

PUSS PUSS

The Cat in the Cap

Words: Gemma Lacey
Photography: Kenneth Cappello

Tyler the Creator has an ambitious name and plans to match. We got the low-down on Golf Wang, fast cars and delved into the mystery of the Tron cat.





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What is your favourite cat and why?

TTC: Although I've never seen one in person, I always thought Ashera cats are really, really cool. They grow to be four feet, it's almost like having a dog. I don't even know if a lot of people know that those exist, they cost a shitload.

Have you looked into getting one and have you ever had a cat?

TTC: I'm not home enough to have a cat. Man, I really I wish I was 'cos they're really cool. I've never had a pet in my life. I wanna lizard really bad too. Sometimes I catch the little ones in my backyard, but I always let them go.

Why do cats feature so heavily in the Golf Wang stuff?

TTC: Well, I'm allergic to dogs, so I like cats as they're the only animal I had access to without dying. I realised cats look way cooler on clothing than dogs too, so I just ran with it.

Do you think you'll ever make apparel for cats?

TTC: I don't know, I never thought of that but who knows?

What are you most excited about right now?

TTC: The fall Golf stuff is my favourite so far. Also the news show on my app. We found a way to compile it so that people my age can learn a shitload in 3 minutes as opposed to reading a load of articles online, like what the fuck is going on in the world? It's really cool.

Were you always into design?

TTC: I love art, that was my favourite thing to do, anytime we had to draw or construct something. I felt like that was my time to see what I could think of in, y'know, contrast to Math, English or History.

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We've heard you love print mags, any favourites?

TTC: I've been collecting magazines since like forever. I mean, I've got magazines that I've had since 6th grade. I just always really liked to sit there and read about stuff that I'm into. I like iD Magazine, I think I'm gonna be on the cover, but who knows? I like Dupont Registry, The Street. They have all the cars I'm in love with, like Enzos, it makes me wanna work a little harder, so it's a motivator for me. I also like Popeye magazine, those are my favourites.

You love Wes Anderson, what is it that you like about his work?

TTC: Oh Anderson? Well yeah, I love directing, I love colour. I don't know much about directors, but on a surface level I know of Wes and his stuff just pops out to me. I hope that one day I can meet him and just talk to him for 5 minutes. I think that would be fucking awesome.

On to music, what was your favourite record growing up?

TTC: Sunshine, Brandy's first album is really awesome, Faith Evans' first album is really great. I loved Eminem, I liked Clipse, I had the Gorillaz's first album, that shit was great, I used to write raps to all the instrumentals on there. Jamiroquai was my fucking shit when I was younger, I mean it still is, being like the only kid listening to that stuff, that was a thing that I loved.

When you were a little kid, did you know you'd be famous?

TTC: Everything that's happening, I knew it was gonna happen. That's how the world works, sometimes you just know your future. My parents thought it was cute, you know, when you're seven years old and you tell people you're gonna be a musician. Not a police officer or astronaut like 80% of the other kids, they're like, "Oh wow, you're cute" and then it happens and they're like, "Oh shit."



In terms of your own music, you make a lot of statements in your lyrics, but also your graphics, is it important for you to do that?

TTC: Like I said, when you're just yourself, you're not afraid to say stuff that's important. I may joke around, but it's like, "Oh shit, I don't think that door should be closed, so let's get into it and open the house so we can have a big fucking party". I think some people are really shocked when I say something that seems to hold some type of importance or try to change something, but you know, I think everyone has these thoughts and they might be afraid to say it, but I'm like, "Fuck it", I don't get embarrassed easily. So because of that I'm not afraid to make a fool of myself given the chance, or ask, or push a boundary that people might not wanna push.

Do you think people understand the way you research and the level of thought that goes into your songs?

TTC: No, not really, a lot of people just look at that surface thing. It's like, they just read the headline as if it said, "Tony just shot someone in the face", and then everyone just goes round repeating that without context. So they don't discover it was something fake for a movie. I use that analogy because some people, they just read the headlines, take things at surface level and don't take time to understand and see the context of something. It's really hard to be like, "Wait! Even though for the last five years you thought this happened because you're ignorant, it was actually just for a movie". Then finally people get to a place where they get it and they're like, "Oh! OK".



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Is that how you feel about being banned from the UK for your lyrics?

TTC: The most frustrating thing is that I was there just five weeks prior. Like, why couldn't this be a thing when I was out there 4 or 5 years ago? I was out there literally 5 weeks ago and now I'm not allowed. That's what really bummed me out.

I like the shows and the fans, it might sound corny, but it's a whole different world and vibe. Things that I make sit differently with them. Especially the London fans, I fucking love them. Some random kid that I saw there once and I was like, "Wow". He had a really distinct look, so I shot him for SS15 Golf for a little editorial I did out of boredom and it just came out sick. I think it was really awesome, so doing shit like that out there is something I'll really miss. I'm gonna be back there though, so I'm not feeling worried! I can't wait.

How do you stay grounded and keep your sense of humour?

TTC: I don't know, I just be myself 24/7. If that's how you are, you're not paying attention to a lot of things like that. Life's short and I try to always have a good time and not really think or dwell on negative stuff too much, like when I was younger, I would a little bit, but now it's like, "I'm healthy, I can go buy whatever I want and the sun is out in Los Angeles all the time, we should be fucking smiling". We should be laughing more.



Who inspires you?

TTC: The world and horses – I like horses.

Horses?

TTC: They're really funny, when you get a chance, just go look at them, it's like one of the funniest things.

Interesting, we've not seen you ride any horses, but you seem to ride plenty of cats in your videos. If it was possible, would you choose them over a sports car?

TTC: Oh fuck yeah, any cat! It don't matter what type, how awesome would it be to just ride a cat?! It's probably one of the coolest things ever you could do!

There's seems to be a shift in thinking with artists like Raury and the Indigo Child movement about young people creating opportunities. Do you think that's typical of your generation?

TTC: Probably, I've always been optimistic I guess, I just hope. I mean, I'm optimistic but I've also worked hard to put myself in those positions that I am optimistic about. I just really hope that the younger generation is also filled with dreamers and people who are optimistic, but try and work hard to get to the places we dream about. I think that's how we move forward.

What advice would you give to someone starting out?

TTC: Trust yourself, believe in yourself, just try and be optimistic as fuck! But believe the optimistic shit you're saying and don't just say it. I know I'm gonna have an Enzo one day, I love that car. Oh my God, that's a 4 million dollar car, but I'm gonna have that car one day and it's going to be so fucking tight!

