

ABI ODUN

Press text: Break Free (album)



Publication Date: 26/10/2018

Label: Ajazco Records

Genre: Afro-Pop, Soul, Rock

Stream/buy: <http://smarturl.it/break-free-2018>

EPK Video: <https://youtu.be/Cbhq63KbXXI>

Abiodun's new album **Break Free** is an authentic, handmade mix of global pop sounds. It fuses different musical genres like afrobeat, soul, funk and rock. **Break Free** is made up of eleven contrasting songs created by an uncompromising artist. They are soulful and energetic but, at the same time, contemplative, fragile and sensitive.

The artist's message revolves around topics such as personal growth, self-realization, spirituality and collective empowerment – pointing out corruption, social injustice and environmental issues (e.g. as in songs like *Great green wall* or *Alarm don blow*). He expresses himself with a unique voice and style in English, Pidgin and Yoruba. Abiodun draws his energy and inspiration from legends such as Marvin Gaye, Bob Marley, Fela Kuti and, African folklore without losing touch with the current sounds and vibes of his era. He sees himself as a retro-modern artist of a new urban roots movement.

Abiodun is a veteran in the music industry and sold over 220,000 singles (with Brothers Keepers). Since the mid-1990s he has been involved in over 25 releases under his former moniker DON ABI with artists like Gentleman, Xavier Naidoo, Patrice, Bantu, Gregory Isaacs, Keziah Jones and Maceo Parker.

The album *Break Free* is a natural progression of Abiodun's musical artistry over the past two decades. It re-presents Abiodun as an artist, who is constantly expanding the dynamic global boundaries of his musical language and oeuvre without denying his identity.

Further information:

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