

Anderson.Paak Starts Record Label

Anderson.Paak has launched his own record label in partnership with Universal Music Group. He announced the arrival of APESHIT Inc. in a comical pre-recorded press conference on Tuesday. Paak tells the fake journalists in attendance that he is looking for “artists that can play instruments and perform at the same time.” The APE stands for Anderson Paak Empire and the other part references the fact that he is on some “other s***.” It will be interesting to see who he will sign to the label. The news comes at the same time that people are anticipating his Silk Sonic album with Bruno Mars which comes out November 12th. Paak has created his own sound in R&B and is one of few current artists to have traditional musicianship. Check out the staged press conference below.Â

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