



THIRSTIN HOWL BIO (updated 2022)

Thirstin Howl the 3rd (aka Skillionaire, The Polo Rican) is one of Hip Hop's legendary artists and influential icons. Of Puerto Rican descent from the Marcus Garvey Village projects in Brownsville, Brooklyn, New York, Thirstin first became immersed in Hip Hop culture as a graffiti writer and a b-boy dancer in the early 80's. Thirstin is also co-founder of the Lo Lifes, the Brooklyn street fashion gang of the late 1980's that has now expanded to become a Hip Hop organization leading the way in fashion, rap music, graffiti, film and literary works.

Thirstin Howl the 3rd first gained notoriety in 1997 via The Source Magazine's Unsigned Hype (Sept. 97) whilst teaming with Eminem for Los Angeles' Rap Olympics. Since then, Thirstin Howl the 3rd has independently manufactured albums, videos, movies, a clothing line and published literature for over three decades.

As an MC, Thirstin Howl the 3rd is a legendary stylist with an idiosyncratic tempo, dynamic word usage and classic punchlines through some of the most clever song structures ever recorded. It has made him a cultural icon with content that merges the experiences of the Puerto Rican community (the oft ignored co-creators of Hip Hop culture's founding elements), the most impoverished areas of Black and Brown New York City and the specific insights as a founder of the Lo Lifes, being a fashion icon, a survivor of the prison industrial complex and cultural arts visionary.

From the cult classic debut, Skillionaire LP, intended as a demo, that introduced a grimy and refreshingly unpolished world wildings to 2017's Skillmatic that reveals a master of tempos, complex phrasing that stretches to Spanish and Spanglish and fully fleshed topic execution, Thirstin Howl's MC catalog is all time great. With over 30 albums, multiple original verse mixtapes and appearances with over a hundred of Hip Hop's greatest MCs, Thirstin's catalog is the ideal mix of quality and quantity.

Always an independent artist, his work extends to film as well. Beginning as a production assistant at MTV for several years, Thirstin learned well and went on to become a writer and cast member for the MTV Lyricist Lounge Show. He eventually established his own imprints, SKILLIONAIRE Enterprises and SKILLUSIONS Films, releasing projects for the English and Spanish markets. They include the creating, starring and executive producing films as The Polo Rican Movie, Big Cuzins Payback and the Jail Recipes Cooking Show along with the 90 plus videos putting visuals to his MC work.

As a co-founder of the Lo Lifes, including originating the name, Thirstin Howl has been at the forefront of leading many of the urban fashion trends of the last twenty years. Today, the Lo Lifes movement is as recognizable a Hip Hop organization as the Zulu Nation or Rock Steady Crew filled with fashionistas, designers, graffiti artists, MCs, DJs, producers, writers and journalists.

Thirstin is featured in the HBO documentary feature film, *Very Ralph*, the first documentary portrait of the fashion icon Ralph Lauren. Its Director Susan Lacy exclusively interviews Thirstin Howl on the Lo Life history and culture that Ralph Lauren has come to acknowledge. In December of 2019, Polo Ralph Lauren enlisted Thirstin as a feature model in the commercial ad and campaign for the re-release of their "Five Horsemen" Rugby shirt, including a highlighting feature on the Polo app. Thirstin is also prominently displayed in Miami's Museum of Graffiti. Under the graff name, Rier, he is pioneer in bringing the graffiti artform to the neighborhood of Wynwood, Miami where he lived with his grandparents in the late '70's to the early '80's. He is also a feature contributor and character in the book, [Lolife: An American Classic](#), a crucial work about the Lo Life movement's founders, history and influence, written by George "Rack-Lo" Billips and Jackson Blount on Power House Books.

Thirstin Howl is featured in the Fresh Dressed documentary on urban fashion and has also launched the Lo Life brand, a collaboration with Willie Esco and Coogi/Etonic brands. He has also co-wrote, with Tom Gould, the massive photographic coffee table book, [Bury Me With the Lo On](#), on the history of the Lo Life legacy from 80's street gang to today's worldwide movement with chapters throughout the world, now in its second printing.

In the 2010's, the diversity of Thirstin's work reached progressive heights along with greater commercial acknowledgement. There is Thirstin's establishment of the Love and Loyalty Weekend in 2012, an annual three day Hip Hop cultural event happening in Wynwood, Miami while's Miami's Art Basel. The event includes a fashion show, vast Art gallery, film festival and an extensively billed concert featuring the year's greatest Hip Hop and related acts. Then the media coverage from 2015's Mass Appeal film, Fresh Dressed, on the history of Hip Hop fashion that showcased Thirstin and the history of Lo Lifes to 2016's FOX5 News feature segment Lo Lifes from his hometown neighborhood Brownsville, Brooklyn and [Bury Me With The Lo On](#) featured in 2018's Complex Films documentary, Horse Power, that explored the relationship between Ralph Lauren's Polo clothing line and Hip Hop.

