

Rap Artist Royce Da 5'9' Invests in Himself

Written by Robert ID1491

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Applying the razor sharp wit, steadfast intelligence and arduous work ethic that propelled him to elite circles in Hip-Hop, esteemed rap artist Royce Da 5'9" truly changes the game, when he declares June 28th as his own Independent's Day. Raising anticipation for the project is the soul-injected, Cee Lo Green-assisted "Politics." The hysteria created on the streets and in cyber space rolls out a well-laid plan by the artist-turned-businessman. "I'm going to put the fire on the streets to generate the steam like an indy would, but with my team I'll be able to sustain the heat and collect the paper of a major label," states Royce. "I started my career with a major label, I soaked up most of that game by doing most of the work. Now my efforts will put me way better off monetarily."

The quest to meld commerce and creativity has not compromised the lyrical excellence that's become expectant of a Royce da 5'9" album. In fact, the no risk, no reward venture has intensified the delivery, flow and content, as demonstrated on the pulse pounding, anthem opening salvo "I Owe You."

Expose all the nonsense, They don't hear the lines then/

They don't read the fine print, or they don't really compre-hend/

fellas pens ain't been doin" what I been

doin for the last 7 years lookin" for profit

I o-w-e you people more than just a video with chickens wearin" see through

clothing with the g string, rolling with the bling,bling

posing for the press with the rollie and the vest.

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Aside from making a dramatic statement, the title also serves a subtle metaphor to the rest of the industry on the future of MIC records. "Independent's Day" is not just the album's title, but it's also a mind state," explains Royce. "All the artists chosen to be collaborators are unsigned or independent, that have been bubbling.

We plan to take that underground buzz and put them over the radar." The infectious hook of the Carlos "6 July" Broady-produced, crunk-tinged "Lookin" at my Dog" features an appearance by Tennessee's finest young flame shooter Yo Gotti. Other features include young Detroit lions Juan and Kid Vicious who demonstrate through their performances appreciation for the shot at the spotlight on the rugged, raw, "Right Back" produced by K.I.D.D. Pleasantly surprising to Royce's core audience is the commercially viable smoker, "Wet My Whistle" featuring the sensual vocals of fellow Detroit native Sara Stokes, from MTV's Making The Band fame.

Next in line is the aptly titled album July 5th and then a collaborative effort with super producer Nottz called Politics. "We're aiming for consistence," Royce concludes.

"We're going to flood the streets with quality product and raise the bar of music in the market.

Decorated rap artist Royce Da 5'9" invests in himself and goes totally Independent with new musical venture on June 28th be sure to check it out.