



7EMORA

ARTIST PRESS KIT | TORONTO, CANADA

Afropop / Afro-fusion / Afro-dance-pop

A Nigerian voice shaped between Warri and Toronto



Photography: Femi Ijatoye

7emora is a Nigerian-born, Toronto-based recording artist, songwriter, producer and live performer whose sound moves through Afropop, Afro-fusion and dance-pop.

Born Oluwafemi Olumide Ijatoye in Warri, Delta State, 7emora began making music as a teenager. With studio time out of reach and little support at home for a music career, he taught himself to program drums in FL Studio - an early act of independence that still shapes his creative process.

He entered the professional recording world in 2014 under the name Mora with the debut single "Nakam," released through the independent Ace Music Group. A Toronto-based creative partnership soon led to the singles "I Don't Mind" and "Beautiful," records that introduced his polished blend of African rhythm, pop instinct and melodic storytelling.

Since then, 7emora has developed a performance history spanning major cultural stages and international bills. He has opened for Davido during Toronto's Caribana season, performed at Yonge-Dundas Square and Afrofest Toronto, appeared on the Gold Circle Nigerian Tour, and shared stages with artists including Tekno, Iyanya and Stonebwoy.

His latest project, Somewhere in ORANGE, signals a more intimate and self-defined chapter: warm, nocturnal and emotionally direct, with a delivery that treats rhythm as both movement and confession.

