat, or a specific niche type of flow. He tries different things, from song to song and even within his tracks. While doing so, he manages to stay recognizable and give everything he touches that Jay Samuelz signature, on all layers of his music. He has his unique way of rapping about emotions, finding comparisons and make his point, while bringing it all in one track in a varied and engaging way.

Writing

Jay writes his texts in English. This way his performance profits from his American background, as he can go from highly professional English to the cool guy around the block from one line to another, and bring this across in a stylish and natural feeling way – since this is, what it is. He also uses well known words and sayings from other languages such as Spanish and French. Those fit the text and rhyme schemes perfectly and really do underline the message and, in my opinion, even help transporting those emotions to the listener. This adds another layer of eloquence, enhances the overall quality even further and makes the text itself more diverse and “refreshing”.

Voice & Flow, fit&finish

His voice is unique-sounding, which is a key criteria for standing out as a musician. He is not bad at singing in the chorus and he knows how to play with loudness, tone and stuff like whispering. He uses all that in a way that even makes me miss it in some songs of other artists, as it is one more way of adding complexity and “alignment” of the ingredients that make up music.

His flow is perfection. He seems to be able to spit any text in any tempo and any style or melody, as he uses different flow patterns in and across his songs and seamlessly switches between them.

Beat

The beats vary from song to song, and strongly so. Don't expect everything he produces to sound the same. He always manages to choose a beat that goes very well with the overall mood of the song and fits perfectly with his flow, voice, and lifts up the whole package.

Video

He directs the productions of his music videos on his own. The videos themselves are of high quality and help telling the story, even with little details like a label on a knife.

Fazit

Jay Samuelz produces the music I have been waiting for. He performs in a unique, fantastic sounding (and looking) way that truly makes me dancing and vibing. I strongly recommend checking out his music and giving him credit for what he does – and makes.