

# PUSHER

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Certified Album Review

## A\$AD – CØLD \$PRING



At only 40 minutes long, this 12-track project is a dense listen that is cohesively compiled. *afterhours* is a perfect introduction to the project, it makes it clear what you are going to get: a dark and moody contemporary r&b sound that highlights his songwriting ability and characterizes his style alongside other r&b heavy hitters like PartyNextDoor, The Weeknd and Tory Lanez. *Spring (outro)* is a stand out when it comes to production on the project, it lacks any touch from A\$ad but it does showcase Pablø, who is the executive producer of the project. The body of this album includes some solid records like *Party In LA*, *6 am in Houston*, and *still up*. There isn't a record that lacks lyrically or production wise, but there are records that sound similar to the point where the project feels stagnant and even samples start sounding identical.

Over the course of the project, it's very clear that A\$ad's contemporaries heavily influence him and his sound. This

becomes even more evident through his production choices, where several interpolations and samples are used from artists like the Grammy Nominated band The Internet and superstar songwriter PartyNextDoor. Some of which, are reused throughout the album more than once.

This striking resemblance is a double-edged sword. On one side, it paints him in a clear light...you understand and are familiar with his style and sound if you are a fan of the genre. However, sometimes the cadences and lyrics used are too similar and draw more than comparisons, to the point of being almost identical to his influences. A\$ad sounds comfortable and aware of himself, but in a genre pioneered by risk takers that pushed the culture, I would like to hear A\$ad take more risks as he strives to hone in on a more unique and diverse sound. *Safe* and *Anti Social* are good examples of this, the eerie production matched with his smooth vocals leaves room for him to showcase his lyrical prowess which he does extremely well with articulately delivered verses chronicling his hunger and stunting nature.

Overall it is a solid project that showcases the potential of A\$ad and how well this duo can put together a project. I hope a follow up leads to a less repetitive yet equally cohesive project, with more unique production and melodies that can define who A\$ad is as an artist.

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