

The Golden Child of Gospel Rap: How Prince Amirii is Leading a Global Faith and Culture Revolution

Congolese-born and South Africa–raised artist Prince Amirii is redefining gospel rap through his label AltarCall Music and The UpperRoom movement — fusing raw hip hop, prophetic worship, and revival fire into a sound shaking nations.



Lisbon, Lisboa e Vale do Tejo Oct 22, 2025 ([IssueWire.com](https://www.IssueWire.com)) - In a generation desperate for authenticity, **Prince Amirii** is emerging as one of gospel music's most prophetic and fearless voices. Nicknamed by many as "*The Rose of the Industry*," Amirii stands as both artist and anointed vessel—a bridge between culture and the Kingdom, art and altar, creativity and calling.

Born in Congo and raised in South Africa, Amirii's journey began long before the spotlight. In high school, he was a rising lyricist on the underground scene—performing in cyphers, battling on street corners, and earning early respect for his sharp wordplay and commanding presence. But what started as ambition quickly transformed into assignment.

"When I moved to Portugal, something shifted," Amirii reflects. "The Lord took my gift and redefined it. I stopped rapping for recognition and started rapping for revelation. The music stopped being about me—it became a ministry."

That divine redirection birthed a sound that transcends genres and borders. Prince Amirii blends **raw hip hop cadence with prophetic worship**, a style that feels equally at home on the streets of Johannesburg, culturally rooted in his Congolese heritage, and as diverse as his experiences in Europe. His lyrics carry both grit and grace—the tension between faith and fire that defines this new wave of gospel artistry.

At the center of Amirii's rise is **The UpperRoom**—a worship movement that's projected to become the heartbeat of revival across Portugal and Europe. What began as a simple worship night is evolving into a **spiritual encounter** where cultures, languages, and generations collide in pursuit of God's presence.

Unlike traditional services, The Upper Room is **raw, unfiltered, and deeply prophetic**. It's worship with the lights dimmed and the Spirit turned up—a collision of sound, soul, and surrender.

"The UpperRoom isn't just an event," says Amirii. "It's proof that God still moves through creativity. It's the sound of freedom—of youth finding their voice again."

Through this movement, countless lives will be transformed, and a new generation of believers will find a worship expression that feels authentic, modern, and unapologetically bold.

As the founder of **AltarCall Music**, Prince Amirii is not only shaping his own destiny—he's carving a lane for others to walk in theirs. The label stands as a **creative sanctuary where faith meets innovation**, empowering gospel artists to deliver truth through a modern sound.

Amirii envisions the label as more than a platform; he dreams of establishing a **full choir under AltarCall Music**, one that mentors and showcases emerging talents, **funneling them into the industry the right way**.

"I don't want just artists; I want ministers," he explains. "The choir will be a home for worshippers who sound different but serve the same King."

With AltarCall Music, Amirii is building a movement where **purpose precedes platform**—a kingdom-

centered ecosystem that merges excellence, creativity, and calling.

The nickname “*The Rose of the Industry*” is more than branding—it’s prophecy fulfilled. Roses bloom in unlikely places, and Amirii’s rise mirrors that truth. His artistry is both beauty and thorns—refined yet raw, gentle yet bold. It’s a metaphor for his journey: **growth through grace, strength through surrender, and purpose through pain.**

Today, Prince Amirii’s name is echoing far beyond Portugal. **Talks with major U.S. labels** are already underway, opening doors for international collaborations that will bring his sound to a global audience. Yet, through it all, his mission remains unchanged—to use his platform to point people back to God.

“Everything I do is by grace,” he says. “The success, the music, the movement—it’s all a testament to how God can take what the world overlooks and make it bloom. I’m just the rose He decided to water.”

A Global Legacy in Bloom

With his creative vision, spiritual conviction, and entrepreneurial fire, **Prince Amirii** is more than a musician—he’s a movement. His work blurs the line between **concert and crusade, between art and altar**. Through his label, events, and music, he’s building what many are calling *the new sound of gospel* for this generation.

From the cyphers of South Africa to revival nights in Portugal, Amirii’s story is proof that faith and culture can coexist powerfully—that the altar can still meet the art.

About Prince Amirii

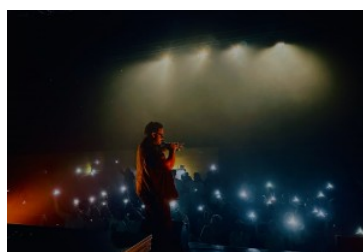
Prince Amirii (Prince Lukau) is a Congolese-born, South Africa-raised gospel rapper, singer-songwriter, creative, and entrepreneur currently based in Portugal. He is the founder of **AltarCall Music**, an independent label pioneering the intersection of gospel, hip hop, and worship culture. His prophetic artistry and raw authenticity have positioned him as one of the most promising new voices in global Christian music.

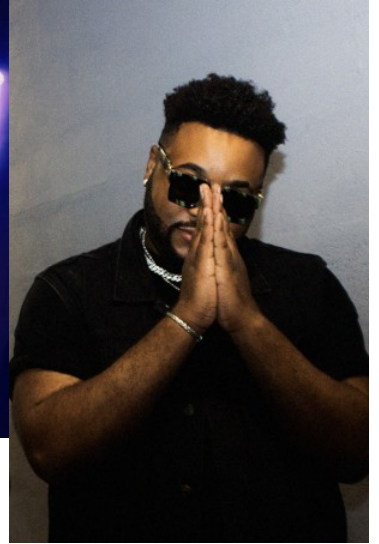
About AltarCall Music

AltarCall Music is an independent gospel label and creative movement founded by Prince Amirii. The label focuses on creating Christ-centered art with contemporary expression—blending the essence of worship with modern sound to raise a generation of artists who serve with excellence and purpose.

[Prince Amirii Official Instagram Page](#)

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Media Contact

Pedro Sanchez

*****@gmail.com

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