

September 1994

BARRY WHITE

"Every track on this record makes a statement. There's new things, a hint of the old, some real slow tunes, some grooves. The songs we picked have the kind of structure that's designed to make me sing more . . . and that's what I did. You wanna know how I feel about this record? I think it's incredible!"

Barry White's newest album for A&M Records is rightfully called **THE ICON IS LOVE**. He is, after all, The Love Man, The Maestro, and love has been the central theme, the universal message that has been a part of every single tune he's written, produced or recorded in an illustrious career that has spanned close to three decades.

This time out, Barry collaborated with super hitmakers Jimmy Jam & Terry Lewis, and Gerald Levert & Tony Nicholas (for the first single) to contribute to this sizzling collection of love music. In addition to producing two tracks with Levert & Nicholas, Barry worked with longtime musical partner Jack Perry on four cuts and with musical godson Chuckii Booker on the remaining two tunes.

THE ICON IS LOVE is reminiscent of some of Barry's best '70's work and yet firmly rooted in the '90's. The kick-off track is "*Practice What You Preach*" and issues a challenge to a woman who boasts about her love-making skills: "It's a twist on the theme . . . usually, it's the guy who's talking that shit! I think the song is great and working with Gerald and his partner Tony was one of the best experiences I've had in the studio."

Jam & Lewis provided The Maestro with a serious groove on "*I Only Want To Be With You*", a tune penned by all three. "That was a real collaboration," says Barry. "The point of the song is that there are some guys who don't just want sex but want to make love. And that's my thing . . ."

The slow 'n' easy "*Baby's Home*", produced by Barry and Jack Perry (who has worked with him on his last few albums) is a track that will continue the love-making musical tradition that has made Barry the "King of Bedroom Soul."

The album's pulsating, rhythmic title track, produced by Barry White and Jack Perry, features one of Barry's distinctive spoken raps. "It's all about the important role love plays in everyone's life. Everybody wants it and a lot of people are looking for it. In my experience, you don't find love by looking for it . . . it has to come to you . . ."

And then there's "*Whatever We Had*", an emotionally moving piece which Barry candidly admits is "a statement to my ex-wife, Glodean. It's a parting song and it's about ending relationships as friends. I knew when I did this song that I wasn't only dealing with my own situation but a situation that people experience all around the world."

THE ICON IS LOVE is the fourth album Barry's made since 1987, when he ended a four-year hiatus. From 1973 to 1983, he made a total of fifteen albums, and produced an additional fifteen albums for Love

A&M PRESS DE PART MIENT



B I O G R A P H Y

1202594



Unlimited and The Love Unlimited Orchestra. As a performing artist, he has traveled the globe many times over, earning a total of 107 gold and platinum albums and gold singles.

His legendary status and his influence on many of today's hitmakers is unquestionable and he's continued to mesmerize audiences over the world with his distinctive, velvet-voiced sound.

Hitting his '90's stride, Barry now follows 1987's **THE RIGHT NIGHT**, the 1989 set **THE MAN IS BACK** and **PUT ME IN YOUR MIX**, his 1991 album, with his latest sumptuous set. **THE ICON IS LOVE** gives Barry White another opportunity to express himself in his own inimitable way: "What I want to accomplish with this album is to communicate about different situations people find themselves in with relationships, romance, and love . . ."

Whether he's groovin' out on "*Come On*", setting the mood for the ultimate romantic seduction on the slow jam "*Don't You Want To Know?*" or playing the lyrical role of a shy guy in the infectious "*Sexy Undercover*", Barry White is in his element on this, his 19th album.

As he always has, Barry White's giving it up for love 'cause like he says, "*Love Is The Icon*" and **THE ICON IS LOVE**. Universal Love Music from The Love Man.