

Hip Hop Luminary Common to Drop Finding Forever 7-31

Written by Robert ID3717

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Multi-faceted Hip Hop superstar Common is prepping his highly anticipated seventh album, *Finding Forever*, for a July 31st release on G.O.O.D Music/Geffen Records. The album is the follow up to the four times Grammy nominated, critically heralded and Kanye West produced *Be*, which spawned hits including "The Corner," "Go," and "Testify."

Finding Forever, finds hip hop producer Kanye West again taking the bulk of production work with help from Will.I.Am on the sultry "I Want You," the late hip hop great J. Dilla on "So Far To Go," featuring a surprise guest appearance by D'Angelo and G.O.O.D Music producer Devo Springsteen on "Misunderstood."

On *Finding Forever*, Common rips the mic like a hungry hip hop newcomer. The street single "The Game" produced by Kanye with scratches by the legendary DJ Premiere is a horn drenched, vintage NY rap boom-bap banger from the Chi-town emcee, no less (check video out at <http://www.common-music.com/media>). The resounding lead single "The People" finds Common lyrically asserting why and who he creates his music for over regal strings, delectable keys and hard to get vocals by Gil Scott Heron. The video for "The People" was shot by Neon in NYC on Saturday, June 9th.

Since 1992 the Chicago native and Source Unsigned Hype alum has built an unparalleled catalog of progressive Hip-Hop music. From his first release of *Can I Borrow a Dollar* to his ground-breaking release of *Resurrection* to his most recent release of *Be*, the media has poured in the compliments: *Rolling Stone* said *Resurrection* was a "confluence of phat beats, smooth flows, and dope rhymes, and *Interview* magazine noted that on *Like Water for Chocolate* "with piercing intellect and poignant lyrics, Common may be the most skilled rapper."

Always a Hip-Hop renaissance man of wide ranging tastes, though music remains Common's first love, he has expanded his career beyond just beats and rhymes. He has commenced a successful acting career, landing roles in *Smokin' Aces* alongside *Entourage*'s Jeremy Piven and in the upcoming *American Gangster* with Russell Crowe and Denzel Washington and *Wanted* with Angelina Jolie and Morgan Freeman. Besides sharpening his acting chops, in early 2007, the always fashionable Common launched a line of hand made Italian hats called *Soji*, available exclusively at La Coppola Storta stores in Palermo, Roma, Firenze, Bologna, and New York City.

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Watch for Commons Finding Forever, scheduled to hit the streets July 31st.