

THE WORLD ACCORDING TO
KANYE

EDITED AND DIRECTED BY

HERBERT LUI

ARTWORK BY

**SEAN HO LUNG
WARREN KONG
CRYSTAL CHEN
JERRY ZOUMIS**

LAYOUT BY

CORNELIA BAPTISTA

CONTENTS

4 Foreword	
6	Kanyeisms 1
16	Kanye on Life
31	Kanye on Art
37	Kanye on Creative Process
42	Kanye on Collaboration
58	Kanye on Music
71	Kanye on Hip-Hop
81	Kanye on Love
90	Kanye on Self Esteem
101	Kanye on Creativity
109	Kanye on Clothes
126	Kanye on Style
130	Kanye on Kanye 1
149	Kanye on Society
162	Kanye on Product
178	Kanye on Dreams
184	Kanye on Being Controversial
197	Kanye on Celebrity
210	Kanye on Learning
219	Kanye on Kanye 2
244	Sources

FOREWORD

“If anyone’s reading this waiting for some type of full-on, flat apology for anything, they should just stop reading right now.”

It’s weird to create a book about Kanye West, whom claims to be a proud non-reader of books.

Few people see Kanye beyond the cringeworthy caricature that the media presents him as -- despicable, crazy, impulsive, arrogant, and narcissistic.

Yet Kanye is also remarkably inspiring, innovative, hardworking, insightful, and intelligent.

Most celebrities and entertainers who personally know Kanye have nothing but nice things to say about him as a person. Even the most powerful folks, like technology entrepreneur Elon Musk, praise Kanye. Yet the media, and mainstream audiences, now hate him so much.

At the end of the day, Kanye represents the voice inside us that pushes us to go beyond.

FOREWORD

To try and to be honest.

Encouraging us to be hated for what we are rather than loved for what we aren't.

He's far from perfect, but he doesn't try to hide it.

Even if you despise him, he is clearly--on a technical and marketing level at least--one of the most successful and advanced artists of our generation.

But at the end of the day, I don't even think this book is about Kanye West.

As with everything else in life, it's about yourself.

Enjoy!

P.S., Kanye, there are a lot of pictures. I don't think you'll hate it.

KANYE ON

LIFE



My mother never raised me to ask for a handout. A lot of people that got into this game, they're walking around with somebody else's chain on, or driving somebody else's car, and didn't even pay for the shoes they got on their feet.

Waiting for everyone to agree may take too long. I'm not going to sit inside a corporation for 20 years. The time is now.

I feel like everything that anybody ever said in life would be a disadvantage to me, I'ma make it my advantage. When I was playing basketball, and everybody said I was too short, I'm killing them with the scoops.

You just gotta get in where you fit in.
You never know how you get in.

You gotta be real dialed into exactly who you are, to the one hundredth power, or you're just everyone else.

The only thing promised is death. Basically, life is like a game. You have to play the game the way you want to play it.

We're all going to die one day. Live like that. Live like you could die tomorrow. Go for it.

My mother said,
“Stars shine from inside.”



All we have is today. You know, the past is gone, and tomorrow is not promised.

So many people talk about their investments or how much money they have but there's so many rich people who spend a lot of that trying to buy a piece of happiness.

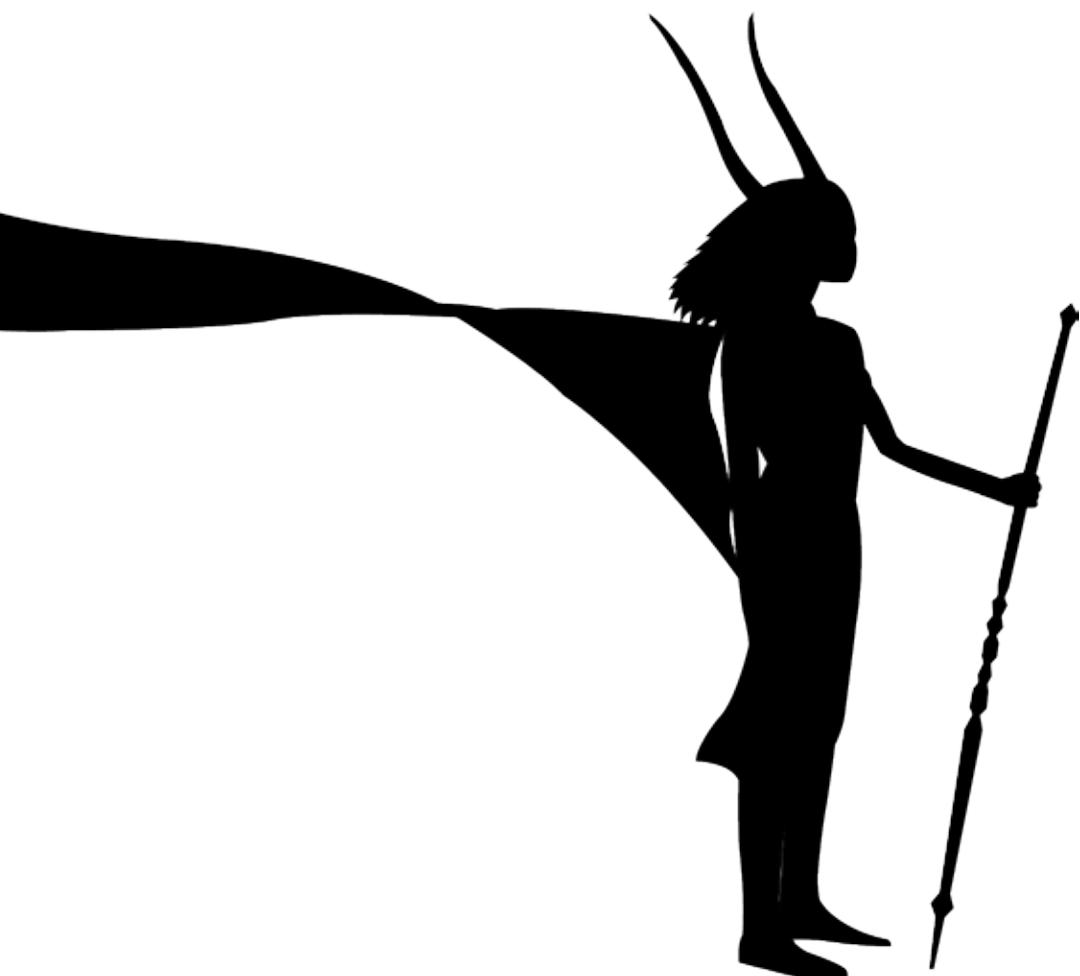
The only luxury is time, and the only thing promised is that you gon' die one day.

10% of life is what happens to you, 90% is how you react to it.

I completely lost everything, but I gained everything because I lost the fear.

Sometimes when it hurts so bad
we have to just lay in the bed.
Just lay in bed and don't move.

KANYE ON
ART



A lot of times, artists come into the aspect that they're not confused about who they are. You always hear about, "Man, I love the album, but she's a hypocrite or he's a hypocrite." It's like, if somebody talks about killing somebody, does that make them a hypocrite if they decide to go to church?

Steve [McQueen] is a proper fine artist, too. He has full exhibits at Basel. To be able to tread those two worlds, I really admire that. I think that's what the modern artist is about, having multiple talents and expressing all those talents--especially in a world where you just get boxed into something.

I did this film, Runaway. When people see it, they're moved by the emotion. They see the emotion, they see the naïveté, in the work I do, because I'm not trained at all. If I talk to Spike Jonze about it, he'll be like that completely sucked. I'll talk to just an artist about it, and they'll be like that's my favorite thing. I talked to Takashi Murakami, he said he cried when he saw it.

I don't think that anything that I do is more important than the person who is receiving it. That person is equally important.

You go to Europe, there's nudity on TV. It's all in the way you raise and have an understanding and appreciation for what you're looking at, and what you're hearing, and why you're hearing it.

If you are the exceptional, you should be given the opportunity to influence more.

I'm pretty calculating. I take stuff that I know appeals to people's bad sides and match it up with stuff that appeals to their good sides.

You have to dumb down your work, or slow it down, or simplify it. ***You have to add patience to your work to make it be accepted.*** Patience meaning like, I know you want to drop this type of concept on people that's ten years ahead, but right now this is all people can take. I have to censor myself.

I'm either sleeping, or I'm turnt. Me and my boy, Sakiya, who we write with also at DONDA, it's like learning to find that dimmer switch. I've had to use alcohol for a dimmer switch, anxiety pills for a dimmer switch, meditation for a dimmer switch, pornography for a dimmer switch, religion-like literally a bible and a porno mag, or a porno mag inside of a bible and stuff.



I almost like only doing bad ideas.
I only like doing ideas that people won't do.
I can show you how you can take the power
out of anything, and how you can
add power to anything.

If you know an artist, there's only one thing you can say, give, or ask them when you see them. There are two words: "Thank you."

I'm all about clichés now! People base their opinions on cliché. There's a reason why they're clichés: 'I was gonna wear a coat today, but it would be so cliché.' How about some pants—if it's not too cliché?

We dedicate our entire lives to making our current time and civilization better. To adding something to the culture.

I think it takes experience to be a great poet and
communicator, and as life goes on I have more and more
experiences, so hopefully I'll just get better and better.

There's a reason why the universe plans for certain
things to happen the way they are, and the only thing
that you can be responsible for is your art.

You do whatever you want to do. It's not important for
artists to speak out. I'll tell you what it's important for
artists to do: ***make a good fucking song.***

SO MANY PEOPLE
ARE JUST SO
FUCKING OBVIOUS

So many people are just so fucking obvious.

They don't even realize that when they box me in, or try to verbally put me in some type of box, or DONDA in a box, that they're showing their level of ignorance. They're putting themselves in a box.

People can write, write, write all they want, but what are people doing? If there's anybody that's out there doing, they know how hard it is to actually do.

I'm like a motivation of the doers.

When I think of competition it's like I try to create against the past. I think about Michelangelo and Picasso, you know, the pyramids.

Is something better if it took five years than if it took five minutes?

It's always going to be 80 percent, at least, what I want to give, and 20 percent fulfilling a perception.

