

Pharrell Williams's "i am OTHER" YouTube Original Partner Channel Now Available



Pharrell Williams's "i am Other" Youtube channel is available with schedule of shows that he says came from the fans. In a press release, Williams says, "The idea for i am OTHER really came from the fans. They often say I inspired them to think outside the box and I wanted to establish a creative collective which represents that same philosophy," says Williams. "I believe individuality is the new wealth and I am dedicated to creating and supporting projects that encourage originality." The channel has 7 shows with *Awkward Black Girl* being the most popular.

Other YouTube show lineup:

OTHER x Hypebeast blends the OTHER philosophy with the global media platform Hypebeast.com and its contributions to today's lifestyle and fashion landscape. The show features a range of tastemakers and influencers in various fields including fashion, film, and technology.

Nardwuar Vancouver-based Nardwuar, one of the most fascinating and well-respected voices in media today, will bring his unique style of music journalism to the channel with exclusive interviews.

Voice of Art follows artists as they execute their own brand of activism by shining a light on their chosen social issue. Through carefully crafted events (concert, exhibition, or demonstration), these artists execute awareness campaigns to engage viewers in a global dialogue.

Boy Genius Report is a weekly conversation hosted by tech guru Jonathan Geller respected for his acclaimed website, bgr.com. Geller will highlight new and noteworthy developments in technology from an insider's perspective.

Stereotypes tests assumptions about musical tastes based on physical appearance. With man on the street interviews in NYC, the show hits various neighborhoods to discover how bias plays into preconceived notions of fellow New Yorkers.

State of the Union is an intimate weekly report from the desk of i am OTHER President Pharrell Williams. These short clips share what's on his mind—everything from his favorite snacks to fashion must-haves.

Cloudy is a short by FriendsWithYou, Samuel Borkson and Arturo Sandoval III. This short is an exploration into the Clouds. A sweet visual soundscape that takes the viewer through a personal journey into the sky. Sing, dance and relax as you follow a sweet cast of clouds and raindrops through an entrancing adventure you'll wish to take over and over again.