

MADBOY

Imaad Shah is a Mumbai based producer, actor, and musician famous for his collaboration with **Saba Azad**, the other half of electro-funk, nu-disco outfit **Madboy Mink**¹. As half of Madboy/Mink, and before that, as the frontman for **The Pulp Society**, Imaad Shah's career to date has spanned in fields of film, theatre, and music. In 2016, he began to explore a slightly different musical experiment under his solo project as **Madboy**. Imaad's musical taste developed from exposure to retro/disco music growing up in the 80s and early 90s. He was also heavily inspired by yesteryear pop star **Prince**², That aided Imaad significantly in his musical journey to become Madboy. The etymology of the name "Madboy" comes from his real name Imaad, dissected as 'I-maad'. The name Madboy gives him the creative luxury of musical ambiguity that doesn't relate with any single genre and is hence wholly genre-defying³.

Inspired by elements of the rainforest, space exploration and fantasy, his music is influenced by **Disco**, **House**, and **Electro Funk** with lush soundscapes. Shah's obsession with live guitars and synthesizers are the backbone behind this solo project. Madboy heavily relies on the synthesizer to help him create genre-defying music ranging from **Acid**, **Lo-Fi House**, **Synthwave**, **Electro Soul**, sample Heavy cuts along with his trademark songwriting⁴.

Madboy's first EP, **Boy**⁵ (2016), is a vibrant, straightforward four-track assortment of funk/disco influences⁶. **Naked Soul**, the title track of the EP features a [music video](#) with an exciting mix of visual narrative, choreography, and lyrics. His second EP **Dream Delite** (2018) stimulates the subconscious mind with dreamy takes on sexuality, superseded with a dose of reality. In Dream Delite, Shah owns the vague elements of Neo-Soul and makes it something of his own with surreal lyrics, deep synthesizers, hip-hop inspired beats, funky basslines, and soulful vocals⁷. Madboy released a single, **Project Gulab** (**Nowadays Records**, France), as part of the Around the World India by Mixtape, which features eminent musicians from all over India.

His live performances include venues like **Sorte Firkant** (Copenhagen), **Red-Light Radio** (Amsterdam). In India, he has played to audiences across the country at almost every live music venue in Mumbai, Bangalore, Pune, Delhi, Kolkata, and other cities as well as a bunch of festivals. He performed his track **Jellyfish** at [Sofar Sounds](#). He has been a part of the **Ziro Music Festival** (Arunanchal Pradesh) and played with Asha Puthli at **Le Guess Who?** Festival in Utrecht, Netherlands.

Social Media and Music Platforms



¹ **Hindustan Times**. "Film- Making is the long-term plan: Imaad Shah". <https://www.hindustantimes.com/music/film-making-is-the-long-term-plan-imaad-shah/story-CcyLPiQ8eVND6SLJanHoHP.html>

² **The Hindu**. "Imaad Shah aka Madboy is a man of many talents". <https://www.thehindu.com/entertainment/music/imaad-shah-aka-madboy-is-a-man-of-many-talents/article29682102.ece> (2019)

³ **The New Indian Express**. "I want to break genre barriers." <https://www.newindianexpress.com/cities/bengaluru/2019/oct/14/i-want-to-break-genre-barriers-imaad-shah-2047085.html> (2019)

⁴ **The Rolling Stone India**. "Imaad Shah: I'm fascinated by retrofuturism" <https://rollingstoneindia.com/imaad-shah-im-fascinated-by-retro-futurism/> (2016)

⁵ **The Wild City**. "Listen: 'Boy' EP By Madboy". <http://www.thewildcity.com/news/2005-listen-boy-ep-by-madboy> (2016)

⁶ **Scroll**. Music Sessions. "Working with my band is an earthly joy and working along as producer a space voyage: Imaad Shah

⁷ **Platform**. "Dream Delite". <http://www.platform-mag.com/music/dream-delite.html>