Art, love, and truth, and God, are like four things that are extremely close to each other. We have to be protective of love. We have to be protective of the art sometimes, or else the art is gon' keep getting worse, and worse, and worse. Most people are so protective of who they are. If anything, I sacrifice my perception in order to get the truth across. I sacrifice somebody liking me in order to protect the art.

We will follow in the footsteps of Maya Angelou, Gil Scott-Heron and Nina Simone. Their work improved with time. They documented what was happening in culture. That is our responsibility as the modern day artists and poets, to accurately represent what is happening now, so when the powers that be try to rewrite history you can always look at our works and find truth and sincerity in a world of processed information.

To have integrity, relevance, and finances: that's like juggling on a tightrope...The world is set up where you have to sacrifice one.

As an artist, in this world, we can do whatever we want. Ain't nothing real. This station starts losing viewers, listeners, they'll turn this to an office for paper or something like that. Ain't nothing real. It's all iconography that we put a mindset on it.

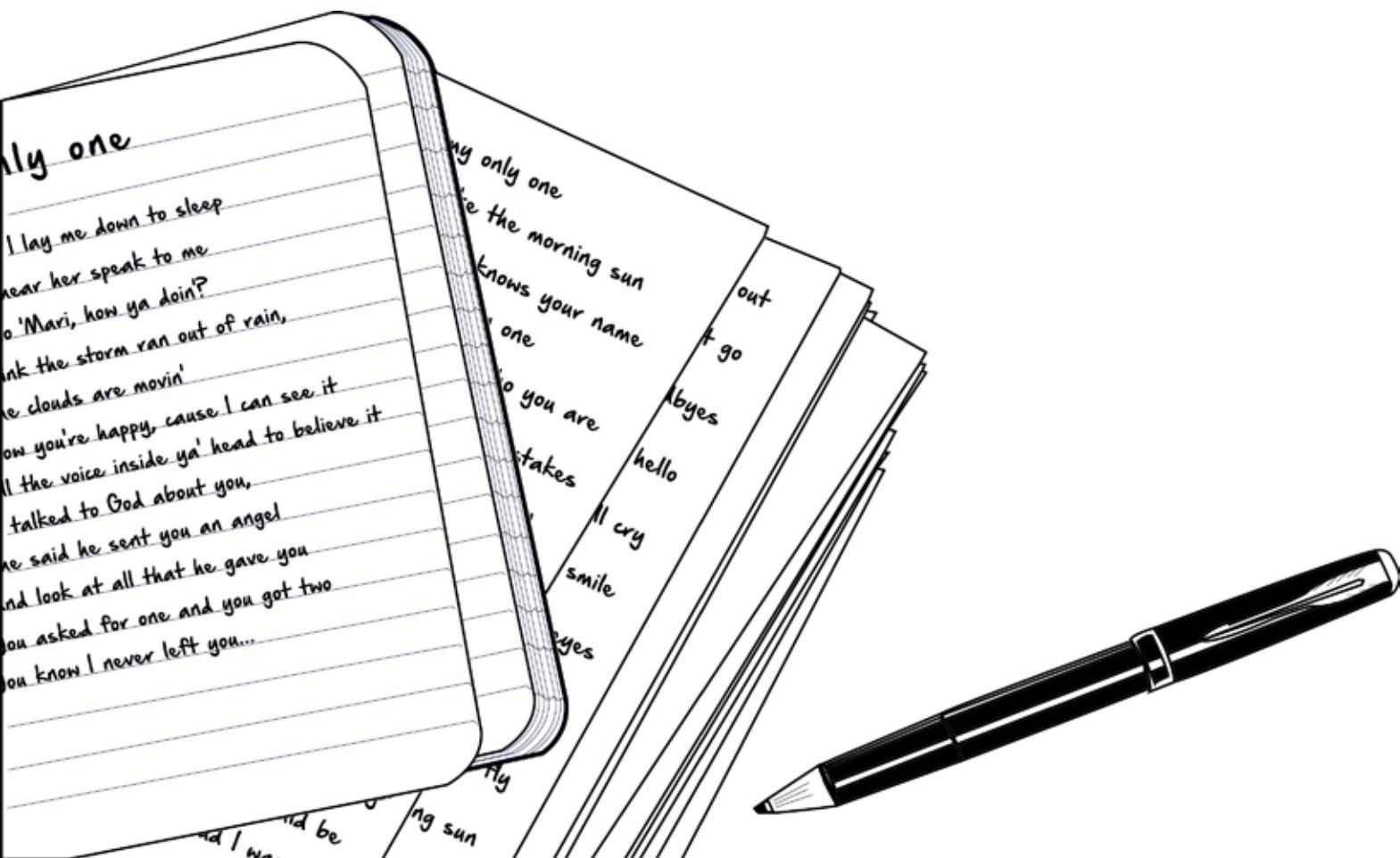
If you don't make Christmas presents, meaning making something that's so emotionally connected to people, don't talk to me.

I'll take opinions from anyone from Jay-Z to a janitor, and I might value the janitor's opinion more. I want it so no one can front on it. People say you can't please everyone all the time. I don't believe that. I think you can. I'm not like, 'Oh I'm Kanye West.' I'm like, 'Oh you don't like it? Oh wow!' To the point where I know you have to like it.

When I think beauty, I think of an untouched forest, only created by God's hand. I think of a gray sky that separates the architecture from the background and creates these amazing photographs because you don't have to block the sun above you when you're taking the photograph.

I think beauty is important and it's undermined by our current corporate culture. When you think about the corporate office, you don't see the importance of beauty. I think all colors are beautiful and in a corporate world only one color is. But another thing is that I believe money is important. I think that artists have been brainwashed to look at money as a bad thing, and it's not. I think they're equally important in our current civilization.

KANYE ON
CREATIVE PROCESS



ly one

I lay me down to sleep
near her speak to me

o 'Mari, how ya doin'?
ink the storm ran out of rain,

he clouds are movin'

ow you're happy, cause I can see it
ll the voice inside ya' head to believe it
talked to God about you,

he said he sent you an angel

nd look at all that he gave you

ou asked for one and you got two

ou know I never left you...

my only one

the morning sun

knows your name

'one

o you are

mistakes

fly

eyes

smile

fly

out

go

ly



I'm giving all that I have in this life. I'm opening up my notebook and I'm saying everything in there out loud. A lot of people are very sacred with their ideas, and there is something to protecting yourself in that way, but there's also something to idea sharing, or being the person who makes the mistake in public so people can study that.

The risk for me would be in not taking one—that's the only thing that's really risky for me. I live inside, and I've learned how to swim through backlash, or maintain through the current of a negative public opinion and create from that and come through it and spring forth to completely surprise everyone—to satisfy all believers and annihilate all doubters. And at this point, it's just fun.

An artist needs a structure so
that they can be an artist.

There is no sport without the wave, so I have to wait for it. If the waves are high, then we're gonna have a fun day. If the waves are low, then you just stay on the beach.

Don C has to get the most credit because I respect his taste equally if not more than mine. I am me, but I am also a product of Don. So basically I am his artist even though he works for me. *I'm a vessel of people's ideas.*

I try to get as close to a childlike level as possible because we were all artists back then. So you just close your eyes and think back to when you were as young as you can remember and had the least barriers to your creativity.

I look at
maybe 800
images
a day.



Everything I do is about creating
memorable iconic imagery.

KANYE ON

COLLABORATION

through ALLFALLS D THE NEW WORKOUTPLAN
T H E W I R E SLOW DOWN JAMZ heard 'em say

Jesus Walks DIAMONDS GOLD AMA
FLASHING LIGHTS TOUCH THE ZING AMAZING
LOVE heart CAN'T ME welcome to the AMA
LOCKDOWN LESS TELL SKY drive slow ZING AMAZING
PARANOID HOME coming AWAY ALL OF A
POWER R MONSTER THE LIGHTS
only one bound 2 fourfivesecondssnocesevifruof BLACKSKINHEAD

KANYE ON COLLABORATION

When I feel pressure, I step my game up. So I believe that Drake made great music for people to love and enjoy, but he also forced me to step my game up, because I have to be Kanye West.

The fact that I love to collaborate with people, I think, is a very non-arrogant thing.

I was always considered this crazy hothead kid, but I would always just go and just really break bread with someone who I respected. I will completely bow to anybody I respect.

Steve Jobs was never the best computer programmer, but he had an understanding and a feeling. It's exactly what you're talking about--creating these moments that people connect with, and maybe are life-changing.

As we approach Hollywood, or as I approach the clothing industry, in the same way that I approached the music industry, with none of the boundaries of what this genre is supposed to be, what I'm supposed to be, what I'm supposed to represent, it's literally like a 14-year-old's emotion expressed. And you're limited only by the people that you get to collaborate with.

I don't care about my name as much as I care about my ideas. I could do something completely wrong, and people could hate it, but then someone else could see it and do it completely right. And it's a push forward for civilization.

[Louise Wilson] said, So many students, they don't give it their all. The problem is as soon as they do anything halfway good, when they're two years old, three years old, their parents clap. That's what she said, they clap. And she just looked at me, she said, "Kanye, don't clap."

It takes a team to win championships. You can't do this on your own. *We're not each other's enemies. A lot of times, it's cool to have friendly competition.* But when it gets to the point where you're letting it bring you down or bring your spirit down by trying to compete with somebody that's in your genre, so-called, you're losing focus of the bigger goal: *just make a contribution while we're here. Use your talents and make a contribution.*

KANYE ON
MUSIC



I don't think that my skillset is high enough to sonically create something that would be on the textbook level of *12 Years A Slave*. I don't know how to play a piano.

[Mos Def] was really into rock stuff. I was like, "I got some more stuff like that!" I ain't have nothing else like that. **But I went and made some more stuff.**

I didn't want to play it boring and safe. I also didn't want to innovate too much. Second albums, man, they're even scarier than first ones.

I made a decision. I wanna make popular music, but I want less fans. I want the freedom of having less fans. It's like the freedom of having less money.

If you have less money, you have less responsibility.

Society has broken us down to not really feel what we feel anymore.

So many people base their stuff off of trends, or what's happening on the radio, what they heard before. There's only a few characters-not so much that we're geniuses, but we're dreamers. We're just bringing our dreams to life constantly. I'm trying to bring a piece of my childhood out in every piece of music that I put out there.

