

TRUMAINE LAMAR // THE REBIRTH OF CONTEMPORARY R&B



RHYTHM AND BLUES IS the story of America. It is unique; an auditory entity unto itself, a titanic presence in a world of microwave trends and quick draw offerings. The genre that gave the world artistic legends such as Marvin Gaye, The Isley Brothers, Luther Vandross, and Levert Family, has inspired countless hearts and minds since its genesis in a predominantly Black music underground scene nearly six decades ago. Since migrating from choir stands onto the top of album charts, R&B has become an indelible part of our lives, continuing to inspire and influence. Yet, despite it seemingly holding an unshakable place in today's musical community, the outlook for contemporary R&B looms low. Shamelessly stripped of emotional value and infused with all the bells and whistles of big business, fans searching for a modern version similar in nature to the sound that propelled the Baby Boomers and Generation X onto the world's stage are not offered many choices. That fact is amplified by the efforts of mainstream radio to push to further fleece R&B of its pedigree and relegate it to a Pop-dominated bottomless pit. One has to ask how the situation became so dire for an American institution?

In a field populated by hyper-sexualized tales lacking in emotional value, an obvious lack of creativity and substantial content has left a void in R&B's once flourishing musical plane. Stories of love, inspiration, struggle, and achievement have been replaced with aural sagas espousing "bottle popping" and debauchery set

musical tracks sorely lacking in musicality or an undercurrent of reason. Thankfully the underground that birthed rhythm and blues has stepped up the save its progeny, albeit, with help from a few capable digital allies. From that base arises Trumaine Lamar to the rescue. Equipped with a signature sound that faultlessly traverses the borders of several contemporary R&B sub-genres, the Tampa Bay native is stylish in poignant in delivery while displaying mastery in the type of storytelling and passion that would make a grand predecessors like Eddie Kendricks proud. Part Neo-Soul and part traditionalist with a smooth, jazzy containing lair, Lamar centers his music on "the situation", that being instances of that can be understood and emo-intellectually ingested by listeners. He is that older brother, cousin, uncle, or friend that takes the victories and catastrophes of his life and relays them to others in a way that makes the underlying moral memorable enough for you to not make the same mistakes he made. In that regard, Lamar's tales weave a beautiful tapestry of melodic cinema. Two years after releasing his critically acclaimed project, *Things I Should've Told Her*, Lamar returns with his latest opus *Analog Digital*, a groovy journey up Memory Lane that swiftly takes a left turn onto Relevance Boulevard before arriving in the future with unmitigated creative supremacy.

Composed of six full-length songs and an intro that rides so smooth that it should be reworked into a regular length song in its own right, *Analog Digital* takes listeners

on a voyage that is as fulfilling as it is pleasurable, spinning tracks telling the tale of a young man that has grown in his desire to find and sustain love in a manner that lends itself to sincerity and honesty. Track two, the aptly named "Believer", places a mid-tempo futuristic sound to a song that details Lamar's emotional growth and belief in love found anew. That sentiment is echoed on track three, though instead of words, his actions shine brightest. "Slow Motion" is the velveteen pre-*Quiet Storm* standout on this project that made connected with me most. There is absolutely no reason this song should not be in every urban radio programmer, music blogger, or tastemaker's repertoire. Simply put, it is a hit, and should be treated with all due accordance and regard thereof. "80's Baby" resonates with so much Reagan-nesque flair that it would work well as supporting tunes for any Tubbs & Crockett drug busting adventure. "Rush Hour Traffic", "Copy & Paste", and "Monday Morning" are the meat and potatoes of this effort; though these tracks invoke imagery of springtime fair, a grassy knoll hosting a carefree picnic in during perfect 75-degree weather - in audible form, they are disparate in vocal detail and feel with the latter rounding out the storied sentiment of the aforesaid duo.

Futuristic at times, traditional at others, *Analog Digital* is all R&B; a project complete in nature that re-introduces Mr. Lamar as one of this era's brightest, most talented crooners. This work is not to be placed in box; the sickly bonds of Pop are too inconsequential to gangly to encompass the experience that is this project. If A.D. is a 'reboot', it is one in which originalists, R&B purists can be proud. Crystal clear production provides clear distinction between this EP and much of the music masquerading as R&B available today. Trumaine joins contemporary torchbearers Lucille Ghatti, Luke James, Rochelle Jordan, Elle Varner, Jade Alston (no relation) and a handful of others in preserving the legacy of this great genre while working to elevate it through innovation, unparalleled creativity, and a sense of fearlessness enabled through fostering genuine connections with the element of music big businesses tend to slight with every lackluster release, the fans. *Analog Digital* is trippy, soulful, introspective, but most importantly, it is a refreshing entirely original property that should be enjoyed wholly and passed to others so they can do they same. This is album is a must have for any contemporary music lover's collection, presenting content reminiscent in quality to analog offers of old while offering sustenance to a digital generation yearning for substance. This is one download you will not regret!

Analog Digital is available for streaming and download at Tru101.bandcamp.com.

"My baby said she's analog, I think she's digital. She likes the reboot. I'm a fan of the original..."

Going Natural Recipes for Green Cleaning

All Purpose Cleaner



2 tsp baking soda
1/2 tsp Dawn dish soap
4 TBSP white vinegar
400 mL warm water

Stir/shake to mix well. Use a squirt bottle for optimal usage.

Dusting Spray

2 tsp olive oil
1 tsp lemon juice
1/4 c white vinegar
1 c warm water



Stir/shake to mix well. Use a squirt bottle for optimal usage.

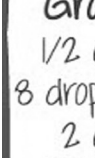
Toilet Bowl Cleaner



1/4 c baking soda
1/4 c borax
1 c white vinegar

Place ingredients directly into toilet. Mix gently with bowl brush. Let sit at least 30 minutes before scrubbing.

Granite Cleaner



1/2 c rubbing alcohol
8 drops Dawn dish soap
2 c warm water

Combine in a squirt bottle.

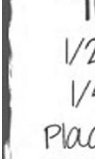
Glass Cleaner



1/4 c rubbing alcohol
1/4 c white vinegar
1 TBSP cornstarch
2 c warm water

Stir/shake to mix well. Use a squirt bottle for optimal usage.

Tub Cleanser



1/2 cut grapefruit
1/4 c kosher salt

Place salt directly on grapefruit half. Scrub tub!

Grout Cleaner



1/2 c baking soda
1/4 c vinegar

Mix in a small, open container. Using a toothbrush, apply paste to grout. Allow to sit for 5 minutes. Rinse off.

www.heandsheeatclean.com