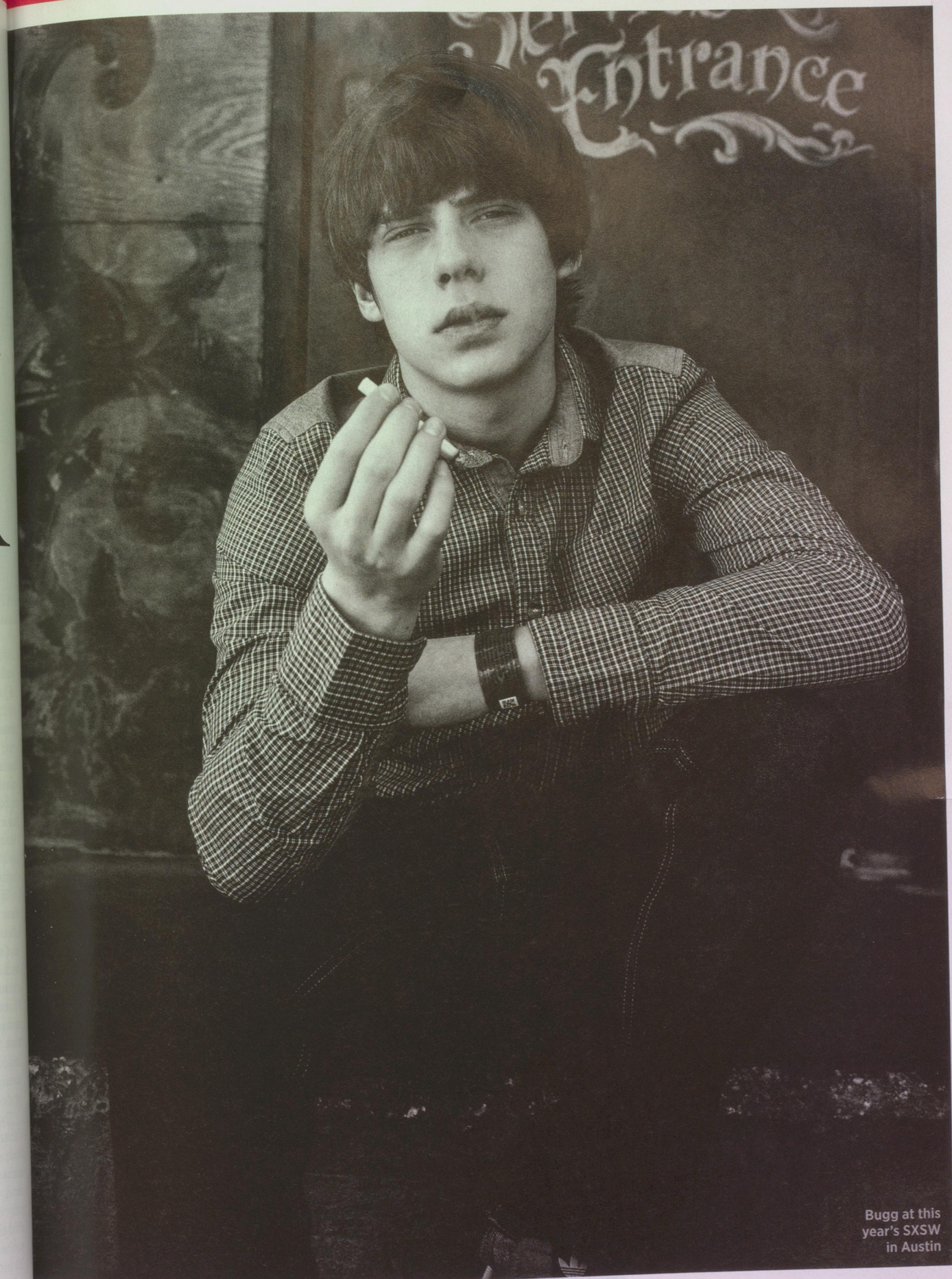


# BEST *of* ROCK

25 REASONS TO BE EXCITED ABOUT ROCK RIGHT NOW

## Because Jake Bugg Is the **Best Singer-Songwriter Born in the Nineties**

**A**T HOME IN THE U.K., SINGER-SONGWRITER JAKE BUGG ALREADY has a platinum album, a model girlfriend and paparazzi on his trail. But in Austin, the fresh-faced 19-year-old is enough of a nobody to arouse skepticism when he walks into a guitar shop and asks to handle one of its most expensive antiques. "I was trying this 1966 Fender Stratocaster, and the guy who works there asks me, 'Cash or debit?'" Bugg says a few days later at a Texas steakhouse. "Basically, he meant, 'Are you gonna buy it, or are you gonna put the fuckin' thing down?'" ¶ Born Jacob Kennedy in 1994, Bugg grew up in the sprawling, generally gloomy North England city of Nottingham, in the Clifton council estate — the English working-class version of a housing project. "It was actually the biggest estate in Europe for a while," he says. "It has its good bits and its bad bits. Everyone kind of knows



Bugg at this year's SXSW in Austin