My favorite artist of all time is
James Brown.



The last record I can remember — and I'm going to name records that you'll think are cheesy — but like, J-Kwon, "Tipsy." People would think that's like a lower-quality, less intellectual form of hip-hop, but that's always my No. 1.

There's nothing more to be said about music. I'm the fucking end-all, be-all of music. I know what I'm doing. I did 808s in three weeks. I got it. It's on cruise control.

I'm a man, I'm a human being. People feel like an artist, they be like, "Yo, if you're an artist, you can only rap about this one subject. You have to stand for this specifically." I'm going to stand for everything I've seen in my life, and I'm going to try to express that to y'all the best I can.

People go in and speak to kids. There'll be that one speaker that comes in, and he actually says a curse word. That curse word sparks everybody's attention. Right when everybody's open, he gives you all this information. He sneaks it in. That's what I did.

I spit a lot of stuff where we laugh to keep from crying. I'll put a couple of punchlines here and there so you can swallow the pill.



My mom got arrested for the sit-ins, and now we're more like the sit-outs. Sit off of radio. Say, "Hey, radio, come to us." We need to find something new because it's being controlled in a way, and being manufactured in a way, that really awesome artists can make amazing music and not break as far past as something that's really formulaic.

Photography used to be a sexy profession. It was like being a ball player, or a rapper, or a venture capitalist, or something like that. They used to get all the girls and everything. They completely changed what photography is supposed to mean. Same as how there's plenty of musicians that have sold the fuck out, and changed the art of music, where people don't hold that to the highest level of genius anymore. Meaning if there's a higher level artist, like a visual artist, or a higher level clothing artist, they'll be held at a higher level of genius points than a musician because the things in music that are selling the most are the least inspired for the most part, and the least genius. It confuses things.

My mom's a teacher, and I'm kind of a teacher too. But the hood, the suburbs, MTV and BET are my classrooms, and I know how to talk to my class.

Well they say that artists' first albums have all their life experiences up till that point put on it, and the second one is never as good because it only has on it what ever comes in the year or two since the first one. But I don't think you can fit a lifetime's experience into even a whole career's worth of albums. Except maybe when you get up to Prince's range, but still, I can make a whole song out of one single sentence that you say to me, there is infinite inspiration when you're making songs from real life.

I loved music. I loved it more than I love it now. But I think that can happen with anything. You can live in New York for 10 years and say, "I now want to move to San Francisco." It's just harder for me to do music now, period. It's easier for people who focus on it all day and who are younger in their concept of what they want to do with it. I am not what I would consider truly a musician. I am an inventor. I am an innovator.



I want my music to be played the same place
you could play a Feist song, but I want it to
still work in a strip club, still work in a car.

One thing about traveling a lot, it gives me a
lot more worries about places I'm not being
played.

I'm not here to make easy listening, easy
programmable, music.

A beat is not sold until the cheque clears. Period. Unless
you're Hov or Scarface.

Music is fleeting. Ain't no 50-year-old rock star that you
care about. This is a young man's sport.

We make good music.
We don't give a fuck about how much
Goddamn money you make!
We make good music.

[College Dropout] wasn't about me, it was about a time in people's lives where people force opinions on you and you have to make choices for yourself. We loved 50 Cent but we wanted to be the Yang. We wanted to wear pink polos and rap about being hurt instead being invincible.

I showed people that I understand how to make perfect. "Dark Fantasy" can be considered to be perfect. I know how to make perfect, but that's not what I'm here to do. I'm here to crack the pavement and make new grounds, sonically and in society, culturally.

"Dark Fantasy" was my long, backhanded apology. You know how people give a backhanded compliment? It was a backhanded apology. It was like, all these raps, all these sonic acrobatics. I was like: "Let me show you guys what I can do, and please accept me back. You want to have me on your shelves."

I'm not running for office. I'm just here to make good music, and make people feel good when they hear my music.

I have to remind Pusha T that he's Pusha T. The radio, if they're not playing a song of his that has an R&B hook on it, or works at a certain level of trap tempo and plays in Club LIV, it's like we forget about that Clipse album that meant everything.

Everybody who makes good music on GOOD Music. Drake on GOOD Music. Ross on GOOD Music. If you make good music, you on GOOD Music. This ain't' about no wrestling team. This ain't about no basketball team. This ain't me putting on a jersey for David Stern and going my best and having a mandingo fight in front of the corporations. This ain't about that. This is about us coming together, because we have strength as a people. But it's not just about black people, it's about all people. I just want to give people advice. I inspire Big Sean as much as I inspire Drake.

KANYE ON
HIP-HOP



I was always rapping, it just so happened that really, really phenomenal rappers got to rap on my beats before I got a chance to. That pushed me into a classification of a producer.

A lot of times, I feel like a lot of people are just rapping because it's free. Especially with Jay now writing rhymes in his head, people ain't got to pay for paper no more!

It's funny how so many
rappers get worse as their
careers stretch out but
true poets get better.



Niggas in Paris doesn't work without Otis. ***You have to
bring the flowers to the door first.***

Hip-hop has no sensitivity.

I was just always trying to figure out a way to express myself, and rap was the best way to express what was on my mind.

I just dove more into rapping because I had a lot that I wanted to express, and I wasn't a really, really good singer.

I'm not using rap as a way to get paid or something. I'm using it as an opportunity to really say some stuff that I think needs to be heard, that I think people will enjoy.

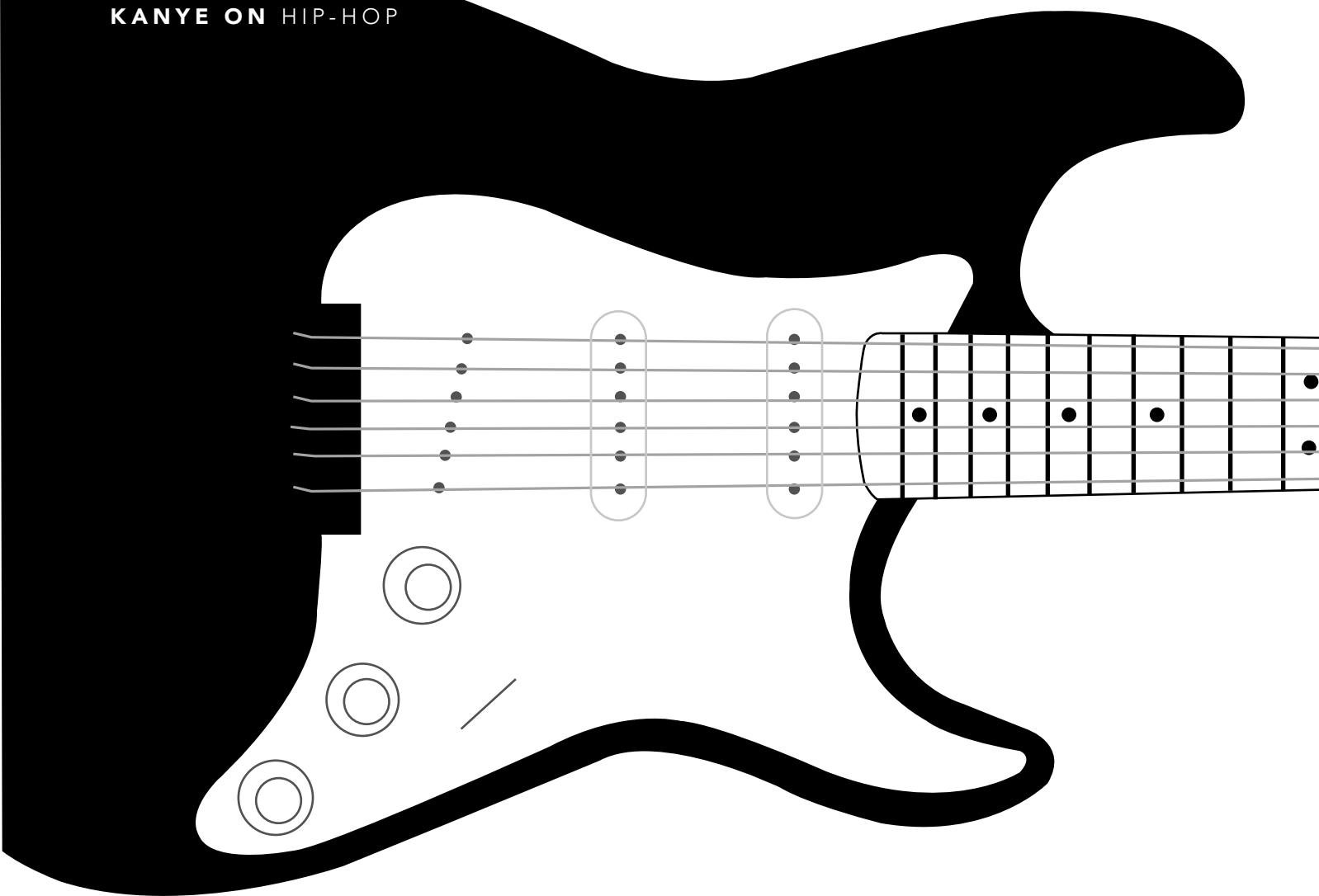
I've already taken a loss. I'm not selling as many beats as I used to sell because I'm sitting up here trying to think of raps. But I gotta follow my heart.

By default, my raps are way better now, because I'm at a point where I don't have to come up with lines—I just think of what I'm really doing and make it rhyme.

You see those rhymes coming a mile away, and they're unimpressive, after the fact. The lines that are genius are the Apollonia/ Isotoners, just out-of-the-blue shit.

Death is the best thing that can
ever happen to a rapper.

Almost dying isn't bad either.



Rap is the new rock
and roll.

When I explain myself, I explain Michael. I'm explaining McQueen. I'm explaining the kid that just committed suicide two weeks ago in Chicago because I've felt suicidal, I've felt hurt, I've felt compromised in a way.

I had groups. I was always the weakest rapper out of the people in the group. There'll always be someone who really had it, but they just didn't have the passion for it. ***But every night, I was working. There wasn't nothing that was going to stop me.***

I used to always feel awkward around a lot of rappers. Other people came from hustling and all that. Sometimes it was harder to relate. People would look down on me for the way I dressed, because my raps weren't really that good - it was like, 'Just shut up and do beats.'

