# IGOR



Tyler, the Creator

Tyler Gregory Okonma, better known as 'Tyler, the Creator,' is an American singer/songwriter/producer extraordinaire from Ladera Heights, California. With his first album releasing on Christmas 2009, and his first STUDIO album releasing May 10th 2011. Many consider Tyler a legend in music, and art in general.

Tyler's early work is much more aggressive and immature than what he can make today, that's not to say it's not enjoyable. Personally I love his older work and it's fun to come back to, and you can even see the techniques he was trying to develop that would eventually become who he is today. "Flowerboy" (2017) was Tyler's first time actually calming down for a second and taking a moment to look back and realize what his life is like. Because of this sporadic change in tone, Tyler fans seem to be very divided on what the "Best" Tyler album is. I fully believe it is IGOR.

### <u>"Yonkers" Music Video (2011)</u>



### "EARFQUAKE" Music Video (2019)



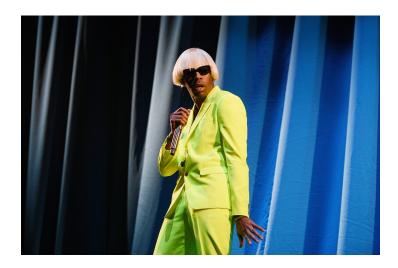
The stunning commercial growth of Tyler as an artist has skyrocketed him among the greats, allowing him to work with and befriend his own idols like Pharrell Williams. "IGOR" itself has actually won a Grammy in 2020 for "Best Rap Album." To Tyler, this was very bittersweet. He was so happy he was even able to be recognized by the academy after years of being ridiculed, but "IGOR" is not a rap album, and Tyler took offense to the title. During his speech he said

"...On one side I'm very grateful that what I made could be..acknowledged in a world like this, but also it sucks when guys like me-and I mean guys that look like me-do anything that genre-bending they always put it in a 'rap' or 'urban' category...I don't like that 'urban' word, to me it's just a politically correct way to say the N-word."

I fully agree with Tyler here, 'IGOR' is not a rap album. It may have sections where Tyler will rap a few bars but the majority of this project is Funk, R&B and Jazz. It does feel a bit racially motivated to just put this project under the title "rap," but that was 2 years ago and Tyler has won another Grammy since so there's not much to do about it.



"IGOR" was released May 17th, 2019. I will be referring to the person performing as Tyler and the character/speaker in the lyrics as Igor.



### **IGOR'S THEME**

The album opens with "IGOR'S THEME." In my opinion a perfect start to this insane and beautiful album. It starts with a long distorted bass line that drones on for about 0:24, afterwards the drums finally kick in with some vocal samples from Tyler and Lil Uzi Vert. At 0:48 the vocals come in, all main vocals are done by Lil Uzi Vert here. At 2:44 there is a drop that really gets you amped for the album, the song crescendos really nicely to that final push. On the surface there isn't much there lyrically, I think of it more like a build-up to what's to come after this, which is....

### **EARFQUAKE**

This is the most popular song on the record, with about 594,822,942 streams globally and rising. This song has vocals by Tyler, Playboi carti, and background vocals by Charlie Wilson and Jessy Wilson. The Drums are very R&B feeling and the synth+piano intro has a nice sound together. It feels old and new at the same time, like you're parents could enjoy this just as much as you. The lyrics seem to indicate that Igor has

a person he loves very much and maybe they don't love him back. Igor says things like "you make my earth quake," and "don't leave, it's my fault." He seems dependent on this person, and them leaving his life scares him. The music video is very charming as it shows Igor performing this song on a talent show, most likely on live television.



The video ends with the set burning down because of a cigarette that Igor threw on the ground, even after he was told not to smoke. I feel this visualizes the lyrics "Don't leave, it's my fault."

