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i am OTHER: Pharrell Williams

Renei Jackson

Bowling Green State University - Main Campus

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i am OTHER
Pharrell Williams

A Presentation by Renei Jackson

Background

- Pharrell Lanscilo Williams was born on April 5, 1973 in the city of Virginia Beach, VA
- He grew up being “the problem child” at school always making beats on the tables and being sent to detention.
- He was born in a predominantly African-American community as a child where he didn’t really fit in because of his mix of inspiration from skaters such as Tony Hawk and Christian Hosoi to renown hip hop artists Dougie Fresh and Slick Rick.
- His family later moved to the suburbs where he was surrounded by a primarily White community. Being involved in different environments made him depend on music to connect to other people.

Transition into Fame

- He first came into fame as a songwriting and production duo, Neptune, with his friend Chad Hugo in the 90s.
- They produced hits for artists ranging from Jay-Z to Britney Spears. He produced some artists most well known songs such as Nelly's "Hot in Herre," Gwen Stefani's "Hollaback Girl", Kelis' "My Milkshake Brings All the Boys to the Yard," and Justin Timberlake's "Senorita."
- In a study done by Complex, during 2003, The Neptunes were responsible for 43% of the songs playing on the radio in the United States.
- He released his first solo single Frontin in 2003 and debut album, In My Mind in 2006.

What is “I Am Other”

I am Other is a multimedia production company that is an umbrella for all of Pharrell’s creative projects where Pharrell serves as the President and founder.

The CEO of this company is David Airaudi who the former Director of Business Development and Finance at Universal Music Group and the Head of Strategy and Business Development for Interscope Records.

“I AM OTHER” Business Model

Media (Youtube)	Media (Film)	Fashion	Other
The Misadventures of Awkward Black Girl Webseries	Despicable Me Franchise Soundtrack	Billionarie Boys Club Clothing	Book “Places and Spaces I’ve Been”
Interviews “Othertone”	Hidden Figures Soundtrack	Ice Cream shoe line	From One Hand to AnOther
“Stereotypes” series		“I am other” collection Pharrell Williams x Uniqulo UT	“Bionic Yard” textiles
Nardwuar music journalist series			

Management Style

- Positivity (Happy won an Oscar)
- Women Empowerment
- Originality of Creators
- Acknowledging the Team as the Key Players/Spirituality

References

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