

# OMEN



# OMEN: ELABORATE MUSIK WORKSHOP

Harlem producer Omen has foresight. "I have visions..." explains the twenty-eight-year-old, referring to the process in which he creates his music. While most beat-smiths lay down hollow tracks that only take minutes to craft, this native New Yorker eschews samples and instead opts to create each one of his concoctions with a rich, layered musical landscape. There are these moments I have where the music comes to me and I try to take my time with it and see it through, says Omen, who began fiddling with Casio keyboards in the early 90s before landing his first production credit on Memphis Bleeks debut album, *Coming Of Age*. I'm not trying to make popcorn music. Whether its Fabolous solemn *One Day* (Ghetto Fabolous/Elektra 2001), the hood trance "Why wouldn't I" (Street Dreams/Elektra 2003) or street anthems such as Fat Joes mixtape heater *Suicide* the versatile producer paints a perfect picture every time. He's definitely coming with real music. The producer credits an array of influences on his sound, from Willie Hutch and Frank Sinatra to DJ Premier and Timbaland. Just like those legendary musicians, Omen puts no limits on his creative outlets. With a film score already under his belt, by way of *Roc-A-Fellas* critically acclaimed comedy, *Paper Soldiers*...



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**TENACITY; IT'S WHAT** led Omen to landing in the production credits of what could be one of the biggest records to drop this fall—Ludacris' *Release Therapy*. "I knew a few reliable links to DTP and Luda was doing this event at the Reebok store in New York City," Omen recalls. "[So] I went and gave Luda's partner, Chaka Zulu, the beat CD at the party. The 'Tell It Like It Is' beat wasn't on there, but it's funny how [things] manifested." Seizing opportunities like the aforementioned is how the 29-year-old went from would-be sketch artist to music producer.

It started back in '98 when he came in contact with Gee Roberson, president of Hip-Hop Since 1978, a production and management company that includes Just Blaze and Kanye West. Through his Roc-a-fella connect, Omen produced "Everybody" on Memphis Bleek's debut *Coming Of Age*. Listening to O's tunes and witnessing his hunger for the game prompted Roberson to quickly sign the Harlem native to Hip-Hop Since 1978. After honing his craft with the Akai MPC2000XL, opportunities arose which led him to working with artists like Fabolous ("This Is My Party"), Fat Joe, and Young Buck.

Omen is trying to take his passion for mastering the marriage of sound to the next level, which is clearly heard on "Tell It Like It Is." He explains, "When I made the track I was thinking about some old soul, back in the days riding in the Caddy shit. When I heard Luda's concept and the delivery I knew it would be a classic 'cause making your mark with music these days is a strategy."

Focused on making music history, Omen continues to challenge himself in each session to create more innovative sounds, Luda explains. "Only five percent of the hundreds of beats that I receive instantly talk to me. Soon as I heard Omen's beat I knew that I would be releasing some real shit on it. It's one of the most honest records of my whole career. You can love it or hate it, but you have to respect it because every word is true."

Sounds like Omen's future will include some number one spots. **SLA CAYNE**



# DISCOGRAPHY

<u>SONG/ARTIST</u>	<u>ALBUM TITLE/LABEL</u>	<u>RIAA/AWARDS</u>
"Tell It Like It Is" -Ludacris	Release Therapy/Def Jam	Best Rap Album Grammy
"Why Wouldn't I"-Fabolos	Street Dreams/Desert Storm	Platinum
"One Day"-Fabolos	Ghetto Fabolos/Desert Storm	Platinum
"Everybody"- Memphis Bleek	Coming of Age/Rocafella	Gold
"Change You Change Me" Fabolous	Street Dreams/Desert Storm	Platinum
"Taste This" Mya	Mood Ring/A&M	Gold

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