



unicorn

151

the david g. berger
master class series

about unicorn 151

Ira Kherki Kaifa, also known as **Unicorn 151** and Killa Kherk Cobain, is a Liberian-American entrepreneur and rap artist from East Orange, New Jersey. He is one of the pioneers of Jersey Club, formerly known as Brick City Club, a popular style of electronic music that emerged from Newark, New Jersey. Unicorn 151 is credited as the first artist to rap on Jersey Club music, and format Jersey Club records with original production, full rap verses and hooks, thus changing the trajectory of this underground genre and integrating the local sound into mainstream hip hop. He was also instrumental in creating Jersey Drill, an offshoot of Jersey Club music.

Influenced by early exposure to the club music in his mother's record collection, Unicorn 151 was drawn to the Jersey Club sound that arose in the late 2000s. In 2010, he released a double album *The Last Swaggin*, featuring Chad Piff and Dapper Don, members of the 151 Feva Gang, and 2018 saw the release of defining singles "Heartbroken Unicorn" and "It's Time." Unicorn 151's music has been featured on MusicChoice, iHeart Radio, Power 105.1, and Hot 97's Summer Jam concert. He can also be seen on the season 2 episode of PBS's *Sound Field*, "Why Is Jersey Club Music Everywhere?"

In addition to music, Unicorn 151 has also worked in business and the fashion industry. He has served as the CEO and marketing director of Feva Nation and a brand ambassador for COOGI. He holds a degree in business from Rutgers University and is a state certified behavioral therapist.

accolades

- Pioneer of Jersey Club music and the Jersey Drill sound
- Featured artist on season two of PBS's *Sound Field*
- Double album release in 2010, *The Last Swaggin*
- Featured on Power 105.1, MusicChoice, iHeart Radio and Hot 97's *Summer Jam* concert
- COOGI brand ambassador
- Former CEO of Feva Nation
- First international Jersey Club record and video — *Mexsicko Bity* in 2018

vocabulary

Jersey Club

A popular style of electronic club music that emerged in Newark, New Jersey. Its quick, aggressive rhythms have origins in Baltimore Club music. Originally known as Brick City Club, the name was changed to include artists from other cities contributing to the sound. The music has tempos ranging from 130 to 140 beats per minute (BPM)

Jersey Drill

A sub-genre of Jersey Club that involves rapping drill lyrics over a darker/more aggressive Jersey Club beat. Tempos pump between 140 and 160 beats per minute (BPM)

House Music

A type of electronic dance music that grew out of Chicago's club culture in the 1980s. A steady four-on-the-floor beat, typically ranging between 115 and 130 beats per minute (BPM)

Digital Audio Workstation

An electronic system used by audio engineers to record and produce audio files

Remix

A piece of media that has been adapted or reimagined by adding, removing, or adjusting elements of the original work

Sample

Reusing part of a sound recording in another audio recording

Tempo

The speed at which a piece is played or sung, and is measured in beats per minute (BPM)

seed questions to consider

1. The Jersey Club sound grew out of Baltimore club music. What musical features do the two styles share?
2. How important is the role of dance in the electronic club music scene?
3. What should an artist consider when audio engineering a music recording versus a live performance?

resources

Websites

Unicorn 151 artist site
unicorn151.com

What Is a Digital Audio Workstation (DAW)?
howtogeek.com/853650/what-is-a-digital-audio-workstation-daw

The Story Behind Jersey Club Music
and Its Popularity Today
soundtrap.com/content/blog/story-behind-jersey-club

Videos

PBS | Sound Field: Why Is Jersey Club Music Everywhere?
pbs.org/video/why-is-jersey-club-music-everywhere-8b6ote

Unicorn + DJ Fade Explain What Jersey Club Is &
Bringing it to a New Level”
power1051.iheart.com/content/2019-08-07-unicorn-dj-fade-explain-what-jersey-club-is-bringing-it-to-a-new-level

MEXSICKO BITY: Unicorn151 aka Killa Kherk Cobain
youtu.be/_kHYD7RMJA4?si=Nyf5Q93EKB_uXPzg



“We’re cultivating a genre. We’re cultivating a culture ... We’re trying to expand that culture and it’s taking off organically worldwide.”

— Unicorn 151 on creating Jersey Club music with DJ Fade

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the arts in your school

In-School Residencies: NJPAC teaching artists come right to your school to teach the performing arts to your students. Our super-flexible in-person residencies are designed to meet your needs and you'll have a dedicated program manager to help you every step of the way. It's the perfect program to keep your students creating, connecting and expressing themselves through the magic of the arts.

Professional Development: Calling all educators! Expand your teaching skills, deepen your curriculum and give yourself a creative boost in NJPAC's forward-thinking professional development workshops. Our virtual PD programs are for teachers all the way from pre-K to high school and include hip hop, dance, storytelling, theater, music and more. Not only will you learn something... you'll also have fun and be inspired.

For more information or to schedule an appointment, please email our education sales team at artseducation@njpac.org. Or visit njpac.org/education

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study the arts at njpac

Saturday Programs: NJPAC's Saturday programs are geared towards students at every level — from those who dream of starring on Broadway to those who are still learning their scales. Students work with professional artists to build technique and develop their own creative style in hip hop, jazz, theater, musical theater and symphonic band.

Summer Programs: Want to begin to explore the arts? Or immerse yourself in the study of one genre? Then join us at NJPAC next summer in one of seven programs that spark the creativity in every child through the study of music, dance and theater.