In 2018, Thirstin Howl the 3rd was hired by Ralph Lauren and Vice magazine to be the model for the historical event of Polo's retro release campaign of the Snow Beach line. [Bury Me With the Lo On](#) was also a featured item for purchase on the Ralph Lauren Polo mobile app during their 12 Days of Christmas promotion campaign. It was the designated product for the 1st day of Christmas and sold out in two minutes of availability.

This all has led to book, tv and film appearances starting with the 2022 book, Ralph Lauren's Polo Shirt by Rizzoli publishing. Containing full page layouts of Thirstin throughout including exclusive images with he and his son Jesus De Jesus that have been used in its historic and

colossal worldwide marketing campaign. For season 2 of Vice TV's "The Black Market" season, hosted by Michael K. Williams (RIP), their episode, "The Art of Boostin" featuring an exclusive interview with Thirstin on the LoLife and Polo culture at his Polo'd out home. For the Showtime network's series, Everything's Gonna Be All White series, episode 4, Thirstin Howl portrays himself as a bodega owner. There is also the PBS Channel's American Experience series that includes classic archival polaroids from Thirstin Howl's famous collection on their "The History of Jeans" episode.

Over thirty years creating some of Hip Hop's most iconic music, producing films, music videos, and shows, multimedia enterprising and event creating all whilst continuing to be a pioneering leader of one of the seminal Lo Lifes organization, Thirstin Howl the 3rd is a cornerstone of Hip Hop culture.

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SKILLUSIONS FILMS

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ASSORTED FACT SHEET

- Has collaborated with a vast array of diverse artists including:
Eminem, KRS-One, The RZA, Masta Killa & Ol' Dirty Bastard (RIP) of Wu-Tang Clan, Sticky Fingaz & Fredro of Onyx, Damian Marley, Talib Kweli, Kool Keith, Cypress Hill, Sadat X, Mos-Def, Tragedy Khadafi, Brother J & Professor X of X-Clan, Chino-XL, Keith Murray Immortal Technique, Canibus, The Beatnuts, Concealed Weaponry, Black Rob, The Alkaholiks, Spit Gemz & Eff Yoo of Broken Home, Timeless Truth, Kingdom Kome, Mellow Man Ace, Dom Pachino, Kid Frost, Special Ed, C-Rayz Walz, Sean Price, Heltah Skeltah, Meyhem Lauren, RA the Rugged Man, Blahzay Blahzay, Ed OG, AG of DITC, Garcia, Ill Bill, Non Phixion, Coka Nostra, Chris Rivers, Smoke Dza, Level Martinez, Dana Dane, Dv Alias Khryst, The High and Mighty, Wordsworth, Poison Pen, Da Buze Bruvaz, Brooklyn Academy, Sofla Kings, Def Jef, Hurricane G, Tony Touch, Malverde, Homeboy Sandman, J-Love, Omniscient, P-Doe, Don Dinero, Temperamento, Capicu, Jean Grae, T-Weapons, Juice, Afu-Ra, Cool Calm Pete, Seal Fresh, Animocity, Grieco EL Padrino, Los Nandez, Cuba El Carnisero, Domingo, Snowgoons, Mayday, Virtuoso, Esoteric, Rex, Reef the Lost Cause and many more...
- Thirstin has a video catalog of over a hundred music videos on his YouTube channel: [YOUTUBE.COM/THIRSTINHOWLTHE3RD](https://www.youtube.com/thirstinhowlthe3rd)
- He has successfully and independently released a vast discography and filmography through his own imprints: Skillionaire Enterprises & Skillusions Films..
- Thirstin Howl the 3rd performance history includes nation and worldwide tours.
- The 2022 book, Ralph Lauren's Polo Shirt from Rizzoli publishing contains full page layouts of Thirstin Howl throughout the book including photo images of Thirstin and his son Jesus De Jesus also used in the massive worldwide billboard campaign.
- On season 2 of Vice TV's show, "The Black Market" hosted by Michael K. Williams (RIP), The Art of Boostin, Thirstin is interviewed on LoLife and Polo culture at his Polo'd out home.
- Showtime network's Everything Is Gonna Be All White series, episode 4, features Thirstin Howl acting as himself on set portraying a bodega owner for the production.
- PBS Channel - "American Experience" series. "The History of Jeans" episode includes classic archival polaroids from Thirstin Howl's famous collection.
- During December of 2019, Polo Ralph Lauren hired Thirstin Howl to be a featured model in the commercial campaign for the re-release of their "Five Horsemen Rugby" which included a solo highlight in the Polo app.
- In 2019, Thirstin was inducted into the Miami's Museum of Graffiti. As a writer known as Rier, he is credited as one of the first influencers in bringing the artform to Wynwood, Miami in the late 70's to early 80's.
- 2019's HBO Films documentary of the influential clothing designer great, Ralph Lauren, entitled Very Ralph, features an exclusive Thirstin Howl the 3rd interview and segment on the Lo Life crew he helped found and direct to this point of worldwide Hip Hop organization of Arts and Culture.
- In 2016, Thirstin co-authored, with Tom Gould, the Victory books publication, [Bury Me With The Lo On](#), the Polo culture book.
- Thirstin is also a feature contributor and integral character to the 2016 book, [Lo-Life: An American Classic](#) by Jackson Blount and George "Rack-Lo" Billips (Author)

