

History will remember DJ LAG as a pioneer who helped catapult the quintessentially Durban Gqom sound beyond the confines of the city, to the capitals of the global electronic music industry.

With sparse, house-like glitch rhythms, the sound was wildly popular within Durban but has for many years remained underground, its name – Gqom – only used to define thumping beats. Today, the music known as Gqom is globally recognised as one of the most exciting sounds to come out of South Africa, and sets dance-floors alight on many corners of the globe.

Born Lwazi Asanda Gwala, the 20-year-old DJ LAG is widely recognised as the main pioneers of Gqom. Since his arrival on the scene, he has played major events including the 2015 Johannesburg-leg of Boiler Room, and the 2016 Cape Town Electronic Music Festival.

He spoke alongside electronic music heavyweights like Skrillex and Euphonik at the Bridges For Music knowledge-sharing workshop held in Kliptown, Soweto, in February 2016.

Following his set at the G-Star Raw x Boiler Room Sessions in Johannesburg in 2015, New York-based The Fader wrote: “DJ LAG stepped up to the decks to show exactly why everyone’s going crazy for gqom. The minimal house genre born from the coastal city of Durban is dark, heated, and easy to lose yourself in.”

Felix a.k.a producer Moleskin, a co-founder of London label Goon Club All Star told Dazed & Confused: “When I first heard gqom it felt like music that I’d been waiting to hear.” DJ LAG caught the attention of Moleskin and his partners at Goon Club All Stars after they discovered gqom over the internet, and became fans of DJ LAG and Rude Boyz in particular. The label is set to release LAG’s upcoming EP as the DJ-producer continues his quest to unleash Gqom on the global music massive.