

“Self-titled – NAV”

By: Matteo Tobiasen.

Toronto rapper, Nav dropped his debut album on February 24, 2017. The album is completely self-produced. The Weeknd made it on the album as the only feature and truly made the album come together. Nav made his rise to fame under the name “BeatsbyNav” producing for Toronto artists, and eventually hopping on Drake’s song “back to back” in 2015.

Producing became boring for Nav, so he quickly turned to rap. In 2015, Nav went to SoundCloud to release “Take Me Simple” which gained over 20,000 views in the first 2 weeks. This song left the world wondering “Who is Nav?”.

“Nav” released on February 24, 2017. The 11 track album is self-produced and features only other artist. Fellow XO

signed artist, The Weeknd hopped on the only open feature. Nav had been gaining clout since before the release, such as a co-sign from Kylie Jenner and being featured on Travis Scott’s album, but the release of the album gained him major shout outs from Dr.DRE, Gucci Mane, and even Donatella Versace. Nav was even featured on Drake’s “OVO sound radio”. Justin Bieber even responded to a ‘diss that The Weeknd threw into his verse on the song “Some Way”. The line, “I think your girl fell in love with me, she said my f### and my tongue game, her remedy”, is a shot fired at Bieber. At the time, The Weeknd was in a relationship with Justin Bieber’s ex, Selena Gomez. The line sparked national attention when Bieber reacted to it on Instagram. The dispute ended after The Weeknd claimed, He had

“Never heard of Justin Bieber”.

Self-titled reached #24 on Billboard Top 200, and #4 on Canadian Billboard.

“Someway” has over 140 million views put together on all streaming services. The other huge roll this album played in rap culture is the racial barrier it broke. Nav definitely had it hard trying to gain respect, being one of the only Indian rapper to ever come out of Canada. Nav’s come up shows that pretty much anyone can make it in this industry, no matter your race. Personally, I would rate the album a 9/10. It provides a strong beat package, heavy sounding vocals that go against the traditional Toronto Rap sound. The lyrics have more of a gritty, dark sound compared to the traditional high pitched auto tuned vocals that Toronto is famous for birthing. Pieces of the album that I would personally

change would be tuning the auto tune less than already used. Auto tune provides artists who aren’t melodically experienced a way to hit notes with less grit. Nav is very melodically experienced, which makes the autotune sound outpitched. Over all this album is quite amazing and I think we’re all excited to see what is next for Nav.