- **Thirstin Howl the 3rd** is featured in the book, **Live the Art** by Jeffrey Deitch and designed by Stefan Sagmeister, published by Rizzoli (2014)
- In 2013, **Hurricane G** and Thirstin collaborated on an album entirely in **Spanglish** entitled **Mami & Papi**
- Featured on the 2012 **Snowgoons** LP, **Dynasty**, on the song, "**Legacy**"
- Featured on La Coca Nostra's 2012 LP, **Masters of the Dark Arts** on the song, "**Snowbeach**"
- Featured on the 2012 **Chino-XL** LP, **Ricanstruction**, on the song, "**Latinos Stand Up**" with **B-Real of Cypress Hill, Kid Frost & Sick Jacken**
- In 2012 **Thirstin** starred as **Chef Survival Kit** in his hilariously produced cooking show "**Jail Recipes**" (also on DVD through his Skillusions imprint)
- 2012 "**Big Cuzins Payback**" movie is released as the sequel to the **polorican** movie. Written, produced and directed by **thirstin** and **jokes..** (also on DVD)
- The "**Natural Born Skiller**" LP is released showcasing **Thirstin's** continuous growth in lyrics and production..
- **Illegal Tender**, **John Singleton's** 2007 film starring **Rick Gonzalez** and **Tego Calderon**, features the **Thirstin Howl** classic Spanglish track, "**Marijuanera**" featuring **D'Mingo**.
- **Thirstin Howl** is the actor who played the karate master in the **Scion/Loaded Language** film production of **Endless Knot**. **Anger Bangers** is also responsible for the film's musical score and sound effects.
- In the summer of 2007, **Thirstin Howl** and **Rack-Lo** shared the stage for the release of the **SKILL OR BE SKILLED** World Tour DVD.
- Early 2007, **Thirstin Howl** and **Rack-Lo** teamed up for the **Lo Down & Dirty** LP, distributed by **Nature Sounds** and Australia's **Class-A records** in conjunction with **SKILLIONAIRE ENTERPRISES**. It featured the single and video, "**2L'S UP**".
- In late 2006, **Thirstin** co-wrote and executive produced **The PoloRican DVD**, a bilingual, musical and comedy with dramatic sketches that included a **Thirstin Howl** biography.
- **Thirstin Howl the 3rd** has released countless noteworthy mixtapes including **Skilluminati**, **Brother Lo the 37TH Chamber**, **Goya Family** and **The Lo-Life General** hosted by **STAR & BUCWILD** formerly of **POWER 105.1**
- **Thirstin** has a duet with **Tony Touch** on his 2005 **EMI Latin** LP release, **The Reggae Tony Album**, entitled "**Pa' Eso Bebe**"
- Produced the song "**Mr. Money**" for **Don Dinero** on his **Universal Latino** 2005 album, **Ahora Que Si**. **Thirstin** was also featured on many tracks and skits throughout the release.
- Produced and was featured on the song, "**Ojo Por Ojo**" on **Don Dinero's Universal latino** 2006 album **Ultimo Guerrero**.
- **Lions Gate films** motion picture, **Street of Legend**, a story of illegal street racing set in Southern California feature the **Thirstin Howl/Anger Bangers** produced songs, "**Gods & Generals**" and "**The Cards Life Dealt Me**"
- Traveled to **Norway** to record the song and video for "**Side Brooklyn**" with Norwegian rap group **Side Brok** becoming a top 10 video and song in Norway for **Pinadgreitt Records** (2005). **Side Brok's** lead rapper **Thorstein HYI** is the Norwegian version of **Thirstin** and even credits **The Polo Rican** for his name.
- **Revolu records** responsible for many Miami Latin Hip Hop releases, feature **Thirstin's** song "**Lla tu Sabe**" on their **Hip Hop en la Calle Ocho 2004** compilation.
- Has performed promos for NYC's **Star and Buc Wild morning show**, **Ed and Dre morning show 105.1** and **Hot 97**, **Dj Enuff**, **Pocos Pero Locos** and **Bahamadia's** Philly based show, **The B-Sides**.

