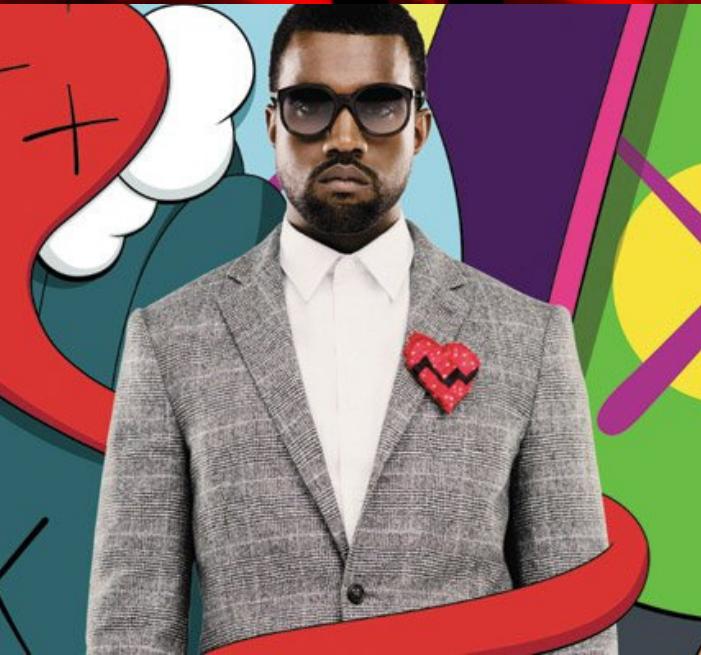


808'S & HEARTBREAK



THE INFLUENCE OF

KANYE WEST'S 808'S AND HEARTBREAK

By Andy Kuros

Kanye West flipped the script on the hip-hop industry when he released his experimental and revolutionary album "808's & Heartbreak" in 2008.

"808's & Heartbreak" is a minimalistic & electronic based project that features the use of heavy autotune and voice distortion as an instrument. In lieu of the traditional rapping and lyricism found throughout much of hip-hop during this time, West brought a whole new style of vocal manipulation and melodic singing to the table with this album.

Thanks to his use of the Roland TR-808 drum machine, which created a retro, synth-based pop sound, West was able to defy mainstream rap and create something innovative and unique.

This project, though, was faced with widespread criticism and mixed reviews upon its release. West, however, proved to be a visionary for the way he crafted his sound, and with the guidance of T-Pain, who helped West perfect the art of auto-tuned singing, Kanye successfully influenced and inspired the next generation of music who would go on to use this technique and style religiously .

The thematic sound of the album wasn't the only aspect of this project that made it so ahead of its time. "808s & Heartbreak", hence the name, is a deeply introspective record filled with pain and sadness, and Kanye's emotional vulnerability and rawness was something unique for an a-list rapper, many of whom choose to present themselves with bravado and toughness instead.

West wrote this project while mourning the passing of his mother, and ultimately blames himself for the death of the person he loved and cherished the most. The painfully honest tone and emotional appeals West uses throughout the album were refreshing for the genre, and proved to be incredibly powerful and trendsetting.

"808's & Heartbreak" is certainly one of the most creative, unique, and revolutionary hip-hop projects of all-time, and its influence can be found all throughout the genre today.

Source: <https://genius.com/a/the-enduring-influence-of-kanye-west-s-808s-heartbreak>