



Taio Cruz Self Made

By: Dana Damato

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> It all started years ago when he would close his eyes, put his headphones on, and visualize himself performing in New York's Madison Square Garden wearing a red and black jacket. He imagined that one day he would come to America and work side by side with the idols that taught him how to sing. He envisioned that one day he would live his life doing what he loved, music. Little did this London native know that his vision would soon become a reality and his name would be found in the number one spot of the US top 40, earning him a number one record in the country. Born Adetayo Ayowale Onile-Ere, but better known by his

stage name, Taio Cruz, is a musical gem that is about to hit the world by storm.

Born in London on April 23, 1983, this young talent built his name as a producer, singer-songwriter, musician, and multi-instrumentalist in the UK, and now up and coming in the US. With an upbeat R&B/electropop sound, Taio Cruz's career launched when he landed a US publishing deal at the age of eighteen and was founder and C.E.O of Rokstarr Music London. After putting together everything he learned from his US musical role models such as Madonna and Michael Jackson, Taio Cruz's first debut sin-

gle, "I Just Wanna Know" was released in 2006 and was played over 500 times in two months on KISS FM. Soon to follow in September 2007 was the release of his second single, "Moving On" reaching up to the top 30 in UK. His next single, "Come On Girl" featuring Luciana, was released in March 2008 and peaked at number five on the UK charts.

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With several hit songs throughout 2008, Taio spend 2009 working on his follow up album, Rokstarr. The release of Rokstarr on October 12, 2009 was entirely written and produced by Taio himself. The album's lead song "Break Your Heart" was released on September 14, 2009 and reached number one in the UK, where it stayed for three weeks. It wasn't long before "Break Your Heart" made its way to the US, landing the number one spot of the US charts for one week. The album's fourth single in UK, and second in the US titled, "Dynamite," debuted at 26 and peaked at number one on US top 40 earning Cruz his second US number one record. Not only is this talented artist a musician, but he has also launched the brand, Rokstarr, on September 1, 2009. The Rokstarr brand is a fashion and accessories line that has a focus on sunglasses and watches. Well-known artists such as Keri Hilson, Kanye West, and Kelly Rowland have been seen wearing them.

More recently, building his fashion brand and his name as a musician, Taio Cruz's current single, "Higher," has been released in three different versions- one featuring Kylie Minogue, one featuring Pitbull, and one featuring Travis McCoy. Cruz has also been featured on the soundtrack of the TV series, Jersey Shore. Being young, talented, and hungry for success, there is a spark in Taio Cruz that guarantees the best of him is yet to come. With even more surprises down the road, Taio Cruz is living his musical dream and has no plans of stopping anytime soon.<

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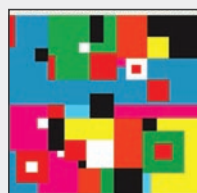


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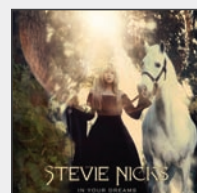
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Album: Codes and Keys



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