

The rise and rise of Sho Madjozi

 By [Ruth Cooper](#)

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Rapper, singer, songwriter and actress Sho Madjozi has been blazing a name for herself in the past few months. Winner of the recent Sama Newcomer of the Year and Female Artist of the Year, creator of number one hits as well as star in some major campaigns and commercials, this creative young starlet is representing our strong local female Gen Z artists in fresh new way.

We got in touch for the tail-end of Women's Month to chat new sounds, equality in the industry and Ru Paul's *Drag Race*.



■ ***Congrats on your recent Sama wins? What does winning Newcomer of the Year and Female Artist of the Year mean to you***

I was extremely excited and proud of myself and my team. We worked hard, we had to ignore a lot of discouragement and follow our guts and it paid off.



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■ ***What advice would you give to young female SA musicians wanting to make a name for themselves in the industry?***

Try to learn a skill. Don't just be a face or a voice. Get your voice trained, learn how to use music software or film equipment. Don't just be cute, be skilled.

■ ***How would you describe your sound if it was an outfit?***

It's like if Hogwarts was in Africa. My music would be the clothes they wear when they are not at school.



▣ ***What local female artists do you think deserve more recognition?***

Msaki, I think, is an amazing songwriter. TDK Macassette is a delightful entertainer with really good songs. And Thando Nje, a singer-songwriter from Pretoria deserves to blow.

▣ ***What are your thoughts on how Generation Z has impacted the local music industry?***

I think for the first time we are bringing in completely new sounds. The *kwaito* era was lifting beats directly from American songs. The house era back then was also a copy of what was happening in Detroit.

The disco musicians used even the same cover art as the groups they were copying from abroad. You've never heard *gqom* before. It sounds fresh, it sounds urgent and it sounds like it is ours.

■ ***What are your thoughts on Women's Month? Why is it an important month for you?***

It's cool because it gives me an excuse to talk about things that affect women.



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■ ***What would you like to see change for women in the music industry?***

Women writers and vocalists deserve their respect and recognition. People will say “Midnight Starring” is a Maphorisa song and ignore Moonchild and Busisiwa. Sometimes one singer has written and sung the song from beginning to end and radio DJs will just mention the male DJ or producer and not even mention the woman who carried the song. How many female vocalists have made smash hits with Black Coffee, DJ Fresh, Ganyani and we don't know them?

■ ***Your guilty pleasure?***

Watching Ru Paul's *Drag Race*! And listening to nostalgic country songs.

🎲 **What's your hidden talent?**

I'm good at braiding and playing soccer and basketball.



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🎲 **Your favourite emoji?**

The blushing one with eyes wide open. There are just so many times in which that applies.

🎲 **What's next?**

Building a super team of young creatives and then building and growing!

ABOUT RUTH COOPER

Ruth is the production manager at Bizcommunity. ruth@bizcommunity.com

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