

Snoop Lion aka Snoop Dogg heads up new documentary about Jamaican culture

Snoop Dogg's brand new reggae persona, Snoop Lion, is set to head up a new documentary.

Following the artist's recent journey to Jamaica, Vice will be releasing a feature-length film and a photobook, as well as the 'Reincarnated' album, produced by Diplo/Major Lazer.

The documentary, Reincarnated, shares a name with the forthcoming Snoop Lion reggae album, and features never-before-seen images of Rastafarian and Jamaican culture. It will premiere at the Toronto International Film Festival on September 7. Photographer Willie T accompanied Snoop on trip and will release a coffee table book of his images.

Snoop Lion was the name given to the rapper by a Rastafarian priest upon his arrival to the island – it comes from the Lion on the Imperial Ethiopian flag, which is highly important to Rastafarians as it is a symbol of former Ethiopian Emperor Haile Selassie.

Of his trip to Jamaica, Snoop said at a recent New York press conference, that he believes he is the reincarnation of singer Bob Marley. He added: "For this project, I had no intention of making a reggae album, but the spirit called me. Anytime the spirit calls you gotta know that it's serious and real."

He continued: "I didn't want to be Snoop Dogg on a reggae track... I wanted to bury Snoop Dogg and become Snoop Lion, but I didn't know that until I went to the temple and received the name Snoop Lion from the Nyabingi priest. From that moment on, I started to understand why I was there and was able to create something magical in this project... something I haven't done before in my career."

Snoop Dogg teamed up with Diplo to release a reggae single, titled 'La La La'. You can listen to the track below.
Source: NME.com