



ARTIST BIOGRAPHY

CHANGING LIVES,
DEFINING AN ERA





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Blaq Diamond is a South African Afro-Pop duo that comprises of Ndumiso Mdletshe and Sphelele Dunywa who are better known as Ndu and Danya. Both born in 1994 and bred in Ladysmith, Kwa Zulu Natal. Ndu and Danya shared a lot in common which led them to embark on a musical journey together.

Ndu is a 25 year old producer, singer and songwriter that started singing at the tender age of 8. His team mate, Danya, is a 25 year old who had always been attracted by the lime light. He made it a point to engage in tasks that were followed by a large audience and got him recognition.



ENCOUNTER

Their first encounter was back in 2010 when they went on a school trip together where they both took part in a cypher on the school bus, that's when they realized that, they're both talented and can use this to their advantage. The duo began dedicating themselves to growing their skills and talent not as individuals but together. The influence of the Hip Hop culture played a big role in the creation of the group, they took part in hip hop stage battles and poetry.

Blaq Diamond relocated to Johannesburg to further pursue their dream, with their primary mode being African infused sound, they are known for releasing a combination of Afro-pop, Hip Hop and Soulful house sounds. Their music has always promoted

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DREAM CHASERS

love, respect, integrity, honesty, peace as well as soulful joy. This young duo has a rare authentic sound, that has always been epitomized with a Black Diamond as it is a precious stone from the mud and rare to find, this led to their stage name "Blaq Diamond". It was in 2017 when they signed to Ambitiouz Entertainment and shortly after that they released a love song titled "Sthandwa".

In November 2017, the multitalented duo released their debut album titled Inqola, a vernacular name for carriage, that comprises of 14 tracks. The album was released after a huge success of their two tracks, Sthwandwa and Emzini Ka Baba which did amazingly well on YouTube and digital stores. In February 2019, the duo released a music video for their soothing track, Isoka.

In just less than two months after the Isoka visuals were released, Blaq Diamond joined forces with Sjava, and introduced us to a song titled Memeza. The song is about not having anyone in your life during dark and hard times. With Memeza topping the charts, the duo released a love filled song titled 'Ibhanoyi' in August 2019. The music video trended #1 on YouTube in just three days of its release and has accumulated over ten million views. Ibhanoyi also occupied the #1 spot on iTunes for three consecutive days

after its release and continued to be number #1 on the Top 100 radio charts as well as digital platforms for weeks. 31 January 2020 saw the release of the duo's much anticipated sophomore album titled 'Umuthi'. The album features stable mate Cici plus other talented artists like Igckama Elisha, Sjava, The Legacy and poet Zamo Cofi. Umuthi comes after the Duo released a song titled 'Love Letter' accompanied by compelling and relatable visuals which trended #1 on YouTube in just two days of being release.

Following their nomination at the 24th South African Music Awards, Blaq Diamond scooped two nominations at the 26th SAMAs under Best Afro-Pop album and Record of the Year categories. The virtual ceremony saw the talented pair walk away with the Record of the Year Award for their much-loved song Ibhanoyi voted for by the fans. The award-winning artists now own a record label named Umuthi Records and have released 'Emlanjeni' by Sbahle, their first signee. Blaq Diamond look forward to being the greatest at everything they do and hope to scoop international awards too.

With festive season finally approaching after long and hard year, Blaq Diamond release a track titled 'SummerYoMuthi' as their way to heal the world following being hit by the unexpected Covid-19 pandemic.



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