



I AM NOT THEM

Rapper and hip-hop artist Epiphany of Little Rock, Arkansas proves he is not “them,” with his latest album “Such Is Life.”

Epiphany is unlike most of the rappers and hip-hop stars on the scene today: Instead of rapping about the average cliché'd vices, he raps about real-life situations from a more relatable point of view — about relationships gone wrong, relationships gone right, being strong in how you live, being good at what you do, and having fun in between the challenges that life throws at us sometimes.


Epiphany, carrying the “I Am Not Them” theme throughout the album, challenges his listeners to live bigger and better as he attempts to do, to move beyond average, to make an impact in whatever they do — but he does so in a realistic fashion, and instead of describing over-the-top situations and circumstances common among today’s rap lyrics, he encourages us to each fashion our own real life into what it should be.

His music — which includes a full backing band — is the stuff we can all relate to, because, after all, *Such IS Life*.

And the music is the stuff national hip-hop stars are made of, with major influences being old-school Motown and Stax artists, early Outkast, Biggie, Jay-Z, Big K.R.I.T., The Roots and 8Ball & MJG, among others...



 [Click here to visit Epiphany online at BigPiph.com](#)

 [Click here to hear some music from his new album, “Such Is Life.”](#)

 [Click here to watch Piph’s latest video, “Zone Out”!](#)

Raised in Pine Bluff, Epiphany — born Chane Morrow — is a graduate of Stanford University, where he studied mechanical engineering. But around age 21, he started rapping, and for the past decade he's honed his skills with a debut album in 2004, a string of mixtapes and single releases, and live performances all over the Southern United States.

His hip-hop shows are extremely professional and polished — he's performed hundreds of times in the last several years, and it shows — and they even feature a full live band as often as his bandmates are available. He also hosts hip-hop events, parties and shows of all types (The Peabody Rooftop Party and The Chill Party series in Little Rock, for example).

While his shows feature many of his popular originals, Epiphany also covers a wide variety of popular urban hits and classics, many led by his talented back-up singers.

Epiphany has opened for such international hip-hop stars as TI, Snoop Dogg, 8Ball & MJG, and Ne-Yo, and he has performed at legendary venues such as Fayetteville's George's Majestic Lounge, University of Arkansas' Barnhill Arena (former home of the national champion Razorback basketball team), as well as at Little Rock's Revolution Music Room and Juanita's.

His new album has received rave reviews from music critics:

Arkansas Times critic and editor Lindsey Millar: "If Epiphany's new release, *Such is Life*, doesn't push him into the national conversation, there'll be one explanation: Only the lucky succeed. ... With *Such is Life* he's managed something that few in the local rap scene have pulled out — a cohesive album that sounds like a national release. Which doesn't mean that he's traded introspection for paint-by-numbers rhymes. Rather, he's

managed the rare feat of existential hip-hop that you'd want to party to."

