



Scarface

Origins

Brad Jordan grew up in Houston's South Acres and entered the Rap-A-Lot orbit as DJ Akshen. The label's local infrastructure mattered: Houston artists could make records around their own speech and experience instead of waiting for an outside scene to validate them.

When he joined the Geto Boys, his new name echoed the gangster-film character but his writing soon exceeded a simple persona. His voice was unhurried and intimate, capable of making an extreme image feel like the beginning of a psychological question.