I owe every hip-hop artist
because I wouldn't have made it
this far without all of them.

You go to hip-hop parties in Chicago, and wouldn't nobody be dancing with no girls. There'd be a dude doing a helicopter, finna kick some girls in the head. They get mad if girls start dancing or something. That's when I figured out maybe whatever definition that everybody here got of hip-hop, maybe that's not what hip-hop is for me.

There've been times when I've wanted to quit trying to rap because I'd be doubting myself. I'd be like, damn, maybe my shit just isn't as good as what's already out there. I know I'm doing something different, but maybe people just won't get it. Maybe I should just stick to being a producer. It's worked for me up until this point.

I rap to show off. If I rap and I'm not saying anything new then I'm not showing off that well.

KANYE ON

LOVE



Of course, being in the limelight, you have to have a match--or like someone that's equally yoked.

It's difficult. There's people that you would date that would try to date you to be more famous, or there's people who would want you to be less famous than you were. Just not accept who you are in life. When I would be on the phone with her, even at my lowest moment she'd give me energy and remind me of who I was. I needed that support at all times.

There's only one brand now, and
that's family.

That's the only brand that
I care about.

I like surprises. I love for someone to be surprised. I like to sweep someone off of their feet.

Who's to say having a relationship declares monogamy?

Well, if someone has got all the money in the world, they'd still want love.

Hate and love are very similar emotions. The opposite of love is you don't care.

Whoever you're with is a reflection of you. It's hard to be fully forgiven. People forgive but they don't forget.

At the end of the day,
everything relates
back to trying to
do something
for a girl.



I'm the type of rock star that likes to have a girlfriend,
you know? I'm the type of soul that likes to be in love
and likes to be able to focus. And that inspires me.

At a certain point, or always, love is more important
than any branding, or any set of cool people, or
attempting to impress anyone. Because true love is
just the way you feel.

What I feel like—'cause I wanna be married, of
course—I feel like the type of girl I would be with is
a fellow superhero. So we get that 'already flying and
now we're just flying together' thing.

We go through too much bullshit just to mess with these drunk and hot girls.



It's my entire life, from being a five-year-old trying to reach for that porno magazine all the way to the thirty-year-old getting into an argument with his girlfriend. It sums up my whole fuckin' life. Guys will go through a lot to chase women.

A guy will get on a plane and go to the other side of the world to hit it for the first time, and won't cross the street to hit it the second time. But as a man, your whole life is to provide for that girl in that white dress, that missing picture in your wedding photo. That was poetically put, if I do say so myself.

I care about everything.
Sometimes not giving a fuck
is caring the most.

Family is super cool. Going home to one girl every night is super cool. Just going home and getting on the floor and playing with your child is super cool. Not wearing a red leather jacket, and just looking like a dad and shit, is like super cool. Having someone that I can call Mom again. That shit is super cool.

I love y'all. Thank y'all
very much for y'all
hate and support.

KANYE ON
SELF ESTEEM



KANYE ON SELF ESTEEM

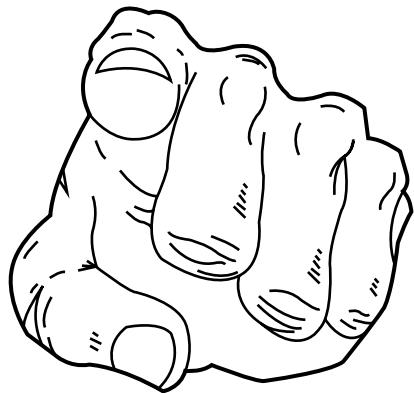
It's not a matter of me believing in myself that's so scary to everyone, it's the idea of everyone else starting to believe in themselves just as much as I do that's scary.

I'm really shy. Why do you think I'm so cocky?
It overcomes it.

The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color. For standing out. But the time is now to be okay to be the greatest you.

We've been taught since day
one to stop believing
in our own dreams.

KANYE ON SELF ESTEEM



Go listen to all my music, it's the codes of self esteem. It's the codes of who you are. *If you're a Kanye West fan, you're not a fan of me. You're a fan of yourself. You will believe in yourself. I'm just the espresso.* I'm just the shot in the morning to get you going, to make you believe that you can overcome that situation that you're dealing with all the time.

Anytime people can get a dosage of this espresso, of this walking confidence, of this God-fearing creative, I think it can bring light. I like to just direct people to the light. I want to express that I feel the light and I have the energy. I feel extremely blessed.

It's not about me.
It's about you.
I don't care if you like me.
I care if you like yourself.

I always felt like I could do anything. That's the main thing people are controlled by: their perception of themselves. They're slowed down by their perceptions of themselves.

If you're taught you can't do anything, you won't do anything. I was taught I could do everything.

I'm not trying to maintain some spot in the hip-hop charts or on radio or something like that. I'm trying to open people's minds. I want people to think more. I want people to feel like it's okay to create. I want people to feel like it's okay to make mistakes in front of people, and follow what their dreams are, and not feel boxed in. I want people to feel like awesome is possible.

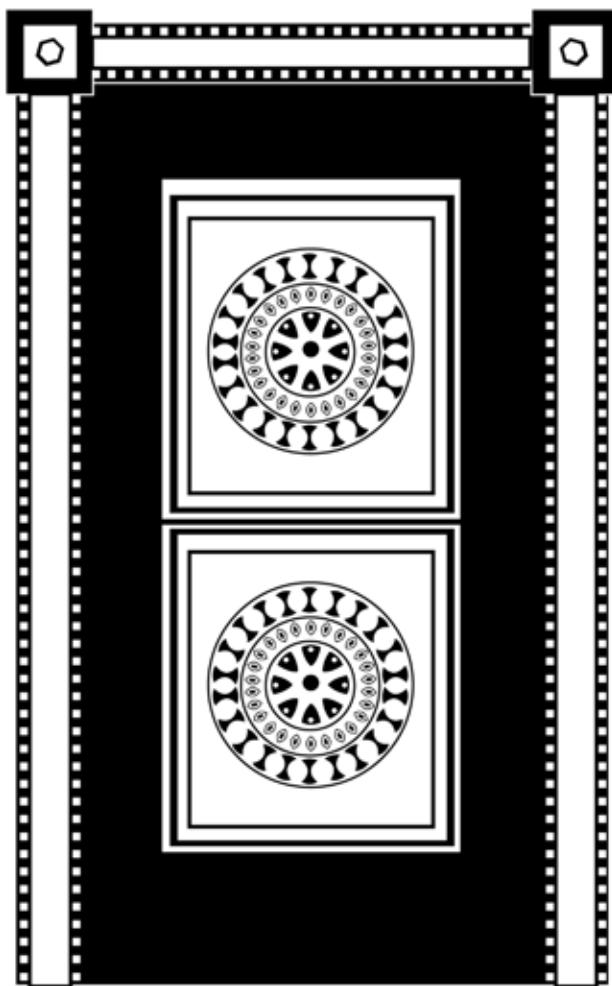
I believe in me.
Just believe in you.

Let me do me.
You like it? Cool.
You don't? Fast forward.

I looked at these two options: People liking me, or me liking myself. I chose the latter. I think people gon' like me for liking myself eventually. And, people gon' like themselves. This is about motivation, about self esteem. If other people got the power to dream, the same way I got the power to dream, more things are gon' happen.

Do you to the maximum. If you know you got the answers, then apply that. If you know somebody next to you is better than you at something, don't be afraid to work with them. Don't be afraid to work together. Don't be afraid to ask questions. Be strong with your opinions and everything. Have that ego that pushes you forward, but then also have the sensibility to understand when somebody else should be the forefront and step to the plate.

KANYE ON
CREATIVITY



There's a lack of creativity in every field. People are afraid. Powers control people.

I make music, I can do it. But I shouldn't be limited to only one place of creativity.

I am a total mad man now, up till 3 am every night, trying 2 fight pain, board-um, and uncertainty with creativity.

Any business idea is sparked
from a creative idea.

As you get really successful at one thing, you start to grow. You feel like you can do more things. Your shoe starts to get a little bit tight. You do everything you can to get a bigger shoe so you can walk further and run faster.

One of the problems with being a bubbling source of creativity—it's like I'm bubbling in a laboratory, and if you don't put a cap on it, at one point it will, like, break the glass.

Well, influence isn't my definition of success—it's a by-product of my creativity. I just want to create more. I would be fine with making less money. I actually spend the majority of my money attempting to create more things.

**Fresh is an opinion, love is objective, taste is
selective, and expression is my favorite elective.
No more politics or apologies!!!**

I think people look at the world in such an older position, like they have a position or they have something that they represent, and they're afraid to step away from that and afraid to make mistakes in other fields. But I look at it like I'm a little kid. There's nothing I represent. I'm a 4-year-old, and I have the right to have an opinion on anything.

Anyone that's creative understands that there's no amount of money that can be given to them to make them not want to, or have to, create. There's no check out and there's no cheque to stop you from creative. No pun intended when I'm saying no check.

A lot of times, I lose out because I'm always trying to be so creative. Sometimes, I could create something, and a whole bunch of people can go run with it and make a lot of money off it. But I feel like I want to give the public something new, so other people capitalize off it. I just hope that's not my downfall. I hope that I can just keep creating.

Sometimes a big idea can take
you further than a big budget.



I've been using the term, "***emotionalism***," a lot recently to describe the way I like to create or the things I'm affected by. Maybe I made up my own definition of what that was. But there's times where I thought or people told me I was a minimalist. But really, I tap into these things of when I was 14, and the things that affected me, and create from that point. Or, what are the things that will flash before your eyes if you're about to die? I want to create from that point.

The films, the songs, the moments in my life, are from that same time period, from 12-18.

My ideas are my air.
I breathe creativity.

Creative output, you know, is just pain. I'm going to be cliché for a minute and say that great art comes from pain. But also I'd say a bigger statement than that is: ***Great art comes from great artists.*** There's a bunch of people that are hurt that still couldn't have made the album that was super-polarizing and redefined the sound of radio.

People didn't love the Yeezys the way they did for no reason. Picture this: For me to do the Yeezys and not have a joint venture backing deal with Nike the next day would've been like if I had made Jesus Walks and was never allowed to make an album. If Drake made his first mixtape, and was never allowed to be signed. If 2 Chainz only had one 16. And people say, "Why are you mad?" Do you know how many 2 Chainz had in him?! He did 100 features in one year. 100!

