

# Cultural Daily

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## SiR's November Shows How Diverse TDE's Roster Is

Malik Walker · Wednesday, January 31st, 2018

Although SiR signed with TDE in February of 2017, it feels as if he's been with TDE from the beginning.

TDE (formally known as Top Dawg Entertainment) is one of the top record labels in hip-hop. It is based in Carson, California and was founded in 2004 by Anthony "Top Dawg" Tiffith. They currently have 8 artists including Kendrick Lamar (rapper), ScHoolboy Q (rapper), Isaiah Rashad (rapper), SZA (singer), Ab-Soul (rapper), Jay Rock (rapper), Lance Skiiiwalker (singer/producer) and SiR (singer).



SiR, however, is no stranger to the music industry. He got his start in 2012 working as an engineer for singer/actor Tyrese. He later went on to work as a songwriter with some of music's best including artists such as Jill Scott, Stevie Wonder, Ginuwine and others.

His debut album with TDE, *November*, displays TDE's immaculate ability of not only just finding talented artists, but finding talent that seamlessly fit well together with their musical vision and their artist collective.

*November* prides itself on pure storytelling and precise songwriting from the first second, with "Gone," to the last one, with "Summer in November." The album did a great job of fusing multiple genres like smooth jazz (it often felt like I am listening to 94.7 The Wave), hip-hop, R&B/soul, and pop all into one project. More so, his ability to be relatable to his listeners also stuck out. Take for example the track "I Know." We all know someone with "bad ass kids" or maybe we were one at one time.

[embedvideo id="gswTvfkjoYk" website="youtube"]

"That's Alright," which is the second track on the album, talks about a relationship that SiR has with a woman. Despite the criticism from friends and family on the outside looking in, SiR's love is too strong for the woman to allow others to invade his inner peace. In the first verse he explains that opposites do attract when it comes to relationships: "She a good girl, I'm a rude boy, but we attract."

A fan favorite so far has been "D'Evils" produced by D.K. The Punisher. D.K. samples "One Spliff A Day" by reggae artist Billy Boyo. His ability to chop the sample to fit the soulful bassline

and drum pattern gave it a completely different feeling.

“Something Foreign” featuring TDE teammate ScHoolboy Q exemplifies SiR’s soul background with not only just the vocals but as well as the mood-setting piano melody. The chorus stands out the most in the song: “Tryna keep it [humble in a world full of egos, gangsters and evils](#) / Player in the game but I’m making my own rules / And I’m pulling up in something foreign, foreign / Yea, I’m pulling up in something foreign, foreign.” Similarly to Kendrick Lamar’s hit track “HUMBLE.” in which he states, “Be humble, sit down”; SiR brings a similar perspective with the chorus in “Something Foreign.”

I highly suggest giving the album a listen all the way through. SiR is finally getting his most deserved respect in music after years of being behind the scenes. What this album has shown to me is that being an artist is never about the destination but always about the journey.

You can listen to “November” on Spotify, Apple Music, Google Play or any other streaming platform.

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