

## Mp3 Rogi©rs - Life & Music: All Of It.



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Indisputably not your typical R&B-Soul, Hip-Hop-R&B, Indie-Soul or even Neo-Soul album, singer-songwriter-producer and label head, Rogirs (pronounced Ro-ghe-ay) carefully works to dissuade tempting inclinations to stamp and categorize. 19 MP3 Songs URBAN/R&B: Contemporary urban, JAZZ: Soul-Jazz Show all album songs: Life Music: All of It. Songs Details: Five years after his two year stint being the keyboardist-organist-background singer to multi-platinum Grammy winner Alicia Keys and a third botched recording deal, Rogirs (pronounced Ro-ghe-ay) finally stands at the segue of indie-artist with unyielding buzz and certified breakthrough in R&B/Soul/Hip-Hop. A point that he always imagined but simultaneously disbelieves. Ive pursued this for so long that thereve been moments when I forgot why I was doing it, and even more-that I actually could do it, says the singer/songwriter/producer and label head. For Rogirs, observing the landscape of popular music during the last few years has brought both incredible hopes yet despair-not just as an artist but for the entire field. There was hope that the promise of his sexy-soul voice, expressive playing, deliberate lyrical viewpoints and yes, good looks-could be a revitalizing ingredient which the industry and so many listeners seemed to long for. But it also brought despair that maybe these values had been overstated. I havent been excited about a new artist in years I can think of three or four artists in the last five years that Ive actually been excited about; two out of four either never came out or sold less than 250,000 records, says Rogirs of the genres monotonous trend. Its a trend that has sedated music lovers and yielded many acts to obscurity after months of costly marketing campaigns. It was these internal conflicts that conceived Rogirs lead single Life Music feat. Big Tone (produced by Dr Bowman, Rogirs and Big Tone). Since its initial release, the singles gained airplay stateside, Europe and abroad- most notably in the UKs top R&B/Soul/Hip-Hop radio formats over a 6 month period. Born of an insightful conversation with close friend and EMI writer, Makeba (who penned

hit singles for Beyonc, Rhianna, J-Lo and B2K respectively), Life Music explores the very real convictions of a do or die passion and an anxious desire to enjoy lifes necessities and simple pleasures. Ironically the very convictions that created the debut Life Music: All of It. soon became Rogirss motivation to stay on track with his music and continue recording. I always tell people who listen to the song for the first time that Im over making the decision [to choose] but it was a real question I had to ask myself, he says. Dont compare Rogirs to R&B/Soul/Hip-Hops mainstays- there is room for success and diversity in the category, he says smiling. With his laundry list of worldwide performance credits both singing and playing, a hot new album and personal endorsements spanning from award-winning artists like Alicia Keys, Chaka Khan, Wil-i-Am (Black Eyed Peas) to Bilal, Dwele, and Wajeed (Bling47) for starters, its a good thing Rogirs chose music. 2008 Fibby Music Group FibbyMusic "A sexy classic vibe!-LOVE it! -Makeba, Grammy Nominated Hit Singer-Songwriter (EMI) on "Fa Sho Life Music is a true testament to the everyday battles we face concerning your passion for music and the stress of the music biz. Very insightful and entertaining..." -Makeba, Grammy Nominated Hit Singer-Songwriter (EMI) on "Life Music" "Stealing a line from "Life or Music", Rogirs' brand of soul music is definitely the real thing-not more of the same." -Bling47 Group, LLC (bling47.com) "This is some great stuff man-What we all need!" -Barry King, DJ/Starpoint Radio "Excellent work!" -Norman Mayers, NuSoul Magazne (Nu-Soulmag.com)

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