

# ZAGA BAMBO RETURNS WITH BOLD AFRO-URBAN SOUND AND GLOBAL COLLABORATIONS

PARIS, RUE DU LOUCHER, FRANCE, July 7, 2025 /EINPresswire.com/ -- Afro-Urban artist ZAGA BAMBO, popularly known as the "Rebellious Conqueror," is capturing global attention with his vibrant, genre-blending sound that bridges the cultural gap between Africa and Europe. Known for his infectious rhythms and lyrical depth, ZAGA BAMBO is quickly becoming one of the most dynamic voices on the Afro Pop scene.



Blending lounge-inspired grooves with high-energy club-ready beats, his unique musical style reflects influences from reggae legends like Bob Marley and King Mensah to urban icons Kalash and Sean Paul. His music not only resonates on dance floors but also tells stories rooted in personal growth, cultural identity, and global experience.

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*ZAGA BAMBO*

## From Spiritual Roots to Artistic Mastery

Born in Algeria and raised in Togo, ZAGA BAMBO's musical journey began early. At just seven years old, he attended Quranic school where his vocal talent was first recognized. By age twelve, he was serving as a muezzin, calling prayers five times daily — a practice that refined his voice and laid the foundation for his musical discipline. At 17, he discovered Hip-Hop and RnB, eventually teaching himself

to play the guitar and piano. His first Afro Pop single, Moussenavivi, expressed youthful emotions and creativity.

## A Bold Voice Amid Controversy

Before becoming ZAGA BAMBO, he performed under the name Demon-Lassi, gaining a reputation for challenging the Togolese government through bold lyrics and socially conscious

music. His outspoken stance led to media censorship between 2011 and 2012, when his songs were banned from Togolese radio and television. Seeking creative freedom, he relocated to Abidjan, Côte d'Ivoire, where he collaborated with local artists, before moving to France in 2012.

After a short break to focus on family, he returned to the studio in 2016, reigniting his musical journey with renewed focus and a global vision.

#### Breakout Success and International Recognition

ZAGA BAMBO's 2017 release *Mettez le piment* marked a turning point, gaining widespread popularity across Africa. The track ushered in a new phase of artistic expression, moving away from politics toward vibrant, culturally rich storytelling. That same year, he released *Tassaba* and joined forces with Façonné Music and BBP Team Records. His collaboration with Bebi Philip on *Ça dort chez moi* further solidified his presence on the Afro-Urban music map.

In 2018, ZAGA BAMBO released *Ma Chérie Coco*, arranged by Annabeat, which quickly became a fan favorite. The track earned him the Best Urban Collaboration Award at the PRIMUD Awards in Abidjan, and he was also nominated for Best Urban Artist. Later that year, he received the Best Diaspora Artist award at the 15th All Music Awards in Togo.

#### A Voice Beyond Borders

Today is focused on expanding his musical reach, actively pursuing collaborations across the United States, Latin America, and the Caribbean. His music — both celebratory and introspective — continues to captivate diverse audiences while honoring his African roots.

Frequently found at BBP Team Records in France, he remains a creative force, known for his freestyle sessions and collaborative energy. His latest projects aim to connect cultures through rhythm, storytelling, and raw authenticity.

#### About ZAGA BAMBO

ZAGA BAMBO is a Paris-based Afro-Urban artist of Aglero-Togolese descent. With a background rooted in spiritual practice, social advocacy, and musical self-expression, he has become a recognized name in Afro Pop. His work bridges cultures and continues to earn accolades across the African diaspora and beyond.

#### ZAGA BAMBO

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