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Drawing the words: Royce White

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IT’S ABOUT TIME FOR A NEW WAVE OF MUSIC TO COME FROM THE MIDWEST.

-Liana Prudencio

The success of artists, such as the Beatles and Bob Marley were due in part to their music being associated with a movement said Royce White, ISU freshman and forward for the men’s basketball team. White wants to follow suit by starting his own movement right here in the Midwest. His movement pushes for music that lets people release their emotions and let go of their problems. As a full-time student, basketball player, and musician, there is no doubt that creating a movement can be difficult. White seems to be well on his way though after starting an entertainment company and record label with his best friend, Timothy Brown. Their parent entertainment is called White and Brown entertainment and their record label is Olympus Records. Revival sat down with White in his studio to get the scoop on how he got where he is and his latest work. Also during the interview, White couldn’t help but play us some of the songs that he produced—be sure to check them out!
WHAT ARE YOUR MAIN SOURCES OF INSPIRATION?
Things I've been through in life and things I've seen other people go through. As far as songwriting, that's probably what I use because it's easy for me to look at somebody else's life and draw the words. When you want to put your life into your own words, it's so much harder. You want to say so much. Like I've seen my mom go through things, and I can draw words from it and create songs out of it.

SO WHAT GOT YOU STARTED IN MAKING MUSIC?
I was living with my best friend my senior year in high school. In his house, they had production software and a keyboard and some other stuff. I kind of messed around with it one day, and then he taught me how to really do it well. I mean how to put it together, if you want to really make a song. Once I knew how to do it myself, then I really got into it and took off with it.

HOW WOULD YOU DEFINE OLYMPUS RECORDS? WHAT IS IT TO YOU?
It is my outlet. It lets me say and create whatever it is I feel. Whatever I think, I can say it. I think you need that in life. That's what this is to me. It's freedom. It's a bunch of different words that sound epic. It is epic. [Laughs.]

DOES BASKETBALL AFFECT YOUR MUSIC AT ALL? DOES IT EVER GET IN THE WAY?
They get in the way of each other. I've put so much time into basketball up until this point that it's hard for me to turn my shoulder to basketball and say, “I'm a musician now.” I can't do that. I'm going to try to do both until the roads can't run parallel anymore.

WHAT IS THE ONE THING YOU WANT PEOPLE TO SAY ABOUT YOUR MUSIC?
“Wow.” That's what I want to hear them say. It's, “Wow, that's creative.” I want them to say, “That's weird.”

WHAT DO YOU HAVE TO SAY TO THOSE LOOKING INTO THIS FIELD?
If you don't have a real passion for it, don't do it. A lot of times you won't get the success you plan on right away, but you have to have a passion for it so you can keep at it. If you do, eventually your work will pay off. Be realistic too though. Like when I started, my goals weren't realistic yet. I was thinking, 'Let's walk into the executive’s office right now and start playing and singing.’ That wasn't realistic. I had to go back and refine [my goals]. I had to start a company. I had to find the talent. I had to record the songs.