### **NEW MAGIC WAND**

This song is specifically important to Tyler. "NEW MAGIC WAND," has been stated as his favourite song he has ever made. In a tweet he explained, "Haven't been able to articulate why. I've also came to the conclusion this is my favorite song I've made. It's so, Tyler: everything I've attempted in one, executed perfectly." He also said his favourite part is at 1:25 because "The speaker is at it's highest" and also adding "it's purely based on feeling. The track starts with an audio clip of Jerrod Carmicheal saying, "Sometimes you gotta close a door to open a window." Jerrod Carmicheal appears on 5 different tracks on this album adding to the narrative of this broken love story. Lyrically, "NEW MAGIC WAND " expresses Igor having romantic interest in this person, who is still in love with their ex. Igor is so passionately in love with this person that he would go any lengths to break them apart, even if it means killing them both.



"*My brother said I'm on the spectrum Don't call me selfish, I hate sharin' This 60-40 isn't workin' I want a hundred of your time, you're mine...*"

These lines really encapsulate this feeling of desperation for the love interest. The "magic wand" is also supposed to represent a gun because the love interest and their ex will "disappear."

### A BOY IS A GUN\*

Diana Yassin describes this song very well in their article on Michigan Daily. They say, " 'A BOY IS A GUN' is livid and uncertain, a cauldron of unresolved emotional turmoil." The title is a gender-bent take on the idiom, "A girl is a gun," that originated in LA that was meant to represent women as a dangerous thing to men that could go off at any moment. This song takes us through the relationship, and breakup, of Igor and another man and how falling in love is just as perilous as playing with a loaded gun. Solange Knowles

provides beautiful background vocals, as she does on "I THINK" and a song we will touch on later, "I DON'T LOVE YOU ANYMORE." I feel the asterisk in the title is meant to let us, the audience, know that this is a very important song. The music video shows Igor



walking aimlessly through a large mansion with an angered expression, and finally at the end, kicks his lover out of the house.

### <u>PUPPET</u>

"Puppet" has some of the most clever and intricate writing in the whole album. The theme around this song is Igor realizing that he is almost under the control of this love interest. The beginning of the track talks about how he would do anything for them.

"What do you need? Do you need bread? Do you need this? Do you need a hug? Do you need to be alone? I could wrap this up and get the fuck away instead What is your wish? It can be granted"

When the words "a hug" is said you can hear the word "head" being covered up. This shows that Igor has more than just romantic intentions but is trying to keep a more sweet and loving persona. Lyrically overall this shows also that Igor is not a perfect person, which can be very relatable. This whole theme of being a 'puppet' to this other person actually arose in an earlier track, "I THINK." After the Lyrics I just shown, Igor says something that almost shows he's becoming aware of his role in this relationship.

"You're number one, one on my list See, I am Santa Where is Rudolph? You're parasitic I do not have self-control I am startin' to wonder Is this my free will or yours? (Yours, yours, yours)"

Featuring on this track is none other than Kanye. He can be heard giving background vocals in the chorus and is given a short little verse near the end. Tyler and Kanye at this point have not worked in 4 years, on Tyler's album "Cherry Bomb," so this collaboration was well-loved by fans of both audiences. This song and it's themes transition into the next track, "WHAT'S GOOD," that is a very aggressive song

filled with rage. (WILL NOT BE TALKING ABOUT IT BUT LISTEN TO IT <u>HERE</u>) The last thing i'd like to touch on is the chorus, it is just Igor repeating the phrase, "I'm your puppet, you control me. I'm your puppet, I don't



know me" with background vocals from Kanye. It seems very simplistic but has a very powerful message regarding Igor's story.

### <u>GONE, GONE / THANK YOU</u>

This track is a double song, every album Tyler has put out has had at least one double song and they've all been classics, this one is no exception. I will be splitting up the song analysis into 2 parts for this one, starting with...

#### **GONE, GONE**

"Gone, Gone" is a song about Igor trying to get over this former love interest, trying to repeat the phrase, "My love's gone," to himself over and over again in the chorus, and then saying, "maybe it's just a dream that I can't seem to wake up from," almost as if he can't believe that this love is gone. A part of him still believes that he should be with this person.