I can hear you screaming ‘color inside the lines!!!’ Well fuck your coloring book, color by numbers approach to life. At the end of the day who are we hurting???

KANYE ON
FASHION



I just love clothes. I picked out my own clothes when I first went to kindergarten and there's no turning back since.

It means a lot to be able to get respect from my core and peers even though everybody knows I get a little crazy with the clothes sometimes.

I've dedicated the past ten years of my life to this. I've spent 80% of my time working on this, and 20% of my time working on music.

Everything's the right
backdrop for a suit.

I want to stop using the term fashion, because Eve made Adam bite an apple. Since then, it's been illegal to be naked. I'm helping people follow the law in style.

I dreamed, since I was a little kid, of having my own store where I could curate every shoe, sweatshirt and color. I have sketches of it. I cried over the idea of having my own store.

And I might complain about how hard it is in clothing, but also I think it's great that it's so hard. Because the barrier to entry is really, really, really, really high.

I spent \$13,000,000 of my own money learning, making mistakes, losing money, gaining ground, gaining credibility, breaking down the wall.

I was attempting to do it myself.

I've been at it for ten years. I look around and say, "What a second, there's no one around here in this space that looks like me, and if they are they're quiet as fuck." That means, "Wait a second, now we're seriously in a civil rights movement."

With my first collections, they would say, "I want to see more of you." And I didn't even know who I was. And it was far less defined who I was, and I didn't know who I was until I had a daughter. And then I realized that the purpose of life was to protect her and my wife at all costs. And that is who I am.

None of this was about me having a bigger house, a faster Lamborghini. It wasn't about that. It was about these kids having a moment to be themselves. To be a stronger version of themselves. I make this stuff to empower people. I feel like there's so many things that are made to wear the people as opposed to people wearing it.

It wouldn't even matter if I sold **one** sweatshirt. As long as this interview gets done, and kids hear this and know this. And someone in position of power, or someone that will be in a position of power in the future has a chance to make a difference. And they saw that someone who was at the lowest point, grabbing at straws, express themselves freely, and overcame it through all adversity means that they can do the same thing.

Who do you know is known
more for clothes than me?

KANI
YEL
SMIS

I feel like I'm too busy writing history to read it.

I jog in Lanvin.

We have the right to
be wrong sometimes.

I swear I was told not
to swear. Also, I swear
I didn't care.

I envy people who like get-
ting older, because I don't.

There is nothing more
stuntastic than rapping in
front of an orchestra.

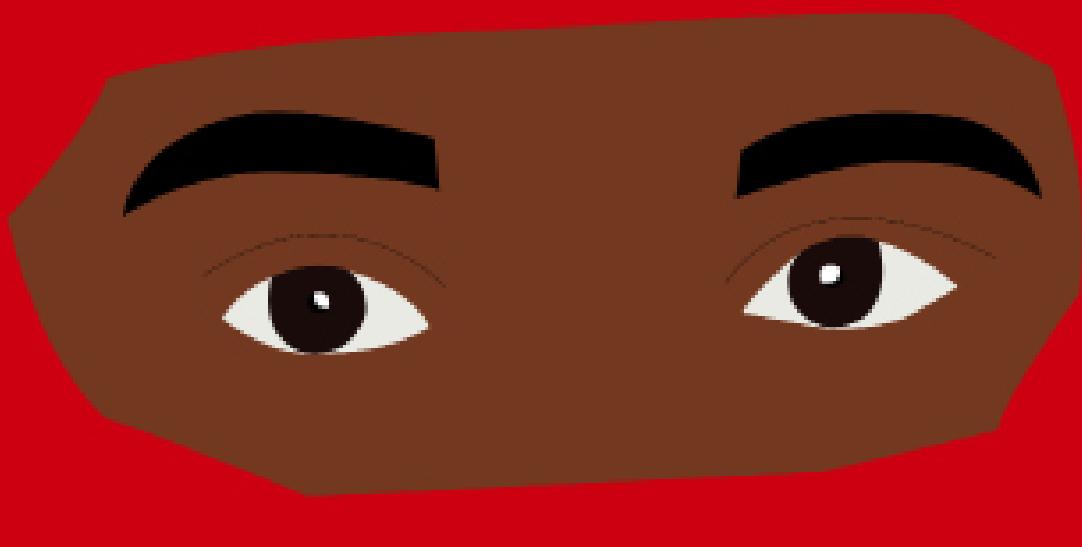
If you come in the room and
say one thing, it better be
the most powerful thing.

It might take some getting
used to but when it set's in it
will make all the difference!

Fusion is the future.
Period. The mixing of
ideas, the two lunch tables
working together.

Bravery and courage is
walking into pain and
knowing that something
better is on the other side.

I'm blessed and cursed by my level of education.



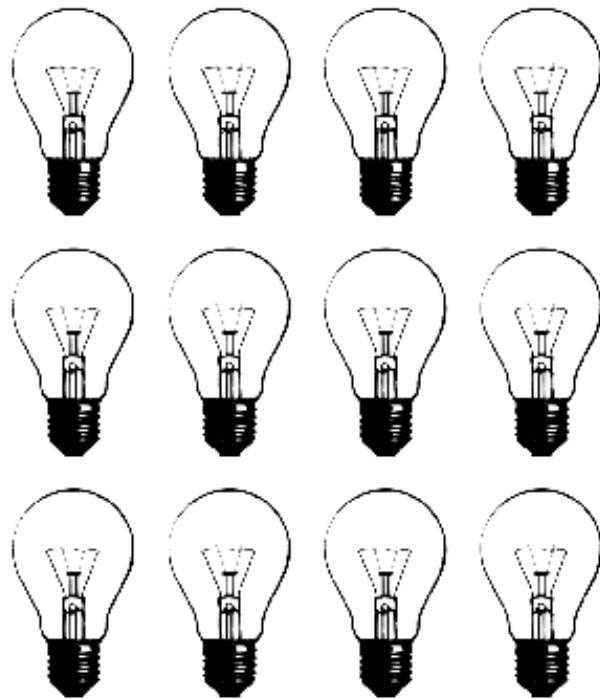
To be a visionary, all you have to do is make decisions based off of your eyes, instead of your ears or your memory.

Thoughts and feelings can
disagree sometimes.

God's little practical joke on me—as an intellect who doesn't like to read a lot—is like, I'll say some superphilosophical shit, but I'll say it the wrong way. I'll use the wrong word, so it goes from being really special to completely retarded.

I'm fine with being likable, as long as I don't have to sacrifice who I am in that moment. Sometimes you just have to turn up. I think there's a lot of people who like me for me. Like me for exactly what I do.

I met with Deepak Chopra, right? I was supposed to go back the next day, but I told my girlfriend that I wasn't going to go. Because you know what gets me calm, baby? Success. And I went in and finished my Adidas deal instead. I felt so Zen-ed out by that.



If you have a series of genius moments,
then you can be considered a genius.

Genius moments can be created when a
new idea is met with an overwhelming
response.

History's gonna be harder to make than I thought.

If everything I did failed, just the fact that I'm willing to fail is an inspiration.

People are so scared to lose that they don't even try.

K I L L E

S E L F

Sometimes you don't even know when you're being
compromised till after the fact, and that's what you regret.

When you see paintings in an old castle, people are not
smiling cause it just wouldn't look as cool.

If everyone understood what I was doing when I was
doing it there would be no challenge therefore no game.

I almost borderline like being
sued because it's the only time
where I can be myself.

This game's pass or fail. There's no Bs, Cs, Ds. Either
you bricked or you won, and this product's gonna be an A.

I am not perfect and I will never be what I was taught
my whole life and that was to be “christ like”... I’m fine
with just being the best me!

I have never had any conversations about anger
management. If anything, I need anger enhancement!!

No cocaine,
just life!



Thanks for the award but I kinda hate the word urban
but I also hate the word hate and I just used it so I
guess I can't be mad at them for using urban.

Anybody that's even talking about [the illuminati],
ain't talking about owning their own business, or
helping their friend that should have the business and
supporting their friend with that business.

Or let me put it another way, only one of two things can
happen: either I'm gonna be right or I'm gonna be wrong.
But if you look at the past 10 years, I've been right.

WHEN EVERYONE GOES
BIG

go small

When everyone goes big, go small. When everyone goes clean, go dirty. When everybody puts on the craziest outfits ever, put on your favorite old Band of Outsiders dinner jacket and pull a monster out of your soul. I wish I could say that monster was truly dead but I think he'll be back to life sitting on my shoulder when I get back in the studio.

I'm a fan of what I've made.

KANYE ON
STYLE



I made mistakes that I regret so much. Like that Grammy outfit. People always hold that against me. But those mistakes have been turning points. If you read books – which I don’t, none at all – about how to become a billionaire, they always say, “You learn more from your mistakes.” So if you learn from your mistakes, then I’m a fucking genius.

The longer your ‘gevity is, the more confidence you build. The idea of Kanye and vanity are like, synonymous. But I’ve put myself in a lot of places where a vain person wouldn’t put themselves in. Like what’s vanity about wearing a kilt?

It’s funny to me when fashion bloggers down our outfits and then super jock outlandish shit shit on the runway but then they dress mad prude and don’t live fashion. We live it man. Fuck that, we live it!!! We live it so hard people live through us! We represent your inner spirit!!

I have superstitions. If my outfit isn't that good, my show isn't going to be as pleasing to watch.

I want to dress like a child as much as possible.

A lot of these dudes would never be accused of being gay just because they all look exactly alike.