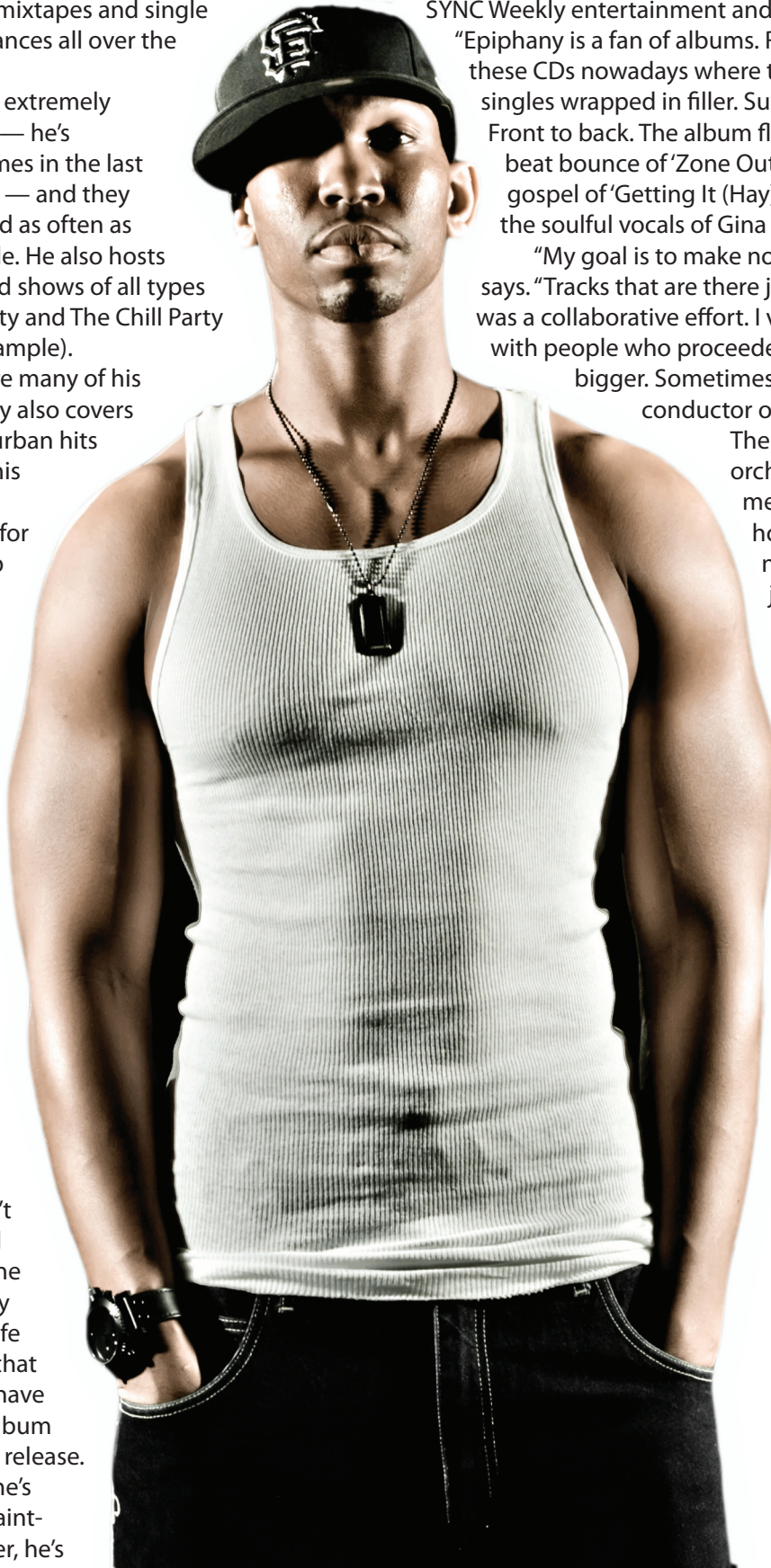
"*Such Is Life ...* is the work of an experienced hip-hop artist. And the experience shows," writes music critic Shea Stewart of the Arkansas Democrat-Gazette's SYNC Weekly entertainment and lifestyle newspaper.

