

Client: JOOX Music App and Music Player | **Job:** Blog Article | **Date:** 03 August 2021
Topic: Cassper Nyovest's Short and Sweet 2.0 Album release

HEADLINE: Cassper Nyovest's Short and Sweet 2.0 is nothing short of sweet.

What's the first thing that comes to mind when you think of Cassper Nyovest? Other than the fact that he is an award-winning, platinum-selling hip hop artist, of course. Maybe it's that he was the first and only South African hip-hop artist to fill the FNB Stadium? It's up there with one of the first things we think about because we're still in awe!

For a young artist who began his career in 2004 and whose unique sound was able to fill one of the biggest stadiums in South Africa just 13 years later (OK, he was 7 000 short, but what's that in a stadium that holds 90 000?!) ... it speaks *volumes* about his music. He rocked that house with rap and hip-hop. And, while there haven't been any live concerts for a while, and there probably won't be for a while to come, Cassper Nyovest, aka Don Billiano, keeps raising the roof through JOOX.

He's one of the most listened to musicians on the latest music streaming service in South Africa and has done some amazing things to keep fans connected during a time when we all felt cut off from the world. The one we loved the most was the 'Big Live' series - a virtual gig performed live last year by this legendary hip-hop hitmaker that brought us all together while we had to stay apart.

The album drop

Cassper Nyovest will not stop making history, and we're here for it! His latest album, Short and Sweet 2.0, proves just that. It's his sixth studio album and contains ten tracks that highlight his creative maturity. It's a continuation of his exploration into amapiano that began in 2018 when he dropped his first Short and Sweet album, which went platinum along with his previous releases, Refiloe and Thuto.

Short and Sweet 2.0 is nothing less than groundbreaking and shows that the Legacy Dealmaker has truly found his voice as a pioneer of South Africa's unique yonas genre fusing hip hop, deep house, jazz and lounge in only the way that only Cassper can - with a powerful rhythmic blend of log drums, rhythmic synthesizers and horns. Man's got talent!

With an amazing group of collaborators like Lady Du, Semmi Tee and Abidoza and Boohleappear, and many more, Cassper Nyovest explores themes like spirituality, parenthood, love and having fun on his new album.

What else can you expect to hear on Short and Sweet 2.0?

The first track, "Khotso", like his previous album *Any Minute Now*, is a heartfelt dedication to his son. The mellow "Joy" has the rapper singing along with crooner Samthing Soweto. He

continues the harmonising over Abidoza and LuuDaDeejay's acid house-tinged production on "Ubumnandi".

And the one we've all been waiting for - the standout track "Siyathandana" mixes the melody of Bob Sinclair's "World Hold On" with Boohle putting in a hit-making vocal performance. "Piano Prayer" sees our artist in a praiseful mood alongside Kammu Dee, Lady Du and Semmi Tee. While "Umacashelane" reminds us of kwaito love songs.

The album wouldn't be complete without something a little more edgy which "F*ck Me Harder" - in collaboration with DJ Sumbodyalongside, Reece Madisa and Zuma - delivers. But it's "Bhanoyi" featuring Kammu Dee, Lady Du, and Semi Tee that's all about the amapiano with its slick lyrics and deep beats.

Short and Sweet 2.0 gives you all the goodness of amapiano and then throws in a whole lot more! Of course, you might've already had a taste of the new album because, in true Cassper Nyovest style, fans were given the opportunity to sample the sounds of several tasty tracks from the album on JOOX as pre-adds—a little appetizer before the main course.

If you missed the pre-adds and live sessions, now is the time for you to get up close and personal with Short and Sweet 2.0. Because while it might be a while before you'll be able to watch this man from small town Mafikeng live again, you can still lose yourself in his unique sounds on JOOX.

Check out Short and Sweet 2.0 on JOOX and find out why you can't top loving Cassper Nyovest.

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