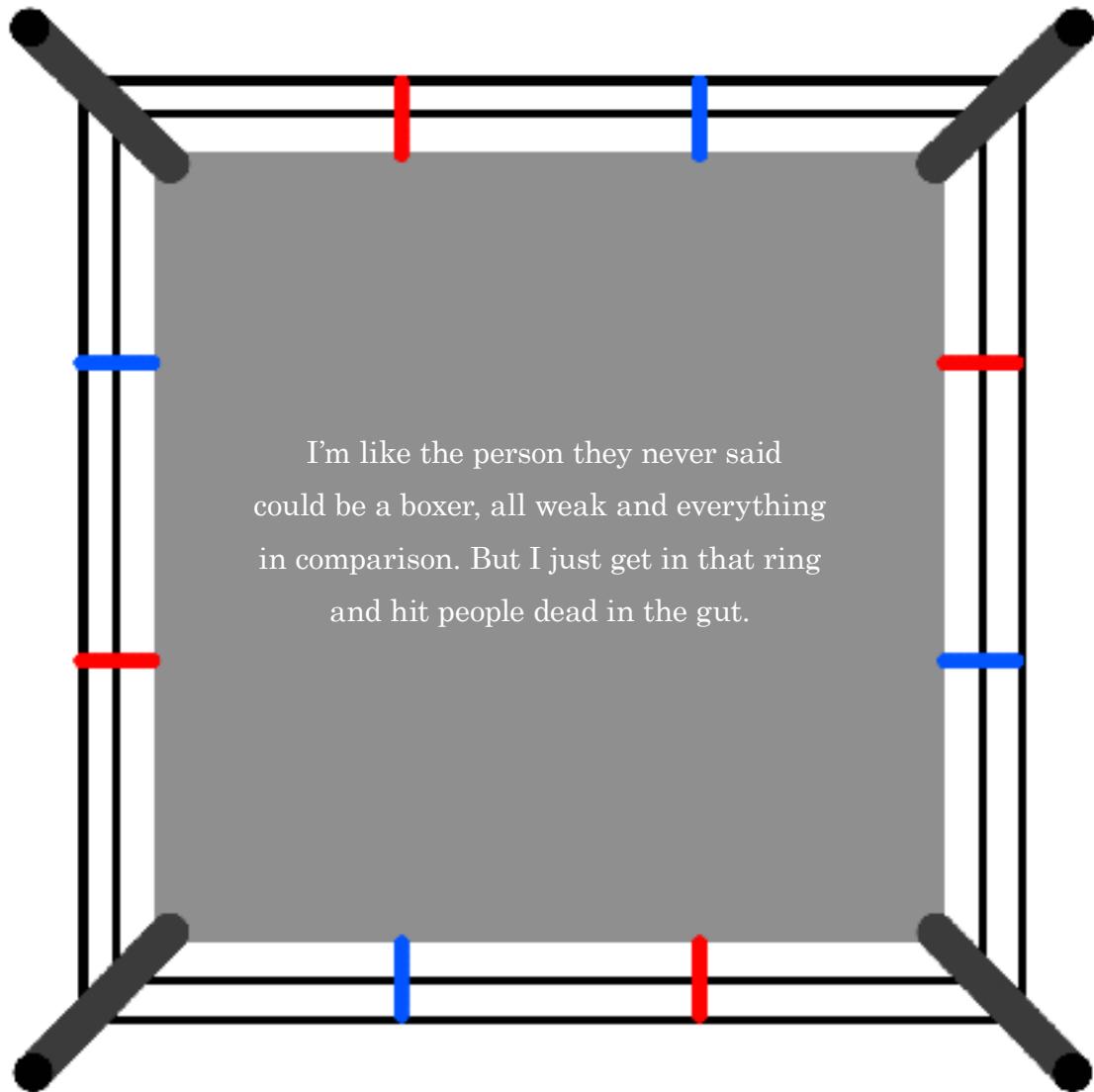
KANYE ON
KANYE I



If I were to write my title--going through the airport,
you have to put down what you do--I would literally
write, “creative genius,” except for two reasons:
sometimes it takes too long to write that, and
sometimes I spell the word, “genius,” wrong.

Everyone’s born confident, and everything’s taken away from you. So many people try to put their personality on someone else. Especially me, they try to suggest what I should do. What I want people to realize at this point is, I don’t give a fuck.

I used to feel this sense of entitlement that’s completely immature. I needed to really get past that. It’s been a great detriment to people liking me, me being a spoiled baby, and people still make jokes about it, but they don’t realize I’m not that same person.



I'm like the person they never said
could be a boxer, all weak and everything
in comparison. But I just get in that ring
and hit people dead in the gut.

I was like the boxing coach, sitting there and watching all these other boxers in the ring. I'm like, "Just go to the gut, just go to the gut!" And nobody goes to the gut! People are winning. Some people get knocked out. I'm like the person they never said could be a boxer, all weak and everything in comparison.

But I just get in that ring and hit people dead in the gut.

I don't expect to be understood at all. I think that there's people who are wired by their parents to understand what I'm saying, and there's people who are wired by their parents to reject what I'm saying. That doesn't mean that after I make what I'm saying, that they won't use it, because they will. I'm just saying I want to make things. I want to be able to make things. I'm not going to be able to make things that I can call Kanye West just by making t-shirts.

The better and better I get at what I do, the younger and younger I am.

Everyday I'm getting younger. When I made Graduation, I was six years old. When I made 808s, I jumped to five years old. Then, the Taylor Swift thing happened, and I had to grow back up and I delivered what could be considered my most perfected work. I had to turn to like a seven year old, almost reach ten years old, when I did Dark Fantasy. I had to grow up for a second. I was working back then, so I'm doing Cruel Summer and Watch the Throne, and I'm like eight. I'm having a little bit of fun. Then, when I went

to Yeezus, I got back to under five, like four and a half. Now, I'm mentally, completely, three years old. If I talk to paparazzi, I'm three years old. If I get into an argument with Bob Iger, I'm three years old. If I get into an argument with Oprah Winfrey for two hours, I'm three years old. Don't let me get proper money support backing and put my work out, and let the Earth speak back to it, I'm going to be two and a half years old. By the time I'm 50, I'm going to be one. By the time I'm dead, I'm going to be zero.



I don't know that much about anything.
I just know what I like.

You can have genius moments, but you can lose the
genius, too.

I didn't even have to do drugs for people to think that I
was on them.

I want people to remember me the way they know Nike,
that level of impact.

I am the voice of the dreamers. I am the creative dream
come true, and I refuse to wake up.

I'm about clashing worlds that you think don't belong
together. This is our world and everything belongs
together.

Creatives have gotten beat up my entire life. There's moments when I stood up to drug dealers in Chicago and said, "You can't have my publishing. Come and kill me. Do whatever you're gonna do, but you're not going to bully me. You're not going to stop me."

My mother made me believe in myself, no matter how many people tell me, "Stop believing in yourself. Stop seeing what you can do. Stop affirming what you're gonna do and then completing that in real life. That's the improper way to do it." I refuse to follow those rules that society has set up and the way that they control people with low self esteem! With improper information, with branding, with marketing.

I refuse to follow those rules. It's about truth. It's about information. It's about awesomeness.



I'm not the authority of anything
but my emotions.

My grandfather loved Ali till he died, and my
grandmother hated Ali till she passed. You're gonna
love me, or you're gonna hate me, but I'm gonna be me.

If I was more complacent and I let things slide, my life
would be easier, but you all wouldn't be as entertained.
My misery is your pleasure.

It would be hypocritical to say that you're a better person
than anybody. A gangsta rapper could be a way nicer
person. People think that 50 Cent is way nicer than me.

For me,
as Kanye West,
I gotta

FUCK
UP.

When this goes online, or wherever it is, it really matters and it really doesn't matter. What matters is the people who are sparked by it. The people who are offended by it, it doesn't fucking matter. Fuck you.

It's about motivating the doers. Anyone that wants to sit around and talk shit, they're taking too much time talking shit about it instead of getting up off their asses and following their dreams. I'm here to follow my dreams and help other people follow their dreams, and inspire people who are dreamers.

I'm not concerned with people
liking me. I'm concerned with
people liking themselves more.

All I can do is be the best me and learn from the mistakes that I've made. There are mistakes that I've made that I deserve for people to look at me like a complete asshole because I have been a complete asshole.

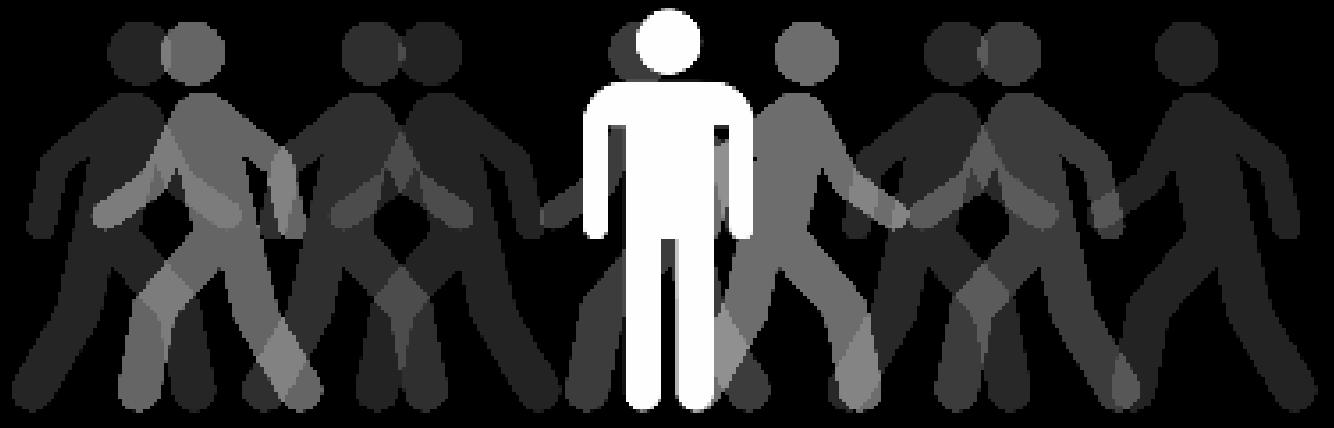
On one end, I try to scale it back. Because I don't want to close any of the doors needed to create the best product possible. But my ego is my drug. My drug is, 'I'm better than all you other motherfuckers. Kiss my ass!'

My goal at that time was to be able to do nothing. I used to say that. The more successful I get, I see I have to do everything. I have to take a position like Russell Simmons, and do everything I can to help people around me.

Ultimately, we as a generation are indefinable, because even if you define us today, where are we tomorrow? I am one with the people, and as I change, the people change with me.

As much as I have creative credibility, particularly in the music space, I do have two ounces of cheesiness--drops of cheesiness. I think that's part of my success, my drops of cheesiness.

