

Q&A with...Cezar

WE8 Theme: "Active Optimism"

WE8 Bottle Designer: Chen Shaohua, from China

WE8 Music: "Keep On," by Cezar, from Jamaica

How would you describe your song, "Keep On," and its meaning?

I wrote "Keep On" using a deck of cards as an analogy for life in general as it pertains to each individual, thinking that would apply to all people. It was derived from the concept that every person is dealt a unique set of circumstances, potentially good or bad – a "hand" which must be played in the "game of life." It uses the cards' characters as archetypes for people – be they powerful, privileged, or one of the nameless masses trying to get by – and encourages the listener to play their hand well, regardless of their place in the greater scheme.

"Keep On" is a motivational and uplifting song about persevering through any circumstance and giving one's best to achieve a positive result.

The inspiration came to me after noticing a series of televised poker tournaments over a number of days. It struck me how those hands that the players were dealt were like the circumstances people face from birth and throughout life. Some time later, and perhaps after subconscious thought, the idea returned to me and the song was penned.

What elements of the special aluminum contour bottle design most inspired you and how did you incorporate that into your music?

The bottle design that Chen Shaohua created relates to the song because all the characters embody a sense of happiness and satisfaction. That idea is central to "Keep On" because it encourages people to be happy and satisfied, despite perceptions of place or position. I think the bottle design and song blend perfectly with the Coca-Cola theme of Active Optimism.

What was your creative process for developing the song?

As a writer and musician, the creative process varies. Some songs take days, others mere minutes. "Keep On" felt like it wrote itself, even though I had been pondering for a few days on the concept of good and bad "hands." Once the pen hit the paper, though, everything seemed to flow out. I consider it my best writing experience, because each line made me excited about the next.

How long did it take to create your song?

The song was penned in only about 30 minutes.

Has any of your other music been inspired by artwork or designs?

Many of my other songs are inspired by art and design. I am also a trained architect, so art and design play a big role in my creative process. Many times, I tend to feel like I'm designing a song and not just writing it.

What inspired you to become a musician/artist?

My father was a producer, singer and co-founder of Ashanti & Bamboo Records in the U.K., in the '70s. He more than anyone else gave me a profound love for music and a desire to be a musician.

What other cultures, if any, have inspired your music?

As a Jamaican, the influence of Africa – in particular West Africa – is undeniable, as is Latin culture and American hip-hop and R&B culture on a whole. All of these influences seep into my music and fuse to create my sound. Other producers have taken my records and also put their own spin and brand on them, and the result has been fantastic for me, too.

How do you connect with the world?

I connect musically with the world via the Internet, radio stations and the support and assistance of other musicians and music lovers I'm blessed to know. I've had the opportunity to travel and make direct connections with people and cultures I otherwise may not have, and look forward to making more connections as my career progresses.

TIESTO



YAKAZI

JES

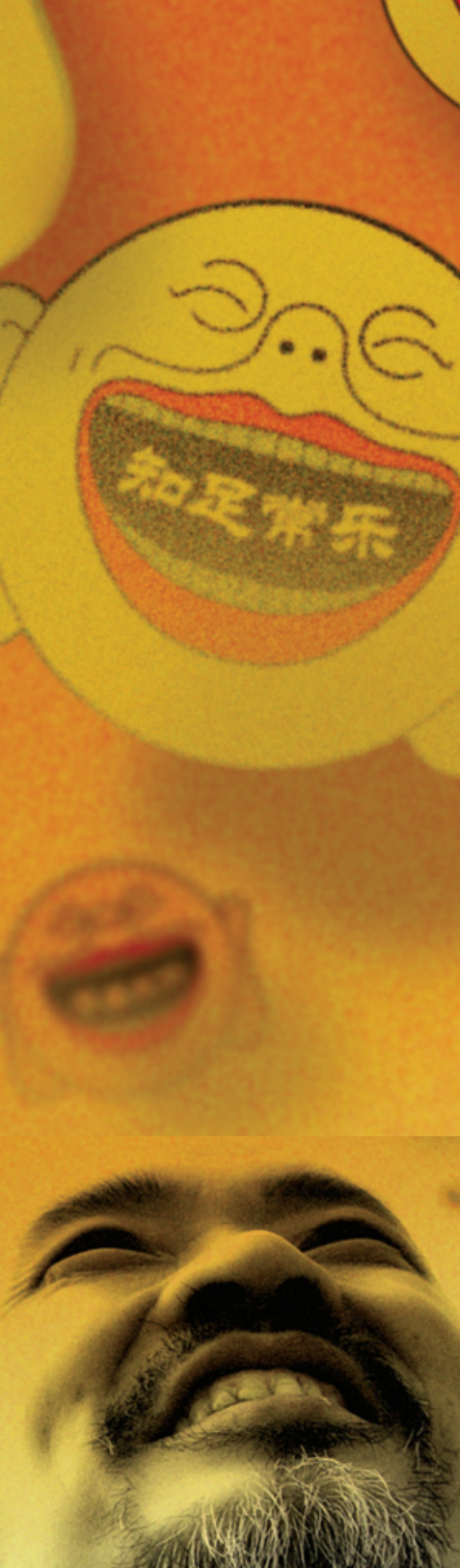
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CEZAR

JAY-J

Xiao Xue · MeWe · Xing Jing · Jiang Hua · Joyn Viscom · Milkxhake · Chen Shao Hua · Wang Xu



What role does music play in bringing people of different cultures together?

Music plays a critical role in bringing people of differing cultures together, because it exists as a language in itself. Speakers of different tongues can still relate to an emotion rendered in a song or the feel of the music rhythmically or sonically. Music, then, is a universal language, so much so that some of my favorite songs are in languages I don't speak – yet somehow, musically, understanding is conveyed.

Have you ever traveled to or performed in China?

I've never been to China. I am excited about the prospect of going one day soon.

What is your favorite part of the Olympic Games? Favorite Olympic event? If you were going to compete in the Olympic Games, what sport would you like to try?

My favorite part of the Olympics is the Opening Ceremony. It's always such a grand display that sets up an air of excitement and anticipation for the Games. My favorite Olympic sport is track and field, followed closely by soccer! If I were going to compete in the Games, I'd like to try the 400-meter dash.

What is your favorite Coca-Cola product?

My favorite is the original – Coca-Cola. It's always classic.

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TIESTO



KARAOKE

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