

It's Time

Alma Afrobeat Ensemble

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It's Time is Barcelona based **Alma Afrobeat Ensemble's** third album, the second on **Slow Walk Music** records, and first with the Nigerian singer **Joe "Olawale" Psalmist (Lagos, Nigeria)** singing in **English, Yoruba, and Broken English**. *It's Time* features songs that harken back to the origins of **Afrobeat**; extended, elegant arrangements, socially and politically charged lyrics, and irresistibly danceable grooves. Add in a dose of trance, some unique improvisational solos, plus a modern feeling, and you have *It's Time*.

Side A of the album features new tunes recorded in the band's hometown of Barcelona, while Side B features creative reevaluations by various DJ's., which results in some very unique, creative and psychedelic sonic landscapes. The modern, warm sound is due not only to the band, but to the production of **Marc Molas** in **El**

Tostadero Studios (Barcelona) and the mastering of **Alex Psaroudakis**, in **Boston**. The album will initially be distributed by **Sony Music, Xango, and Home Grown** in Spain, Benelux and the USA, respectively.

The band has also continued their tradition of featuring a painting on their album cover. Last year's album ***Life No Get Dublicate*** featured legendary Nigerian artist **Lemi Ghariokwu**, and *It's Time* features a beautiful work from a young up and coming artist from **Gambia** who lives in **Madrid** named **Yusupha Gai**, whose style can only be described as **Afro-Cubism**.

The title track, "**It's Time**", expresses the idea that it truly is time for a change. The hard-hitting intro is reminiscent of old soul tunes, which have always been a big influence for **AAbE** and **Joe Psalmist**. "**Shakedown**" addresses the current state of racist authoritarian institutions and their abuse of power. "**Live and Let's Live**" expounds on the idea that not only must we let others alone, but we cannot forget to enjoy life ourselves. Finally, "**Lost**" peers into the nature of friendship and human relations and what it means to be "good".

The reinterpretations on the B side of the album include a festive **tropical party remix** of the classic AAbE tune, "**New School**" by **DJ Farmo (France/Barcelona)**. This cut also includes some top-notch harmonica playing from **Farmo**, as well as the vocal stylings of **Tauro**, from the hip-hop group **Black Baudelaire**. **DJ Quiet (Houston/Barcelona)** gives us his "cool down" interpretation of AAbE, providing a trance laden atmosphere on **DWB Breakdown**. **DJ Phader (Chicago/Barcelona)** instills some psychedelic punch with **Coupé-Decalé** inspired guitars in his reinterpretation of the title track. Next we move to **Dub** territory with **Los Kalakos** going interspatial on **Lost in Dub**. The album ends with a dance-ready track from **Ray Lugo (Kokolo Afrobeat, the Boogaloo Destroyers, Terrificos)** called **Room Enough for Us**.

It's Time is a contrastive reevaluation of the modern state of **Afrobeat**, which reaffirms **AAbE's** role as an international catalyst for that same style. It is both classic in its respect for the roots of the genre, yet modern and forward-thinking in its compositional style and aesthetic relevance.

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