

Captivating the World Through Eclectic Rhythms: The Remarkable Journey of Fareed Abdallah, The Latin Urban Pop Icon

In the pulsating heart of Hell's Kitchen, New York City, a young Fareed Abdallah was born to parents of Moroccan and Puerto Rican descent, destined to become a trailblazing pioneer in the world of Latin urban music. From those humble beginnings, his story would unfold like an epic tale, weaving together the timeless threads of creativity, resilience, and an unwavering commitment to excellence.

From the tender age of 15, Fareed Abdallah's destiny was irrevocably intertwined with the captivating allure of the musical realm. This young prodigy's musical influences were as diverse and boundless as the city that had shaped him – ranging from the soulful rhythms of Bob Marley and the emotive anthems of The Cure to the genre-bending brilliance of artists like Sting, Marc Anthony, Romeo Santos, Michael Jackson, Bruno Mars, Nirvana, Luis Segura, and Shakira.

This rich tapestry of musical inspirations would become the very foundation upon which Fareed would build his remarkable career, fusing these disparate genres and iconic styles into a sound that was utterly, breathtakingly his own. With an innate talent that defied the constraints of genre and convention, Fareed embarked on a journey that would see him push the boundaries of Latin Urban Pop, captivating audiences with his dynamic versatility and artistry.

Driven by an innate desire to create, Fareed Abdallah's path was paved with unwavering determination and a relentless pursuit of musical excellence. His journey began on the hallowed stage of the legendary Roxy Nightclub, where he captivated audiences as the electrifying opening act for the iconic Hip Hop group, The Cold Crush Brothers, in 1983. This spellbinding performance opened the door to a world of endless possibilities, leading Fareed to collaborate with the trailblazing talents of Full Force and Cultjam as a member of the pioneering Hip Hop crew, Future Force – a pivotal step that foreshadowed the boundless potential that lay ahead in his remarkable career.

It was in the mid-1980s that Fareed's star truly began to rise. Alongside his comrades Andrew Welsh and John Lindsey, he formed the Hip Hop group Death City Boyz, securing a record deal with Snowflake/Prism Records and unleashing the now-classic "Bopsey Twins" – an electrifying fusion of Electro and Hip Hop that made waves on WBLS's "Mr. Magic's Rap Attack" show and is now considered an electro hip hop classic.

Yet, Fareed's story was far from one-dimensional. Driven by an insatiable creative appetite, he and Andrew Welsh joined forces to establish the legendary Freestyle group, Spirit Matter. It was during this time that Fareed's life would be forever transformed, as a chance encounter with the

FAREED ABDALLAH



iconic DJ Frankie Bones led to the creation of "Crimes of Passion" – a club anthem that captivated audiences from New York City to Miami, reaching the coveted #3 spot in airplay and sales in South Florida, and is considered a freestyle classic.

Fareed's musical prowess continued to evolve, as he seamlessly bridged the worlds of Latin, Hip Hop, and Dance music. His follow-up single, "Betrayal," showcased his innovative spirit, fusing live Latin percussion with powerful guitar riffs – a sound that presaged the rise of EDM. In the pulsing clubs of New York, Miami, Philadelphia, and Chicago, "Betrayal" became an instant phenomenon, captivating audiences with its irresistible groove and forward-thinking production. The infectious energy of "Betrayal" transcended geographical boundaries, as it became a unifying force on dance floors across America. Clubgoers, captivated by the sheer originality of Fareed's vision, found themselves lost in the euphoric haze of this groundbreaking track, its impact echoing through the decades and inspiring countless imitations in the ever-evolving landscape of electronic music.

Over the course of the next three decades, Fareed's artistic vision expanded with the launch of Sosua Sound Recordings in 2012. Through this platform, he unleashed his debut Latin album, "Love n Tears," which spawned the infectious "Bailando en La Playa" – a YouTube sensation that captivated audiences worldwide. Fareed's subsequent releases, including the bachata remake of "In The Air Tonight," the hit "Esa Mujer," and the reggaeton banger "Vamos Pa La Calle," solidified his status as a crossover sensation, blending genres with a deft touch and a bold vision.

Fueled by his early success, including a hit song on Power 96 in Miami back in 1987, Fareed has never lost sight of his ultimate goal – to transcend the boundaries of Latin music and leave an indelible mark on the global Latin Urban Pop landscape. With each release, he has showcased his remarkable versatility, seamlessly blending elements of reggae, R&B, and even rock into his signature Latin Urban Pop sound.

His performances, whether on the stages of New York, New Jersey, and Miami, or the international venues of Spain, the Dominican Republic, Rio de Janeiro, and Angeles City in the Philippines, have become electrifying displays of his artistic mastery. Fareed's ability to bring his musical characters to life, both through his recordings and captivating music videos, has earned him a devoted following that spans continents.

Most recently, Fareed's YouTube hit "Una Noche Con Un Arabe" surpassed 3 million views within just 2 months, cementing his reputation as a rising force in the Latin music industry. And with his upcoming single "Maria Flamenco" on the horizon, Fareed continues to push the boundaries of Latin urban music, captivating audiences with his diverse musical palette.

Throughout his illustrious career, Fareed has donned many hats – from recording artist and promoter to rapper, singer-songwriter, and poet. This multifaceted artistry has earned him a



devoted following throughout his travels around the world. His fans and audiences are drawn to the unique blend of genres and the sheer passion that infuses his every performance.

Today, Fareed, known as both El Boricua Arabe and El Boricua De La Bachata, stands as a true icon in the ever-evolving landscape of Latin urban music. With the release of "Urban Tek Volume 2: El Boricua Arabe," he has solidified his status as the new voice in the Urban Pop Latin market, inspiring a new generation of artists and listeners alike.

As the Program Director and Partner at the cutting-edge LHMPR RADIO, Fareed continues to champion the best in Latin urban music, inspiring a new generation of artists and listeners alike. His story is a testament to the power of perseverance, innovation, and a relentless pursuit of artistic excellence.

As Fareed sets his sights on the English Latin Urban Pop market, his ultimate goal of earning a Grammy looms large. Driven by a relentless passion for his craft and a desire to push the boundaries of what Latin Urban Pop can be, Fareed is poised to become a true icon in the industry. With his unwavering commitment to his artistry and his ability to connect with audiences across cultures, Fareed's journey is far from over – it is only just beginning.

