Red Button (real name **Neo Modise**) is a South African hip-hop rapper, producer, and artist from Soweto, known for his contributions to **kasi rap** (township rap). He blends gritty, emotionally charged lyrics with atmospheric production, often incorporating vernacular (local languages) rap, hard-hitting punchlines, modern trap influences, and indigenous sensibilities.

Early Life and Background

Born and raised in Soweto, Red Button grew up immersed in 1990s hip-hop culture, which profoundly shaped his style. He began rapping around 2005 and committed to a professional career in 2007. His early grind included rap sessions and performances in the local scene (notably at places like Slaghuis and 1808 in 2008), where he gained initial exposure to established acts like Teargas and his future mentor, Pro (Pro Kid / Linda Mkhize).

The stage name “Red Button” was given to him by a friend, likening him to a seemingly unassuming red button that triggers something unexpected or powerful when pressed—reflecting his understated yet impactful presence in the game.

Career Breakthrough and Mentorship

Red Button’s big break came when Pro spotted him performing at a gig. He became the first artist signed to Pro’s **Money First Entertainment (MFE)** label. Under Pro’s guidance, he released his debut album **Finally** (around 2011), which featured collaborations with artists like K.O, J.R, Bricks, Jack Parrow, Stan1, and others. He produced a significant portion of the album (around 80%), including the hit “Shikisha.”

He has also produced for others, notably the smash hit “Makasana” for Pro, earning a Producer of the Year nomination at the 2012 South African Hip Hop Awards.

Pro remained a key mentor and brother figure until his passing in 2018. Red Button has paid tribute in tracks like “Mlindoms (P.R.O)” from his 2018 EP *Dark Knights*, blending celebration with kasi rap grit.

Musical Style and Evolution

- **Core Style**: Kasi rap roots with emotionally resonant, real-life storytelling about everyday experiences, identity, vulnerability, ambition, and personal

transformation. He uses a gritty vocal delivery and often raps in vernacular for authenticity.

- **Production**: Known for atmospheric, immersive beats; he produces much of his own work and blends electronic textures, trap elements, and modern gangster/kasi structures.
- **Evolution**: Early work drew comparisons to Pro, but later releases (e.g., songs like “Usabani,” “Life,” and the *Dark Knights* EP) show growth toward a more personal sound incorporating auto-tune and trap influences while staying grounded in Soweto hip-hop.

Notable releases include:

- Debut album: **Finally** (features with Pro, K.O, etc.; hits like “Shikisha” and “Ibhakwa La”).
- **Dark Knights** EP (2018): Trap-leaning kasi rap project with tracks like “Kasi Lam,” “Life,” “Jabu Pule” (ft. Maraza), “Alone,” and the Pro tribute.
- Recent singles: “Hadiwele” (ft. Sbuda Juice & Mazakaza), “Kapa” (ft. Ma-E), and others showing continued activity into 2025–2026.

He has cumulative streams in the millions and maintains an active presence on platforms like Spotify, Apple Music, SoundCloud, YouTube, and Instagram (@redbutton_dankiesan).

Performances and Impact

Red Button has performed at regional festivals, sold-out headline shows, and local events. His live sets are high-energy with strong visuals. He is described as grounded, talented, and dedicated to authentic representation of township life.

He also works as a director and has been involved in the broader Soweto and South African hip-hop community, influencing and collaborating within the kasi rap scene.

Personal Notes

Red Button is portrayed as a “simple guy from ekasi” who remains passionate about hip-hop. He values rapping about real experiences over trends. His career reflects resilience—staying active through industry changes, mentor loss, and evolving sounds while keeping Soweto roots central.

For the latest music, check his profiles on streaming platforms or YouTube (@redbutton9324). He continues to release new material, such as tour announcements and singles featuring peers in the SA hip-hop scene.