

The ever-changing music genre hip-hop is constantly moving in new distinguished directions, locally as well as globally. In 2008, the Swedish hip-hop scene is experiencing a new sound that has been absorbed by a broad crowd ranging from 5-year-old snot-nosed kids to 65-year-old grandmothers. The person behind that new sound is Adam Tensta. He is the latest in a long line of talented hip-hop entrepreneurs who have put their imprint on Swedish hip-hop music.

Adam Tensta gained national exposure in _____ 2007 with his debut single “They Wanna Know,” which enjoyed heavy rotation on all major radio stations as well as music television stations, including ZTV, The Voice TV and MTV. A few months later the big breakthrough came, as Adam Tensta dropped the single “My Cool” from the album “It’s a Tensta Thing.” It became an instant hit and parked itself on the Swedish Dancechart for eight consecutive weeks, reaching a fourth place on the Swedish single chart. “My Cool” has been downloaded nearly 150,000 times from MySpace and had more than 1.2 million views in its first five months on YouTube. Perhaps the biggest sign of appreciation and recognition was when the whole album “It’s a Tensta thing” was awarded the 2008 Swedish Grammis, Sweden’s equivalent to a Grammy, for best Dance/Hip Hop/Soul album.

Born Adam Momodoy Eriksson Taal, on August 1, 1983, Adam grew up the son of a single mother and an absent, heroin-addicted father in a project in the outskirts of Stockholm called Tensta. In a neighborhood where violence and crime is the norm, Adam Tensta refused to take the path of many of his peers. Instead of stealing, smoking dope and skipping school, he found a mental sanctuary in hip hop music and artists like Wu Tang, Mobb Deep, Nas and Bob Marley became the source of inspiration for his first rhymes. To honor his roots, Adam took Tensta as his artist name, and for the first time Swedish newspaper headlines didn’t only refer to crime stories.

Adam Tensta, a representative of the independent label RMH (Respect My Hustle) Entertainment, has swept the Swedish audience off its feet with his electro and house influenced hip-hop style. With eight Swedish music nominations and counting, Adam Tensta’s music is slowly, but surely spreading across the world, popping up on popular websites like [HYPERLINK "http://www.allhip-hop.com"](http://www.allhip-hop.com) www.allhip-hop.com, [HYPERLINK "http://www.onsmash.net"](http://www.onsmash.net) www.onsmash.net and [HYPERLINK "http://www.perezhilton.com"](http://www.perezhilton.com) www.perezhilton.com. Since the beginning of 2008, Adam Tensta has kept a busy schedule with club performances and as the opening act for Busta Rhymes, Rihanna, Akon, Blackstreet, Beatnuts, Mando Diao, Flo Rida and Jazzy Jeff. Now, he is ready to launch an updated version of his award winning debut album “It’s a Tensta Thing” – worldwide. Not only has the recognition of Adam Tensta’s music opened international doors for his record label, RMH Entertainment, but also for the Swedish hip-hop industry as a whole.