- **Thirstin** is featured in **Bobbito Garcia's** Book on the history of NYC sneaker culture titled "**Where'd You get Those**". (**Testify Books**) pages 11, 134, 148, and 150.
- Early 2004 **Traffic ENT. Group** distributes **The Thirstin Howl III DVD "OverLo'D"** Featuring music videos, **LoLife** Documentary and exclusive interviews.
- Fall 2003 **Traffic ENT. Group** release **Thirstin's Licensed to Skill** Album along with the "**Brooklyn Bullet Gold Card Membership**" single which also featured 3 extra songs from other **Skillionaire** artists.
- **Landspeed Records** releases **Skilligan's Island**, a **Thirstin Howl** Greatest Hits with a few new songs. As well as the "**Thirstyman**" single whose photo cover showed a young **Thirstin** living through every era of Hip Hop fashion.
- Featured on the German rap group **Massive Tone** top 10 album, **MT3**, with the song "**False One**" on **East-West** records.
- **I Still Live with My Moms - The Cartoon**. **Funny GarBage inc.** creator of **Raptoons** set it off with an animated version of the **Thirstin Howl** classic. This animated version is hosted by the legendary comedian **Rudy Ray Moore (Dolemite)** in a comical Showtime at the Apollo style. Note **Master Fool** and **Thirstin** recreating the old school "**Rocky and Bull Winkle**" figures.
- He has released 12" singles through **SKILLIONAIRE ENTERPRISES** such as, "**I Still Live With My Moms**," "**Russian Roulette**," "**Spit In your face(Rack-Lo)**," "**Dreams of Fucking a Cartoon Bitch**," "**Mo'Ghetto**," "**Get a Life**," "**Rackamatics**," and "**O.G.Stripes**."
- Other CD's released through **SKILLIONAIRE ENTERPRISES** include: **Rack Lo's Thou shall not steal**; **Rack Lauren & Aracknofobia, The Master Fool Album**; **Brownsville Kid**; **FI-LO's Keep Out Of Reach Of Children & The Alaskan Fisherman's Fire & Ice Album** as well as, **The Lolife Founders' LOVE & LOYALTY** which was the soundtrack to the series of **Lolife** stories featured in **The Source** magazine.
- **Game Recordings**, who have released seminal singles, added **Thirstin** to their list with the 2000 release of a maxi single, **THE PoloRican**, with three tracks entitled, "**The Polo Rican**," "**Brooklyn Hard Rock part 2**," and "**Skill or be Skilled featuring Rack-Lo**."
- "**Skill or be Skilled**" off **The PoloRican** maxi single, became the theme music used for a series of **WNBA** commercials seen on **ESPN** network throughout 2000.
- **Boriqua's Bond (Pana de Que)**, the motion picture and soundtrack that was released in the summer of 2000, features **Thirstin's** Latin Anthems "**Pana de Que**" featuring **Brooklyn Academy**, and the re-release of the single "**The Polorican**."
- He was featured on **Rawkus Records Soundbombing II** ALBUM with the banger, "**Brooklyn Hardrock**" in 1999.
- **DJ Spinna's Heavy Beats** album Vol. 1 (**RAWKUS**) includes **Thirstin** with **Shady/Aftermath** recording artist **Eminem**, on a song entitled "**Watch Deez**" (1999)
- In 1999, **Rawkus Records** releases **Thirstin's** first single "**Brooklyn Hardrock**" and "**Spitboxers**" featuring **Master Fool** from **MTV'S Lyricist Lounge Show**.
- On **Homefield Advantage**, the **High and Mighty** album released on **Rawkus Records**, **Thirst** gets busy alongside **Mr. Eon** and **Wordsworth** on "**Open Mic Night (Remix)**".
- Featured on **Rawkus Records' Lyricist Lounge Album Vol. 1** song, "**Bathroom Cipher**," paired with **Master Fool** as the only unsigned act to attend the first **Lyricist Lounge Tour-1998**
- Featured on California's **Sway and Tech**, **The Wake Up Show freestyle Video Vol #1** as well as earning **The Wake Up Show's 1997 Outstanding Mic Skills Award**
- Participated in the First **Rap Olympics**, sponsored by the **Rap Coalition** and **Rap Sheet Magazine**, which was held in California in October 1997. Was part of a team which included **Thirstin Howl III**, **Eminem**, **Wordsworth** and **Juice?**

- Used his bilingual skills performing on **Tony Touch's mixtape, 50MCs** collection.
- **MTV'S Figgy Foster** series of on air promos (1997) also featured **Thirstin Howl the 3rd** and **MTV's VP of Music Video Programming Fred Jordan (RIP)**