

Erykah Badu To Launch Record Label

Written by Robert ID1063

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Singer/songwriter Erykah Badu asserted that her commitments to motherhood and community come well before music, during a Q&A session at the recent South by Southwest Music Conference in Austin, Texas.

"Life is more important than selling units for the label," she said. "My music belongs to Motown Universal, but I don't."

"But I'm a team player, definitely," Erykah clarified. "I understand what it is to sell units, and I know what it is to stay true to myself."

Hoping to do both, Dallas native Badu is starting a label, Control FreaQ Records. The first release will be from New Orleans-based artist Jay Electronica.

Badu says she plans to record her long-awaited fourth studio album in her home studio. "I walk by it every day," she said. "It makes it easier." As for when it will be delivered to the label, she said, "When it's done."

Badu said she is in no big hurry to follow up her 2003 EP, "Worldwide Underground," and Motown has not pushed her. Even so, she admitted that Sylvia Rhone, who was named Motown president/Universal executive VP last fall, "could probably inspire me to move faster."

"She's a Pisces, I'm a Pisces. She's a girl, I'm a girl. She's powerful, and I'm powerful," Badu said. "I think we're going to get along."

Erykah Badu gave birth to her second child, a daughter named Puma, on July 5th, of last year, at her home in Dallas, Texas. Puma joins the singer's son, Seven, whose father is Andre 3000 from hip-hop rap group Outkast.

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Erykah is often compared to Bille Holiday and she has influences of many soul artist in her neo-soul sound.

Contributing [Source](#)