

Bengalis in London's East End

The rise of South Asian music

The rise of South Asian music started in the 1970s when Biddu, Steve Coe and Sheila Chandra rose to prominence. However, it was not until the late 1980s that British Asian youth first started to create a new musical genre by combining dance music with the music of their parents' generation.

The youth were growing up in an environment of racial violence and political struggle for self-identity while drawing strength from street culture and their Asian roots. They took pride in their music as they could claim it as their own neither white nor music imported from the Indian sub-continent. The artists who emerged from this period became some of the most successful Asian artists in Britain. They included the Asian Dub Foundation, Joi, State of Bengal and Osmani Soundz amongst others.

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