

Slick Rick The Ruler Is Returning With A New Album



Slick Rick, one of the Golden Era's griots, is returning with *Victory*, his first album in 26 years. The project, which started four years ago, was recorded in Europe, North America, and Africa. Rick collaborated with fellow Brit Idris Elba on the album that has a strong visual agenda. A 30-minute film directed by Meji Alabi, the force behind Beyoncé's *Black Is King*, is at the center of *Victory*. Legendary photographer Jonathan Mannion helped with the vision and Young Guru mixed the music.

Elba's 7Wallace label, in partnership with Mass Appeal, will release the album that has appearances from Estelle and Nas. Slick Rick commented on the album in a press release.

"Victory is all about perseverance, storytelling, imagination, and evolution. A visual blend of art and heart – a sonic journey that reflects where I've been and where I'm going. Victory isn't just music – it's a bold, in-your-face statement, showcasing British artistry at its finest!"

Nas says, "Slick Rick and I have a long history of working together so it was great to get back in the studio with him to create this new record. He has been such an influential figure in Hip Hop culture and I look forward to him sharing this project with the next generation of fans."

It's been four decades since Slick Rick emerged as a member of Doug E. Fresh's Get Fresh Crew with "The Show/La Di Da Di." His 1988 debut album, *The Great Adventures of Slick Rick* set the mold for the craft of emceeing. Rick's voice has grown in influence with each new generation that has discovered it. *The Art of Storytelling* was the last time the NYC-by-way-of-Great-Britain rapper released a full-length album. Victory will premiere on 7 June at the inaugural SXSW London @ Shoreditch Town Hall, followed by In Conversation with Slick Rick, Idris Elba, and film director Meji Alabi; tickets are available [here](#). In New York, the film will premiere at the Tribeca Festival on 13 June @ SVA 1 Theater, followed by a Q&A with Slick Rick; tickets are available [here](#). The Victory album and film will be available June 13th.



WALLACE AND SLICK RICK MUSIC PRESENTS

VICTORY

A CINEMATIC EXPERIENCE



FROM THE MIND OF SLICK RICK

EXECUTIVE PRODUCED BY
IDRIS ELBA RICKY WALTERS

MUSIC & STORY BY SLICK RICK GIGGS NAS ESTELLE MEJI ALABI
CINEMATOGRAPHY BY STEPHAN YAP EDITED BY D-FRAN DIRTY HARRY PRODUCED BY BLACK DOG FILMS
CO-PRODUCED BY MANDY ARAGONES RACHEL PRAGER