When you do music, you can do anything. Once you learn how to produce, you are--at that point--a producer. You understand textures and colors. I had an art background before I was even a musician.



**It just takes time for me to slow down
and think like a normal person.**

Have y'all ever seen Wreck-It Ralph? Remember how that girl in there, she was the glitch. You telling me they don't look at me like the motherfucking glitch? You're telling me people don't look at Kanye West like the glitch, right now. And she was on the side of the video game, the whole time. It's in my code.

People ask me a lot about my drive. I think it comes from, like, having a sexual addiction at a really young age. Look at the drive that people have to get sex—to dress like this and get a haircut and be in the club in the freezing cold at 3 A.M., the places they go to pick up a girl. If you can focus the energy into something valuable, put that into work ethic...

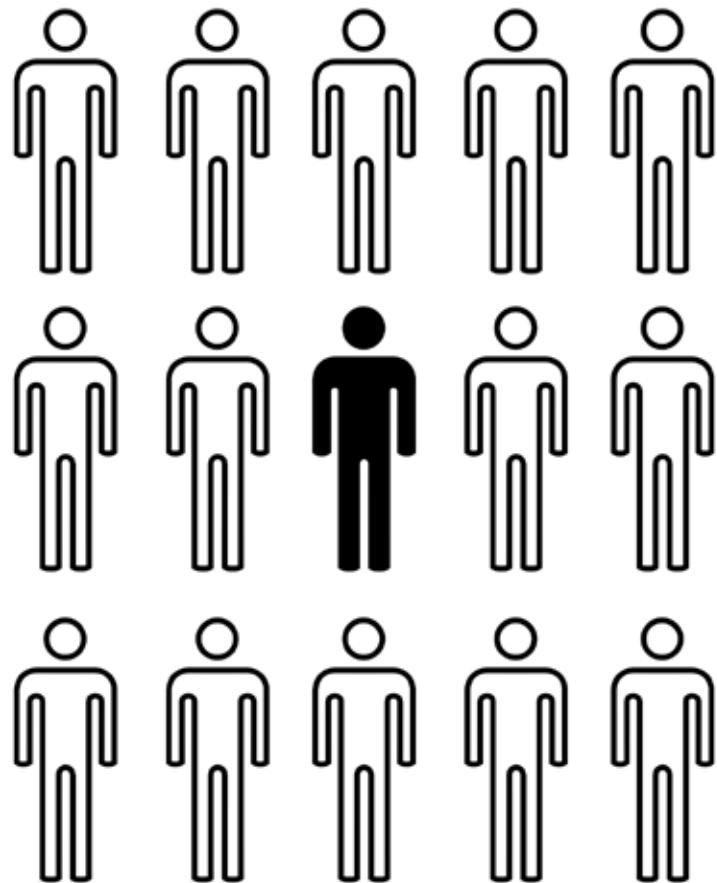
But contrary to the way I was acting for the past two years, I actually haven't tried coke. I've never even had the urge to. It scares me.

I suck at Jeopardy, anything trivia-based. ***I hate facts because they get in the way of my opinion.***

I don't think that my journey, or my struggle, or what I want to do, can be solved within one album process--or maybe even in one life process.

I had to be borderline delusional in
my own head to think that I could
make it this far.

KANYE ON
SOCIETY



We came into a broken world. And we're the cleanup crew.
And we're only cleaning up by helping each other.

I dislike the concept of chic being the highest compliment for
a human being. I'd rather someone be nice than to be chic.

I'm in the process of breaking down walls that people will
understand ten years from now, twenty years from now.

Someone calls you crazy so many times, you start to believe it.

I almost got scared of the idea of going crazy in some way, but I wasn't going crazy, I was like the only person that wasn't crazy. I stand there, and I just look, like, "Is anyone else here seeing what I'm seeing? None of you guys are seeing what I'm seeing, or it's just your Maybach and your house is that important that you won't move at all. That you won't say anything at all in risk of losing something. You won't say anything on anyone's behalf at this point?

Money is another control system, another way to rock people to sleep. Especially people who could be strong messengers. They say, you gon' lose your this contract, you gon' lose your that contract. You ain't gon' be able to go on tour. This is what these corporations try to do to hold you.

Why do people want you to apologize for the truth? They want to show that people can be weakened in order to be able to control other people.

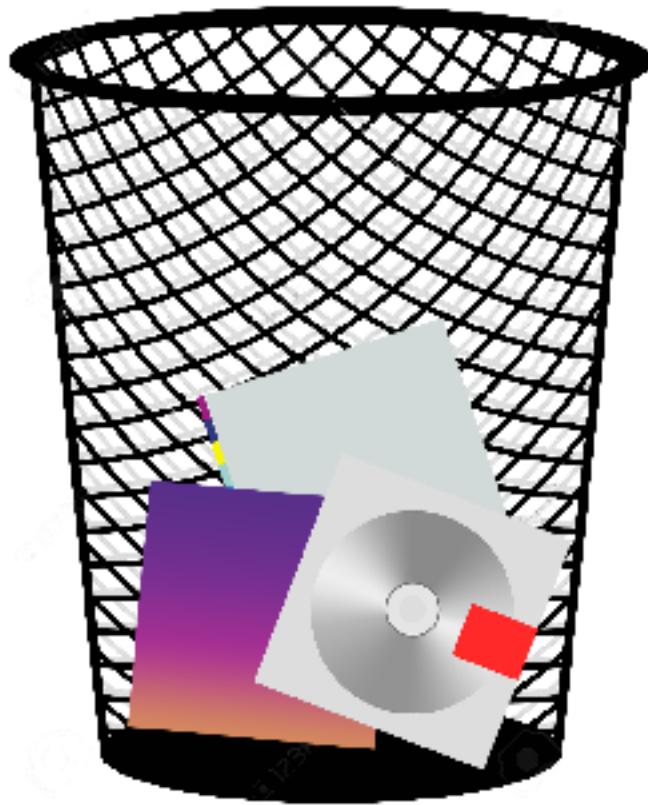
I have to like white people more than any rapper ever. Look at my pants and stuff! Look at the people I collaborate with.

Society has put up so many boundaries, so many limitations on what's right and wrong that it's almost impossible to get a pure thought out.

I was able to slip past everything with a pink polo, but I am Dead Prez. And now, because I was able to slip past, I have a responsibility at all times.

We can raise our kids, let's be thankful. But how about we raise our kids in a truthful world, not a world based on brands and concepts of perception? Perception is not reality.

There are certain people where you just have to call them on the fact that they're behaving in a racist manner for them to understand it.



For the most part, when people
don't like me, it's cause I said the
truth. If I can get in so much trouble
for telling the truth, what are you
being told all the rest of the time?

Racism and the focus on racism is a distraction to humanity. It would be like focusing on the cousin from your mom's side versus the cousin on your dad's side. We're all cousins. We're all the same race.

We should learn from us. I'm tired of the "us" and "them". Us meaning, we should learn from human beings. The first thing I think we're going to do to stop racism is stop focusing on racism.

It's important for a revolution, like Common said on that song he just won for, it's the youth and the OG's that have to come together. You need the energy of the youth, you need the knowledge of the OG's.

It's always right there, so even amidst all the cheers, I can never quite enter into la-la land. And the fact that these issues are always looming is why I get paid the big bucks. Because I'm so conscious of all these things, I put it in my music and everyone relates to it.

They would like us to think we are free, but we're completely controlled. We're controlled by a Nike sign. We're controlled by peer pressure. We're controlled by the longing for a particular car that's set at a high price.

When I made my statement about Katrina, it was a social statement, an emotional statement, not a political one. After that statement, people were coming to me for these magical statements to sum up the emotions of the entire country. They don't always come to me.

Society and public
opinion can beat the wings
off of angels.

If I do an interview in W Magazine, and they take all these classist shots at me because--it's not about racism anymore. It's classism. That's what I talked about. Paula Deen, she was old school with it. They're like, "We don't do it like that anymore, Paula. That's racist. We're classist now."

We're all from one family called the human race. It's simple as that. This race is up against some interesting things -- poverty, war, global warming, classism -- and we have to come together to beat this. It'll only be as a collective that we can beat this, and we can. We can create a better world for ourselves.

I'm only a humble servant. If you have power, you have to empower. You have the power to give power away. What I said on the song, "Power", "No one man should have all that power." It's a true statement. No one man has the power. The power is in the people. The people give you the power.

It was about humanity, and at no point in life can you think that you're such a god that you do not have to deal with humanity.

We got this new thing called classism. It's racism's cousin. This is what we do to hold people back. This is what we do. We got this other thing that's also been working for a long time where you don't have to be racist anymore. It's called self-hate. It works on itself. It's like real estate of racism.

Before the Internet, music was really expensive. People would use a rack of CDs to show class, to show they had made it. Right now, people use clothes to telegraph that. I want to destroy that. The very thing that supposedly made me special — the jacket that no one could get, the direct communications with the designers — I want to give that to the world.

KANYE ON
PRODUCT



I feel belittled to be classified as just a musician.
I am where art meets commercial.

The only luxury is time. The time you spend
with your family.

I wasn't the one rapper that had the opportunity
to do a shoe with Nike for no reason.

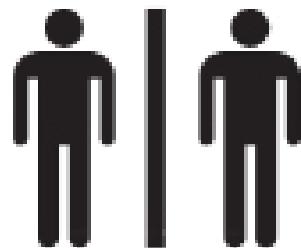
[Jony Ive] said that people are so concerned at being first as opposed to being better so I think that innovation gets too much credit, in a way. If we talk about this type of company, it wouldn't be a company of innovation. As Steve Stoute told me driving down the West Side Highway, "There's no money in the innovation."

For me, first of all, dopeness is what I like the most. Dopeness. People who want to make things as dope as possible. And, by default, make money from it. The thing that I like the least are people who only want to make money from things, whether they're dope or not, and especially make money at making things as least dope as possible.

