



Interview ► We talk to Lildami, a 'trap' singer in Catalan who will be performing tonight at the

PAU GRIERA



## Lildami

Artist

«People will remember the guy with heart glasses sooner than the guy dressed in jeans and a polo shirt»

EL PERIÒDIC  
ESCALDES-ENGORDANY

@PeriodicAND



Trap singer and Industrial Design graduate, Damià Rodríguez is

one of the most recognized artists in the Catalan urban scene. Better known as Lildami, this 29-year-old guy from Terrassa already has six albums under his label, the last of them being 'Dummy', where his most successful track is framed: 'Supermarket'. Tonight, at 10:30 p.m., he arrives in Sant Julià de Lòria to perform at the Festivities and from EL PERIÒDIC we talked to him about this fact, as well as a review of his career and the

vision he has of the music industry.

**–How does a graduate in Industrial Design get into the world of music?**

–By luck or by miracle. I have no musical training nor have I studied solfeggio or production, since everything I have learned minimally has been self-taught. I think, however, that music is not just knowing how to sing or produce, but that, like any other art, there is a very important communicative part. And the shortcomings I have when it comes to creating a wheel of agreement I make up for with good communication.

**–Your lyrics stand out for giving a positive message, but to what extent is this always possible? Is it sometimes**

**hard to find the positive side of life?**

–I think I have all kinds of lyrics, but it is true that if you look at the 'big picture' an optimistic message prevails. The world is already screwed up enough for the songs to feedback on this situation. I have songs with social criticism, others sadder... however, I like to focus on the good things and not so much on the bad.

**–And what inspires you when creating these songs? Would you say that you are a composer with a fixed method?**

–Not even close. Inspiration can come to you at any time, I usually get ideas when I'm driving or doing things around the house. From here, I record them on my mobile and then develop them in the studio.

What I find most difficult and I think makes the difference is finding a subject that is not love or abstract facts. I like to talk about specific things and paint spaces or scenes that people can represent in their heads.

**–It is one of the most recognized 'trap' songs in Catalan throughout Catalonia. Is there pressure in the face of such an event?**

–There is no pressure because I don't know how true this statement can be and it's not a title that wants to say anything either. There are many people who have been doing incredible things for a long time, but it is true that in a mainstream space like radio or television there has never been a figure like mine before. Then more than pressure there is a pride

in saying: «wow, I hope this serves to open doors and that the people who come behind do even more beastly things».

**–Your music is also accompanied by a very particular aesthetic. Has this benefited you or the other way around?**

–If I had to choose, it would be more positive than negative. I think the music industry, when you bring it to professionalization, works like any business where you want your product to stand out. I understand that the way I dress, which is completely natural and was how I used to dress before music was good for me, is a positive factor because people will remember the guy with the heart glasses before the guy in the suit with

jeans and a polo shirt.

**–Do you think then that the music industry is ready to count on ‘dissident’ voices like yours or does a kind of classism still prevail?**

–What I think is that there are people much more disruptive than me and with more transgressive bets when it comes to dressing or sending a message. My intention is to be myself at all times, no matter what they say. However, I think the industry is not as ready as we think, but the public is.

**–What does seem to be the case is that the market is becoming more and more competitive, where everyone can enter.**

–I am always in favor of the democratization of all sectors. The progress of social networks, technology or television music programs are positive events that have meant that making music or expressing yourself musica-

“

«‘Supermercat’ is a song that I love, but at no time did I think that people would empathize so much with it»

lly is no longer linked to having studied for four years at ESMUC (Escola Superior of Music of Catalonia) or eight years practicing solfeggio. That it later works, that people like it or that it is well done is another matter, but from the start I think that the line of getting started in music is quite low. An example of this is that you no longer need studies of 200,000 euros to do according to which things.

**–In 2019, you made the jump from YouTube to the real world with your album ‘Flors mentre visqui’. What led you to make this decision?**

–It was all after signing my first recording contract at the end of 2018. It was the first stone of making music outside of what was the Internet, not only with a record but also with a tour throughout Catalonia. It could be said that it was the moment where everything materialized and became professional.

