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Both: Yes.

Balvin: At first, he was more timid. He's still shy. Bad Bunny is shyer than people think, but when I met him, I met him at a concert I had [in Puerto Rico]. We ran into each other two times on the same balcony.

Bunny: I remember that I went to La Concha.

Balvin: Word. Exactly. When I go to Puerto Rico, I'm always with two or three buddies, with Guelo Star and with Luian.

Bunny: Exactly. I went with Luian.

Balvin: I went with Luian to the hotel, and Bunny was very quiet, shy, but Luian already knew how

big he was going to be. I was just meeting up with Benito. But it was always really beautiful when I met him. He talked to me about how he loved "Snapchat," a song of mine from the album *Energía*. He told me, "Damn, I love 'Snapchat.'"

Bunny: I made the track "Si Tú Novio Te Deja Sola" before I met Balvin. That was before those opportunities arrived in my life, when I did music without thinking if it would be a hit. When I made that rhythm, I only thought about [having] Balvin [on it]—like, "Damn, this song with Balvin would be super cool." When I had the opportunity to make the song with Balvin, I showed it to him. I recorded the chorus, which I already had.



COMPLEX 6

## J BALVIN

In urban New York City neighborhoods, Bunny might not be as recognizable. Not here, though, because the shoot for this cover, the precision-cut Latino residents of the area surrounded by Glimmerline artist [Balvin's] every move. Someone even tried, walking outside for hours and screaming every time the door swung open. They wanted to catch a glimpse of Bunny, the 24-year-old Latin rapping and dance, reggaeton's answer to Drake.

Reggaeton long been a fixture in the Spanish-speaking world, but in 2004 it exploded in the U.S. with Daddy Yankee's hit "Gasolina." Off his album came then, but it has recently found a massive new market, thanks in part to the global success of Luis Fonsi's "Despacito"—a remix featuring Justin Bieber and Daddy Yankee—the most downloaded song ever—and, of course, Balvin's duet in making and Bunny's arrival.

Leaving Balvin (real name: José Álvaro Osorio Balvin) released his megamashup "Mi Gente" with French DJ and producer Willy William, followed by a series featuring Beyoncé. Both songs were everywhere: the original currently has over 2 billion views on YouTube, while the remix has over 3 billion. But those two songs weren't just major success on the charts. More than that, they helped other Latin rap artists, like Bunny, cross into the mainstream.

Born Benito Antonio Martínez Ocasio, he started his career by uploading his songs to SoundCloud. Balvin "got his start" in Puerto Rico, but it was the short-term, high-profile phenomenon "Soy Pequeño" that really put him on the Latin trap sound, caught the attention of an audience it's been deemed "DJ music." SongCloud Balvin "got his start" in Puerto Rico. He's collaborated with big names like Chris Brown ("Dime"), and Drake on "I'm on a Roll."

Together, Balvin and Bunny are leading the charge in bringing reggaeton to the forefront of pop music once again. The best part about what they're doing is, on their own terms, they're not doing it originally, aesthetic, with no intention of anything like them being put on a pedestal that's the point.



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