



SMEGA-NATHI
PARADIGM SHIFTER

B I O G R A P H Y

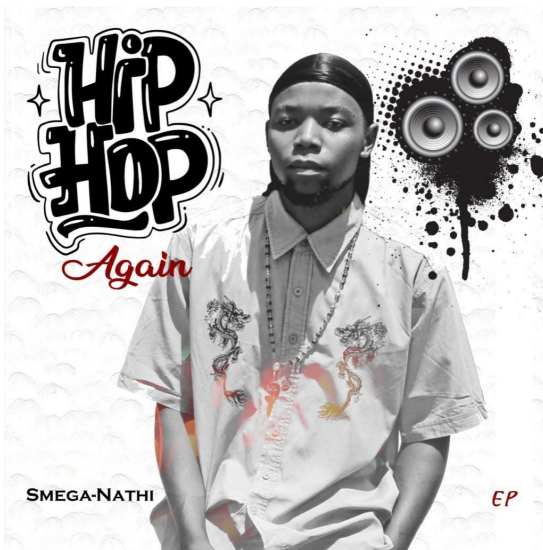
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SMEGA

N A T H I



Artist Profile:

Stage Name: Smega Nathi

Full Name: Nkosinathi Nkosi

Professions: Hip-Hop Rapper, Songwriter, Actor, Video Editor & Cinematographer

Origin: Mpumalanga, Kwa Ndebele, Watervaal "A" based in Centurion, Gauteng, South Africa



Background

Born **Nkosinathi Nkosi**, to **Peter "Whitey" Nkosi** and **Nelly Lukhele**, Smega-Nathi's story is one of **legacy, purpose, and evolution**. Music runs deep in his blood — his **grandfather was a musician**, his **father followed the same path**, and today, Smega-Nathi proudly **carries the torch** into a new era of South African sound and storytelling. film, and music into a single, emotionally charged experience. In 2018, Smega-Nathi released his debut hip hop project, "Paradigm Shifter", which marked a turning point in his journey. It established him as the first hip hop artist to launch an album independent, emerge from Olievenhoutbosch a township brimming with untold stories and unshaken dreams. The project became a voice for the voiceless and positioned him as a trailblazer in his community — a creative visionary who dared to believe that local can be legendary.

Now, Smega-Nathi is preparing to raise the bar once again with his upcoming album, "We Listen, We Don't Judge." More than just an album, it's a movement of empathy and authenticity, wrapped in the vibrant sounds of Kwaito and Amapiano. To complement this groundbreaking project, he is embarking on a bold visual journey for his new album.



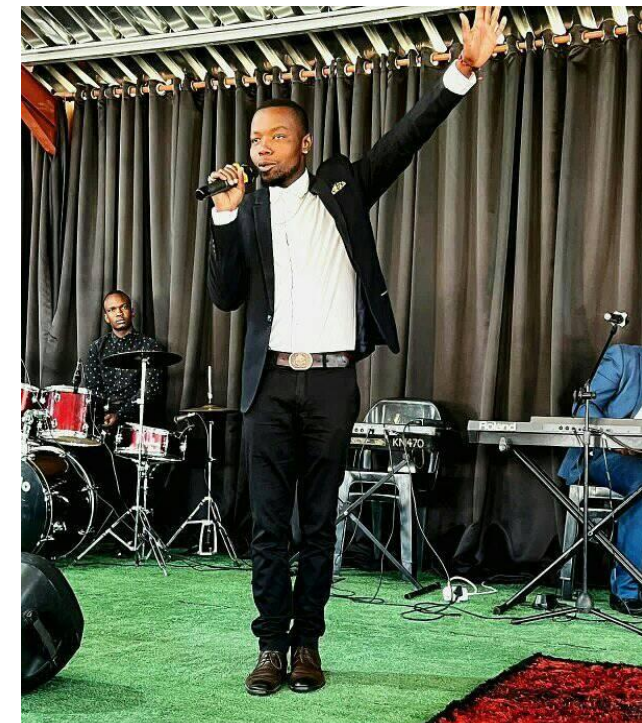
MY PEFOMANCE BACKGROUND

- Grand opening performances for esteemed artists such as **Tabz David, Zaza, and Vicky Vilakazi** at the Kingdom Embassy Centre.
- Securing **1st place** in a community artist competition during the grand opening of Olievenhoutbosch Plaza (Stop 12), triumphing over local talent.
- Opening acts for industry heavyweights like **Kwesta, Naak Musiq, Dr Malinga, and Takkie Ndou** at the prestigious State Theatre Live DVD Recording.



Music Innovation:

Smega-Nathi is the architect of a new sound — a genre he calls Hip Hop Dedication — where hip-hop beats carry the weight of memory, purpose, and pride through storytelling. His verses aren't just lyrics; they're offerings. deeply personal narratives steeped in culture, diversity, and promise. At the heart of his art is Smegalingo, a living language that dances between English and the many languages of Africa. In every bar, he bridges worlds — echoing the rhythm of the streets and the spirit of a continent. This is not just hip-hop.



Legacy & Vision

From his grandfather, to his father’s musical lineage to his own groundbreaking artistry, Smega Nathi embodies resilience and creativity. Whether through electrifying performances, emotive songwriting, or his work in video editing and acting, he continues to push boundaries, bridging tradition and modernity. A rising force in South Africa’s entertainment landscape, Smega Nathi remains dedicated to inspiring audiences with authenticity, cultural pride, and unwavering passion.

SMEGA NATHI UNVEILS GROUNDBREAKING SECOND ALBUM “WE LISTEN, WE DON’T JUDGE”— PIONEERING THE “KWAITO/PIANO” GENRE IN 2025

Global Hit Single “Amaparasite” ft. NtokanjeBeatz, Mr.Mee, Nvrth & Berry M Sets Stage for Revolutionary Fusion Project

Centurion, South Africa – 01 April 2025

– Genre-bending artist and visionary **SMEGA NATHI** announces his highly anticipated second studio album, **“We Listen, We Don’t Judge”**, set to drop globally in **2025**. Defying musical boundaries, the project introduces

the world to **“Kwaito/Piano”**—a bold fusion of South Africa’s iconic Kwaito rhythms and the unstoppable groove of Amapiano. With 11 tracks that pulse with innovation and cultural pride, the album is poised to redefine Africa’s sonic footprint on the global stage.

Press Release

Already making waves is the album’s explosive lead single, **“Amaparasite”**—a collaboration with powerhouse producers **NtokanjeBeatz** and **Mr.Mee**, alongside genre-blurring artists **Nvrth** and **Berita M**. Since its release, the track has surged across streaming platforms, earning acclaim for its hypnotic basslines, soul-stirring piano melodies, and lyrical depth. Dubbed a “sonic parasite” by fans, the single’s viral success underscores SMEGA NATHI’s mission to create music that *“infects the heart, not the algorithm.”*

ABOUT THE ALBUM:

“We Listen, We Don’t Judge” is more than an album—it’s a movement. SMEGA NATHI merges Kwaito’s raw storytelling and Amapiano’s lush soundscapes to craft a narrative of unity, resilience, and radical empathy. Each track serves as a dialogue, inviting listeners to shed prejudice and embrace the power of collective voice. From the streets of Soweto to the clubs of London, the “Kwaito/Piano” sound is a celebration of heritage and futurism, blending ancestral beats with tomorrow’s frequencies.

SMEGA NATHI shares:

“This album is a sanctuary. Kwaito taught us to speak our truth; Amapiano taught us to feel it. With ‘Kwaito/Piano,’ we’re bridging generations and borders. It’s not just music—it’s medicine.”

Motivation



BOOK



SMIEGA

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