

Biography

Joi Rocks

Written by Melissa 'Alemain' Vozzo, February 2010

"Music to me is a powerful art of expression". Capturing the potency of a musical legacy which extends far further than her arrival to the USA in 2000, JOI ROCKS has successfully formulated her striking sound, taking her unique position in Hip Hop, a genre which has loaned platform to Joi's distinctive floetic rhyming.

Effortless versatility as an emcee is JOI ROCKS vocal flagship. Switching up rap with chanting, singing and toasting with seamless guise, Joi simply enjoys expressing herself and allowing others to relate.

"I'm intrigued by the emotional energy, passion and creative process of music, its beautiful ability to move masses is what makes music my life. When I'm recording a song, or performing, my connection and love for the audience brings inner joy and contentment in a way that's indescribably fulfilling".

Relocating to the USA, Joi's journey as an artist started 'back home' in Zimbabwe. Proficient in piano at 6 years, Joi soon began writing rhymes and rapping by age 12. While an East Coast stamp dominates her sound, Joi Rocks celebrates her African inheritance by switching a Philly-chic vernacular to spitting her exotic mother tongue (shana) with grace and urban reinvention. Representing Hip Hop's blessed global appeal, Joi's unique rhyming ability is a truly necessary addition to this genre.

Penning all her material is fundamental to the JOI ROCKS experience, with real life matters stylishly embodied in her songwriting. Joi's rhymes encompass her experiences of socio-economic and political hardship, as well as the realities of being a strong, sensual woman in a male dominated industry.

"One of the best bit's of advice I've been given is to think like a man and act like a lady", a philosophy which has delivered a 2010 collaboration with Lil Kim resulting in the single 'number one man'. "An honest and playful take on a curious subject people are afraid to talk about has created a track that both mature men and women can relate to."

A graduate Management Information Systems (MIS) degree is the only true contender to her sometimes explicit and always clever rhymes, making Joi a true ambassador to all aspects of her music empire. Writer, performer and strategist, JOI ROCKS has used her business tenacity to deliver live shows, and achieve radio play throughout her hometown Philadelphia, across the USA and extending internationally to the UK and South Africa. Recent hype includes:

THISIS50's "Stop the Violence Tour" (Summer and Fall 2009), Manhattan, Brooklyn, Queens, Bronx, Long Island

Opening Set – Dipset's Koch Record's Hell Rell of late

Philadelphia (V.I.P Lounge, XO lounge, Club Samba, Club Flow, Tragos, Fluid, Club Beyond, Club ONE)

Brooklyn (Production Lounge, Amarachi Lounge, Brooklyn Nights)

Upper Darby (69th Street Lounge)

DE (East End Cafe, Stoneys)

New York (Ha Comedy Club, Club Marfa, Madison Square Garden)

Baltimore (Courtesy of Spitters' Club)

JOI ROCKS tenacious 15 track album Joi Vol. 1 is available on itunes, rhapsody, napster, amazon and emusic, with hottest updates on forthcoming singles live at www.joirocks.com