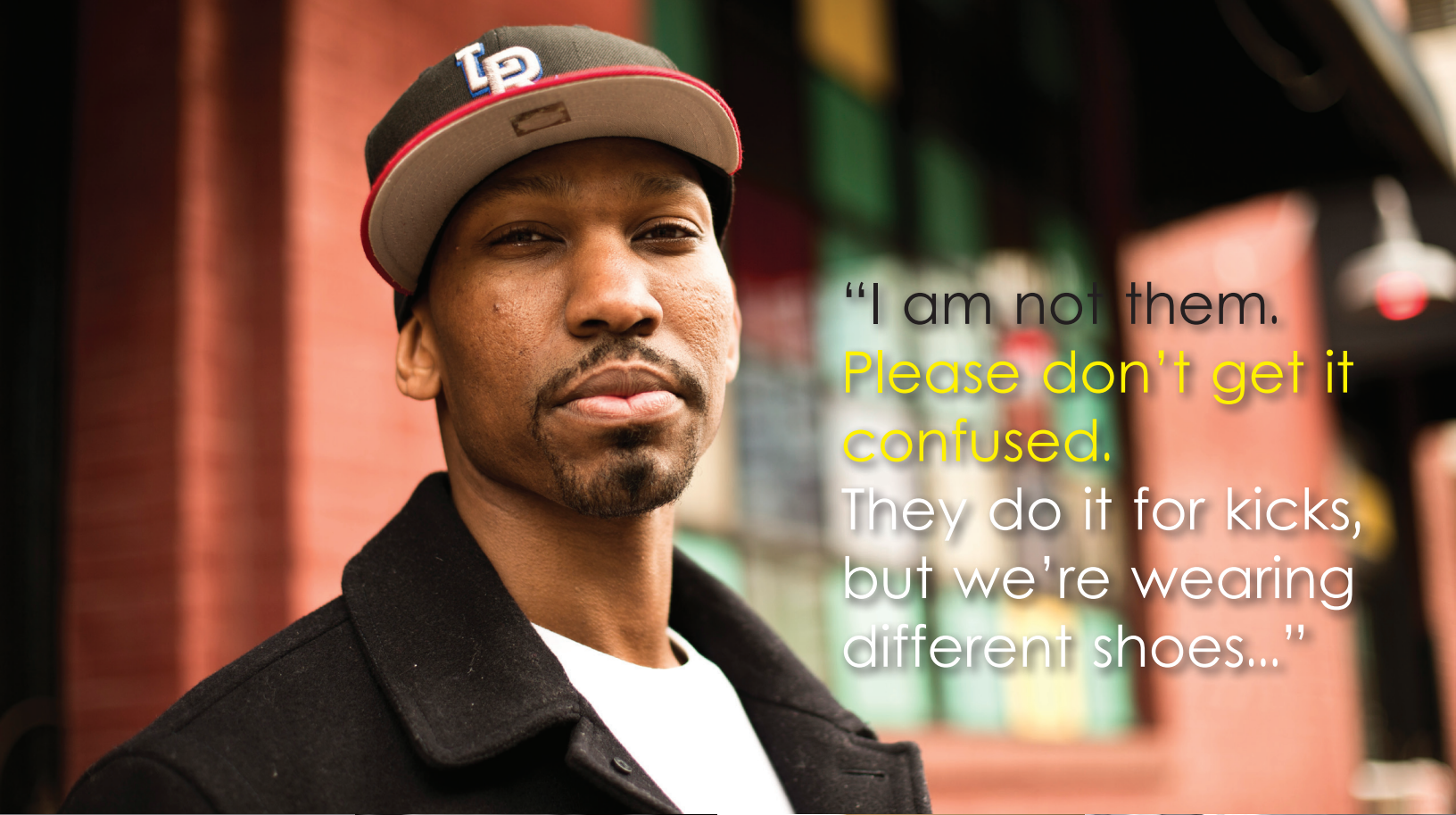
"Epiphany is a fan of albums. Real albums. Not these CDs nowadays where there are three or four singles wrapped in filler. *Such Is Life* is an album. Front to back. The album flows, from the big beat bounce of 'Zone Out' to the organ-y, street gospel of 'Getting It (Hay)/The Real' featuring the soulful vocals of Gina Gee."

"My goal is to make no filler tracks," Epiphany says. "Tracks that are there just to be there. It was a collaborative effort. I very much so worked with people who proceeded to make [my ideas] bigger. Sometimes I just felt like I was the conductor of an orchestra."

The result is almost orchestral. With tight melodies and hum-along hooks — sometimes nearly singsongy and joyous, sometimes dark and dangerous — *Such Is Life* is one of those rare jewels you will want to listen to all the way through, again and again.

And when you see his live show, you'll want to see him perform again and again — and you will surely agree: Epiphany is truly not 'them.'





“I am not them.
Please don't get it
confused.
They do it for kicks,
but we're wearing
different shoes...”



For Booking & Publicity Inquiries,
Please Contact:

Jason Bigbee
BigBee Presents
www.BigBeePresents.com
Jason@bigbeepresents.com
479-387-6773