Built from rhythm, distance and self-belief



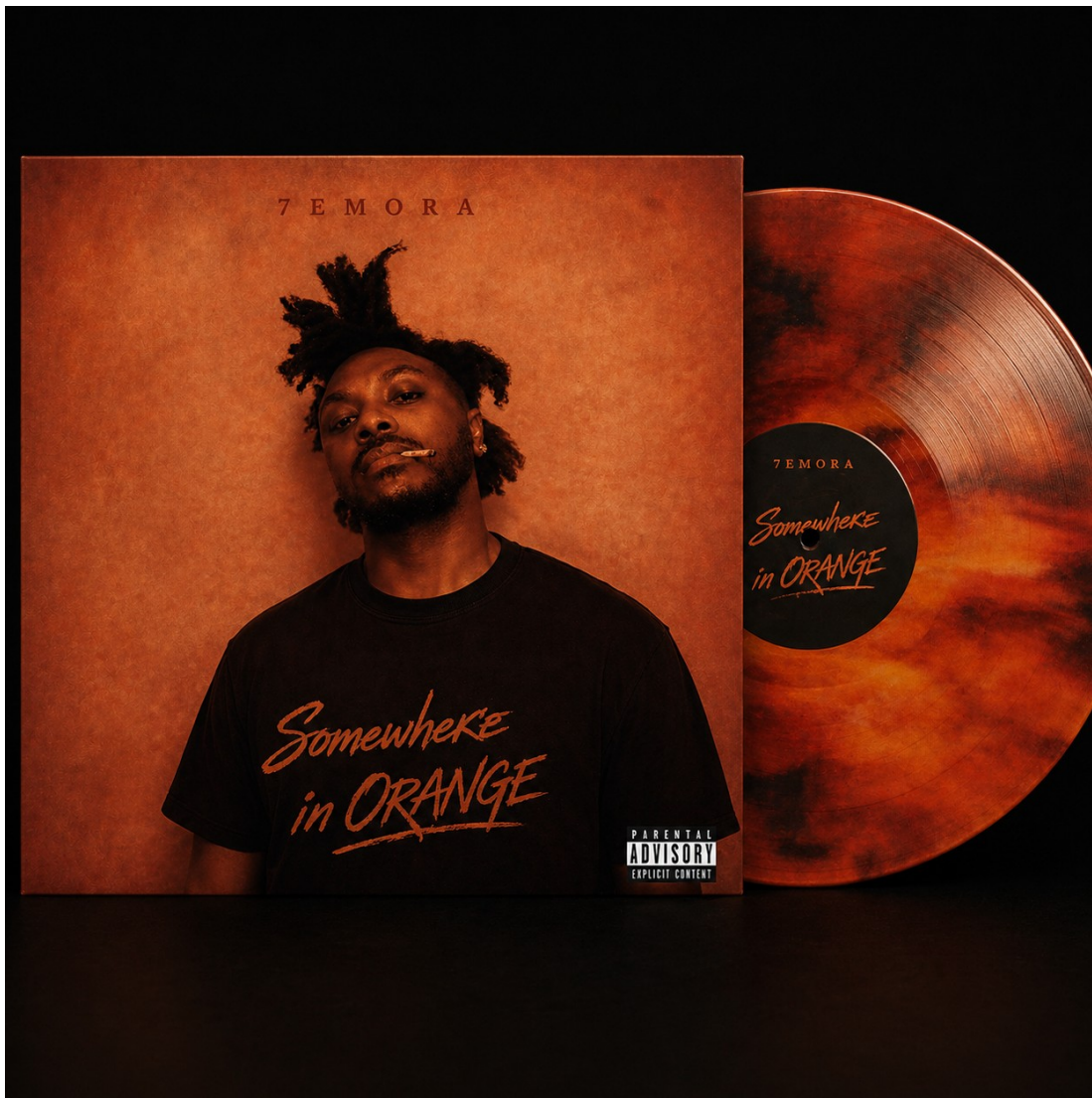
Photography: Femi Ijatoye

My music begins with rhythm, but it is really about movement - between cities, identities, relationships and different versions of myself. Growing up in Warri and building my life in Toronto taught me to hear music from more than one place at once. I carry the pulse and emotional openness of Nigerian music into records shaped by pop, dance, R&B and the atmosphere of the city around me.

Learning to program drums because I could not afford studio sessions turned limitation into language. Production became a way to trust my instincts. As 7emora, I am interested in music that can live in a crowded room and still feel private - songs with enough rhythm to move to, but enough honesty to return to alone.

Somewhere in ORANGE represents that balance: heat and vulnerability, confidence and uncertainty, home and distance. The project opens the door to a more distinct world where melody, texture and storytelling meet without losing the directness of my voice.

Somewhere in ORANGE



A warm, cinematic statement of direction.

Somewhere in ORANGE brings 7emora's melodic instincts into sharper focus, pairing Afropop rhythm with intimate writing, nocturnal atmosphere and a confident visual identity. It is less a fixed destination than a creative temperature - the space where desire, reflection and momentum meet.

For media, programming and partnership inquiries, contact bookmora@outlook.com.

Performance built for connection



7emora performing before a capacity crowd at Yonge-Dundas Square, Toronto.

From open-air festivals to international artist bills, 7emora brings an energetic, audience-first presence to the stage. His performances translate melodic detail into communal release - a natural fit for Afropop, world music, diaspora and crossover programming.

Selected performance highlights

Davido	Opening performance during Toronto's Caribana season
Yonge-Dundas Square	Free public concert in downtown Toronto
Afrofest Toronto	Festival performance
Gold Circle Nigerian Tour	Tour appearance
Shared stages	Tekno, Iyanya and Stonebwoy, among others

7emora at a glance



Photography: Jaedonna

ARTIST 7emora

BASED Toronto, Canada

ORIGIN Warri, Delta State, Nigeria

GENRES Afropop, Afro-fusion, Afro-dance-pop

ROLES Recording artist, songwriter, producer, live performer

DEBUT "Nakam" (2014, as Mora)

CURRENT PROJECT Somewhere in ORANGE

Short bio

7emora is a Nigerian-born, Toronto-based recording artist, songwriter and producer blending Afropop, Afro-fusion and dance-pop with intimate storytelling. Beginning his professional career in 2014 as Mora, he has since performed at Yonge-Dundas Square and Afrofest Toronto, appeared on the Gold Circle Nigerian Tour, opened for Davido, and shared stages with Tekno, Iyanya and Stonebwoy. His latest project, Somewhere in ORANGE, introduces a warm, cinematic new chapter built on rhythm, vulnerability and self-defined sound.

Contact

BOOKING / MEDIA / PARTNERSHIPS

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Website currently in development