"I know love is all I got I just hope to god she got good taste Could put you on some shit you never seen Could play a couple songs that you could dance to I hope you know she can't compete with me"

This verse really emphasizes the fact that Igor genuinely wants this person to be happy, but feels as if only he could provide that for them. This song, along with the entire album, is a very relatable portrayal of modern-day love and how it can affect someone mentally. Jerrod Carmicheal makes his final appearance in the transition piece of this track at 4:30 by saying, "I hate wasted potential, that shit crushes your spirit It really does, it crushes your soul," and afterward takes us straight into...

### THANK YOU

"Thank You," is a much shorter piece of the song, but plays a very important role in Igor's development. The main hook of this song is Igor thanking this person for the love and joy that they brought him, but in a backhanded way tells them that he never wants to fall in love again, showing that this person has brought immense emotional damage to Igor. This is expressed even more when Igor yells "I said go,



go." This is a very short, but sweet, beautiful ballad that expresses the aftermath of a breakup and how it can really challenge a person's mental well-being.

### **I DON'T LOVE YOU ANYMORE**

This track acts more like a transition to the final track, and I almost didn't talk about it, but after re-listening and realizing how important this song is for Igor I had to. The ENTIRE first part of the song is Igor talking to this love interest and basically saying, "Hey, I love you, you don't love me. I understand that it can't work. I'm gonna go work on my own self and realize there's more to life than you." It's a very mature move for Igor and something we don't see a lot of for most of the record. In real life this is maybe one of the hardest things for a person to do, so this song really shows how much growing had to happen in order to say all of this.

Of course, moving on is still hard for Igor, but he handles it in a very real and mature way. He's still very hurt by everything that's happened but he is gonna put his feelings in the 'lost and found.' But the way he screams the word MORE in the chorus almost feels like he's trying to convince himself. This song also has beautiful features from Solange and Charlie Wilson. But like I said, this song is mainly a transition piece for the 12th and final song.

### ARE WE STILL FRIENDS?

The final track in this saga of love and heartbreak is "Are We Still Friends?" A beautiful ballad of looking back on a past relationship and trying to find solace in what can remain after a breakup. It is a song of desperation, a song of relatability, and a perfect finisher for this wild ride of an album.

We find Igor, post-breakup, asking this ex-love interest one simple question, can they still be friends? This, for a long time, was my personal favorite track on the album for many reasons. The beautiful

vocals, the pretty production, the crazy finish. When you think about it though, all of these songs have these qualities. I think for a while I found myself relating heavily to Igor in this song, after I had split with my partner all I wanted was to stay friends, but they obviously wanted something much different.



Speaking of the big finish, this song crescendos into a very melodic verse. Igor says he 'doesn't wanna leave this season on a bad episode' and then Pharell Williams spits the following verse.

"Announcing our things and you don't know how to inform Your power and dreams, though you cannot go through all You're caught in this matrix, don't know where you're playing You made it, could be your favorite if you make it your friend"

This part in the song is so full of heart and genuine passion. Right after this you can hear the motif of the song replayed a couple times, then a vocalization turns into screaming that ends beautifully with a couple more synths and bass lines.

I could genuinely talk about this album forever, but to save on time I think I should just close it off now.

### **CONCLUSION**

Tyler, The Creator's, 'IGOR,' is a beautiful deep-dive into the mind of Tyler's alter-ego. Through this personality he can express stories of love and loss. With the mix of Tyler's many talents in music production, song-writing, connections, artistry and overall passion, this album will always be one of my favorites. From the intense start of 'IGOR'S THEME' to the intense finish of "ARE WE STILL FRIENDS?" it is a constant roller-coaster of emotion. I am genuinely so proud of Tyler for being able to diverge genres so seamlessly and making it seem like nothing. He is a truly talented man and I know he'll be crowned as one of the greats for many years to come.

Ok enough fangirling, what do I rate it?

## 9/10

Because nobody's perfect.

\*LISTED BELOW ARE ALL FEATURES AND SAMPLES USED IN IGOR, BECAUSE I COULD NOT PROVIDE THEM ALL\*



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