**–Since then, you have been releasing music continuously for four years. What is the balance of all this time?**

–More than positive. It has helped me to understand how it works, as well as a lot of things that are good and others that maybe not so much. I am very happy and think that I am a privileged person to be able to dedicate myself to what I do. It makes me wake up every day and be happy, I promise.

**–We can’t help but talk about your single ‘Supermercat’, the song that «hit it» the most and has broken listening records on YouTube and Spotify. What does it take to connect with the public in this way?**

–In the end, the things you least expect are the ones that end up working best. ‘Supermarket’ is a subject that I love, with very funny lyrics, but at no time I thought that people would empathize so much. How many people have fallen in love in a supermarket? Probably very few. And it may seem like it’s a very niche subject, but in the end I think it’s the most transversal subject I have and it’s beautiful to see how in a concert the song is enjoyed by an eight-year-old boy to a sixteen-year-old or parents of forty years old.

**–Precisely, ‘Supermercat’ is included in your latest album, ‘Dummy’. What can you tell us about it?**

–It is my most pop album, a transition towards this style because it is where I feel comfortable, but without forgetting the roots. I come from rap and in ‘Dummy’ there are purely rapped subjects, then it is characterized by these bands between the two styles. And above all it is what we discussed at the beginning, it has a positive message, but at the same time a stinking social criticism and some ironies that I find quite funny.

**–And how did a proposal like this come about?**

–Trial and error. I’ve been doing more melodic or more ‘singable’ tracks for some time now and between my second album and the release of ‘Supermercat’ I realized that I feel very comfortable doing tracks of this style in the recording studio. They are songs that arise naturally and I interpret them as my own songs, it is not strange to me.

**–I imagine that the public’s response will also be positive.**

–Of course! I notice above all that it is a record that works very well on live and the response at the concerts is being great. In addition, this year especially we have prepared a very good live show and I think it shows. They

“

«Being a television presenter or judge has been quite a professional challenge, but I am very grateful for the opportunity»

«The music industry is not as ready as we think to receive dissident voices, but the public is»

are the kind of songs that, although you may not have had the chance to listen, if you do it live they are funny and invite you to dance.

**–In addition in recent years you have participated as a jury and presenter of several television contests. I guess it’s quite a change to go from being the ‘judge’ to doing it yourself.**

–Yes, especially because I had never done anything professionally on television, beyond doing an interview or singing. It was quite a professional challenge that I enjoyed doing and I am very happy and grateful that I was given the opportunity. It’s a new record that I haven’t done before and I felt particularly comfortable.

**–And what would you say it is that has brought you to this new facet of television?**

–It’s what I was telling you, it was a professional challenge that I hadn’t had the opportunity to do before and it allowed me to learn a little about how television works and how to develop myself in it. I am very grateful because my music, which was already in the form it was, has been given a speaker so that people who may have had barriers or prejudices come to listen to it and end up liking it.

**–Now you arrive in Andorra as the main dish of the Festivities of Sant Julià de Lòria. What can we expect from the concert?**

–Good vibes and some time to dance and sometimes to reflect, but above all a desire to have a good time. The experience I am having with the people who come to the concerts is of an audience that maybe comes without any pretensions and suddenly discovers some songs and a style of music that they may not have heard before, but that they like.

**–The concert is part of your new tour. In what other places can we see it soon?**

–These days we have been to festivals at Acampada Jove and Paupaterres, and just before coming to Sant Julià today we have been to Empordà Music Fest. Then we will continue shooting around the Festiuet, the whole area of the Costa Brava, Platja d’Aro... we will cover quite a bit of the entire Catalan geography.

**–This will be like making you choose between one of your supposed children, but of all your songs, which one would you choose?**

–Without a doubt, ‘Supermercat’ for everything we have discussed and what it has meant to my career, since it was a before and an after and I have a lot of appreciation for it. And if it wasn’t this one... I couldn’t tell you, I have different memories with all of them and they mean a lot to me. Look, thinking about it, it could be ‘Maleducaó’, it’s one of the older songs, but I love it because it was the point where I started to believe that dedicating myself to music could become minimally serious. ≡

