

SCEE

# What makes a legend?

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*This November sees the launch of SingStar® Legends on PlayStation®2 from SCEE. SingStar Legends boasts a playlist that reads like a 'who's who' of music royalty; from John Lennon to Nirvana and Tina Turner to Johnny Cash.*

*Whilst we know who they are, what is it that makes the artists a legend? Is it something they are born with or is it something that is learned or taught? Is it about the music they sing or is it all about stage presence and hunger for success?*

*We asked Albert Samuel, a music industry veteran of 30 years who has worked with top names including Aretha Franklin, Marvin Gaye and So Solid Crew to give us an insight into what makes a true music legend.*

## What makes a legend?

It takes a special talent to become a legend. Sometimes an artist appears but the flame blows out really quickly, though they look set to become special. Legends **change the public's perception of music**. They go against the **grain** and **take risks**, knowingly and sometimes unknowingly, despite people advising them it won't work. They have the **courage** to follow through their vision, whatever it takes.

**Special people** are born special and go on to become legends. It's not something you can learn. In fact, it can be quite a lonely existence, as they generally drive the people around them mad, and ultimately drive themselves **crazy**. They are **unique** and that's why they are sometimes **self-destructive** as normal people can't relate to them. When I worked with Marvin Gaye he could be **extremely difficult** and **demanding**. I would spend all day cursing him. But when he went on stage with his **aura** and **charisma** and **immense talent**, you forgave him everything.

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## The ultimate sound track

Naturally, the music is important. All the tracks on SingStar Legends are groundbreaking. They weren't songs that you hummed to, they started movements and inspired other artists.

I can still remember hearing **Aretha Franklin's** "Respect" for the first time with its energy and soaring vocals, **Black Sabbath's** "Paranoid", reflecting the doom laden, black magic overtures and **Roxy Music's** "Love Is The Drug", with its sexy, cool lounge lizard overtones. I wanted to be **Bryan Ferry**. When the tracks featured on SingStar Legends were released, they made you want to pull the car over so you could really listen to them.

## Drive and ambition

I'm not sure about chasing success. I think that legends have a drive which can be **ruthless** and **ego-driven**. They want to do things their way and are driven by that rather than fame and fortune. **They will not let anyone or anything stand in their way!**

We love stars and that's why I went into the industry. We love to see them soar and fall and then soar again. Ozzy Osbourne's rise and fall and rise is as fascinating as any music he has ever made. We can experience it, get a taste of it, and look through the two-way mirror, without ever having to bite the wing of a bat.

We can watch Whitney Houston's adventures with Bobby Brown, and say we knew that was going to happen or we wonder at the cute young kid that was the singer of the Jackson 5 and his bizarre and remarkable transformation into an international superstar.

The artists that feature on SingStar Legends are **larger than life** and that's what interests us mere mortals. We know that we would never have the **stamina** or **courage**, and yes, sometimes the **madness** to take that road.

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## Legends are ...

We're talking about reasonable singers, singing reasonably to good songs. But their **personalities**, their **lives** lived out in the public glare, the highs and lows, the falls and rises, are all **compulsive viewing**.

If you can say one word; Marvin, Aretha, Ozzy, Madonna, Elton, Elvis, Bowie and people around the world know who you are talking about, that is the mark of a legend!

**Ends**