

Nevis for *The Masses*

 By [Ruth Cooper](#) 5 Nov 2014

On Monday, 3 November, 'The Masses', sophomore album by home-grown pop prince Jimmy Nevis was released. We caught up with him in cyberspace to get the scoop on the new album, growing up and Gatsbys.

■ ***What was the recording process like album 'The Masses'?***

It was extremely creative - often uncertain and unknown, but in the best ways. I found myself discovering new things about myself personally and creatively. It truly felt like I've entered a new wave in my career as a musician. It feels like the first time.



■ ***Does the title of the album refer to your feelings on pop music and making meaningful pop music for the masses?***

Yes. It also refers to the content of the album: it's for the masses and about them. Other people's stories, some experience shared and others completely foreign inspired the music.

■ ***How would you say that this album differs from debut album 'Subliminal'?***

It's a lot wiser and is more mature from a content and production standpoint. I wanted to explore other topics, other than just love and hate. It was challenging but really forced me to learn more about my community and my country.

■ ***If you had to describe the album as a meal, what would it be and why?***

A Gatsby - because it's home grown, full of unhealthy, fatty and greasy elements, but it tastes so good and will leave you feeling overwhelmed and full.

■ ***What have been some of your personal musical highlights so far?***

Performing at the Ultra Festival as well as in Alexander Town. I also enjoyed singing the national anthem at the last Rugby Currie Cup Final.



■ ***Was there one particular moment in your life when you realised you wanted it to be a musical life?***

I always knew this was something that I wanted to do, but it was only early in 2012 that I really committed to the idea. It was a do-or-die moment for me and I chose to do something. I wrote and produced Elephant Shoes (my first single), I then took it to all the Cape Town radio stations and begged them to play it. They accepted and I haven't looked back since then.

■ ***What's the grand plan for Jimmy Nevis?***

World domination. I plan to continue to make great music and get into other parts of the industry; maybe television and production. For now, I am going on a nationwide tour at the end of the year and I'm also planning on graduating.

■ ***Quick-fire questions***

What is the first thing that comes to mind when you hear the following words:

Jumping Castles: Ice cream

Groovy: Austin Powers

Lol cats: Tango (was my childhood cat growing up)

Boy bands: Nsync (I actually never liked them but they just came to mind)

'The Masses' is now out on [iTunes](#)

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Images by Earl Martin

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