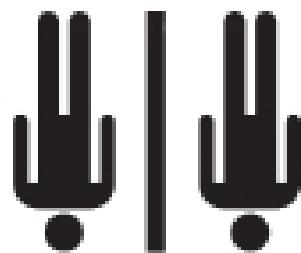
The skillset to dress nice is too high. If someone looks at you and says, “You dress nice,” you have to focus on it so much. You have to be like a scholar of clothing to be a well-dressed person. That’s the way the skillset of working a computer, or affording a computer, was when I was in seventh grade. I remember my friend, we called him “digital thug” because he was a gangbanger but knew how to use the Internet. He was the first guy I knew that had the super slow Internet at his house, back when the computers used to be black with the green letters and a floppy disk that you could just hold like two words on it. That’s the way that the product industry currently is. Not even just clothing, but product. There’s so much shit out there.

I don't care about capitalizing off of something that we've seen or heard a thousand times. I'm not a capitalist in that way. I'm an innovator. That's my job. I like two things: I like innovating and I like making things better. It's not that I always have to invent things that are new. Sometimes I can take something that's there and attempt to make a better version and that's what gets me off.

I'm considered to be a perfectionist. People say that to me. I've stepped back from the idea of being a perfectionist, I'm more of a solutionist now. I know that nothing is perfect. The only perfection is death. That's when the journey is done. Until then, just present. Let it go, let the Universe give back what it likes, learn from that, create again. Let the Universe give back, create again.



Everything in your life completely parallels who you are
as a character and where you are in your life.



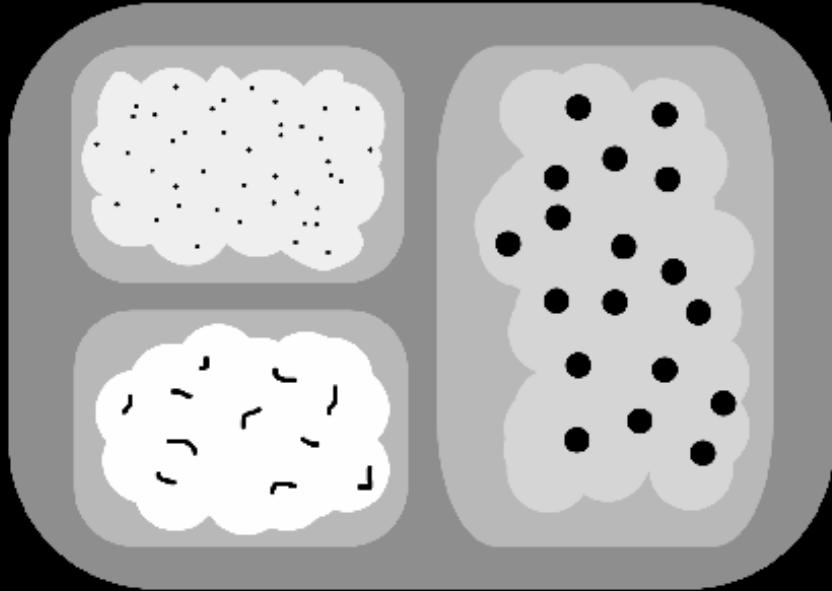
I remember when I wanted to rap. People were just like, “You can’t stop producing.” I’m not going to stop producing. But I need to create more.

I don’t want to disrespect designers by calling myself a designer, I just think I have a vision of something that I want to do.

I think there’s something kind of depressing about a product being final, because the only time a product is really final is when you’re in a casket.

I've got a million people telling me why I can't do it, that I'm not a real designer. I'm not a real rapper either. I'm not a real musician either. I don't know how to play the piano. I'm an artist. I went to art college and was looked at like I'm soft 'cause I wore italian clothes when I'm rapping in front of Cam'ron and my pants is tight. Trying to spit a verse with Cam.

Music has been like a trojan horse for me to create art again. What do you think I spend the most time on when I'm creating a tour? The visuals! I am more of a visual artist and more of a product person. I am a producer. I am a production of me. It's not like I was the best rapper in the world or something. I sat around and thought about it. And then I became Kanye West.



Everybody is being served the
nasty lunch food.

I've got a bunch of "Damn, we should have tried this" regrets. I'm banking on having good taste, and I was off about what I thought would work in the marketplace. It's the one thing in 2005 that I feel like I really failed at.

My greatest talent, more so than being a rapper, is the ability to produce, to grab things that seem like they don't belong and put them together. I love building things, all the labor and refining and fine-tuning. My favorite thing in the world is postproduction. I like it more than sex.

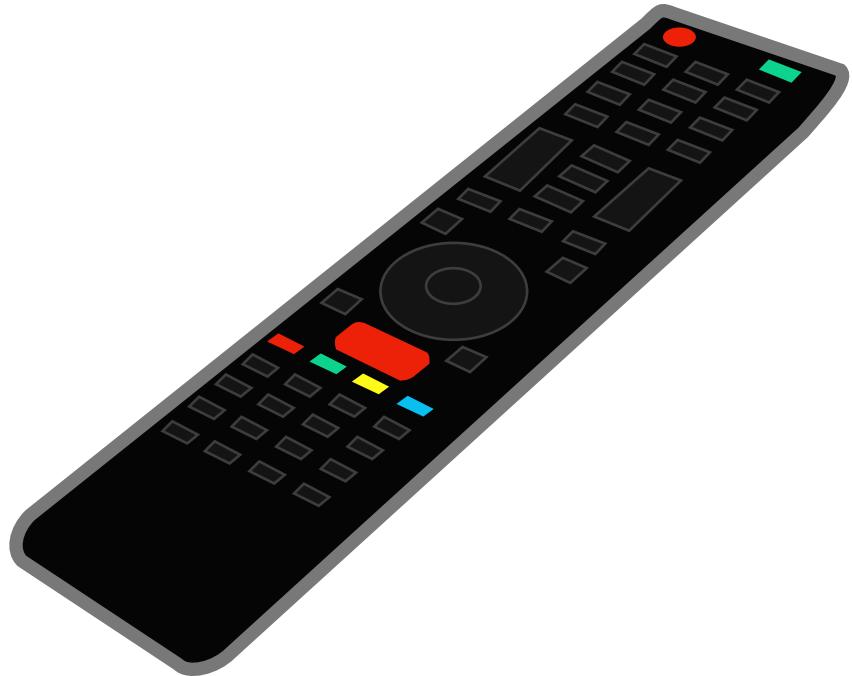
There's never a time when someone can walk in with some non-Nikes and you feel less than yourself. You still feel like the greatest version of you when you have those Nikes on. But you can have on a Zara pant, right? And a girl walks in with the Celine version, and you feel like shit. That is the problem.

If God gave me the choice between winning Grammys or having a really awesome across-the-board “Heard ‘Em Say” video, I would choose an awesome video. I want you to want to run home to see a Kanye West video.

Taste has been thrown in the shallow box. It’s shallow if you’re into putting yourself better, or if you want to take time to look at a black-and-white movie as opposed to a bunch of explosions. You can’t masculinely do that.

We don’t want to just have the jewellery just trying to make us feel good. ***We want to be good.*** That’s creation. That’s that thing that people slave over. That’s that thing that people are slaves to. That’s that thing I’m a slave to. That’s passion.

We have the resources on this planet to have a
human utopia. To have respect for each other.
Mankind. We have that. But we're too concerned
about getting the next Hollywood film to Netflix.



I'm not the guy who works on selling the idea—I'm not Vanna White for the new Hyundai. I am the guy who works on the concept for the car. So success, for me, is in having the ability to get my ideas out there.

What if I had never rapped? Imagine what the product version of that is. It's going to be better than that, because I know more. It's gon' be like Pac outta jail. I am the Tupac of product.

The world will only be saved through good intention and design. It's not going to be saved through politics. The irony is: What holds things back? Politics! So how could that push things forward?

The most talented people at making visuals and making apparel are put in a luxury box by a small group of billionaires and made us wish to desire LV, and fight amongst ourselves, and walk around with a bag and stuff.

I need to do more. I need to be able to give people more of what they want that currently is behind a glass. I don't believe that it's luxury to go into a store and not be able to afford something. I believe luxury is to be able to go into a store and be able to afford something.

KANYE ON
DREAMS



I think people are afraid of dreams, and that video is one of the closest things to the way that dreams look and feel, or the way joy looks and feels, with the colors.

I'm trying to get as close to a dream state as possible. That's the reason why people be doing yoga, drink, smoke weed, pop molly. Whatever you do, people want to get into that dream state. I'm not promoting any of that. I'm not promoting yoga in no type of way.

KANYE ON DREAMS

I'm like a broadcaster for futurism, for dreamers, for people who believe in themselves. We've been taught since day one to stop believing in our own dreams.

We've had the confidence beaten out of us since day one, and then sold back to us through branding and diamond rings and songs and melodies—through these lines that we have to walk inside of so as to not break the uniform or look silly or be laughed at.

So I hope that there are people out there laughing. Laugh loud, please. Laugh until your lungs give out because I will have the last laugh.



I want the power to create what is in my mind. That's my dream.

My dream is every dream. I won't be limited to one dream.

I'm not a professional actor, film/television star, whatever. I'm a professional dreamer.

People don't stand up and protect their dreams. People

are too scared of getting spoofed, in a way. Think about a creative person in school. When you picture them, you're probably picturing them all the way in the back of the class sketching or maybe getting beat up.

I feel like I'm, right now in society, through this thin line between the inside of the TV and the outside of the TV, or inside the Internet and outside the Internet, and what is the Matrix and what's real and what's authentic. I'm strictly like Braveheart of dreamers. I'm not speaking to anyone else. I'm not speaking to advertisers, I'm not speaking to people in their cubicles and stuff like that. I'm speaking to people who want to make their dreams come true. And I have to prove that I can make my dreams come true.

GO HARD

GO HARD

GO HARD

GO HARD

echoes in my dreams.

KANYE ON

BEING CONTROVERSIAL



It's a dream, and I think the controversy comes from the fact that I don't think most people are comfortable with their own dreams, so it's hard for them to be comfortable with other people's dreams.

Obama basically said we're the new American dream. I think he was posing it like I was supposed to take it in a negative way, but I just feel really happy that the president mentions me so often. Thank you very much, Obama.

When people hear my music, they have a good time. I should be respected as such when I walk down the street.

Every time I talk, it is a crack in the Matrix.
When I wake up. Cause nobody is gonna fire me
tomorrow, so I can say anything I want to say.
Luckily, I want to say positive things. I want to
make my momma happy. I want to do God's work.

Kobe cares if they deduct twelve points that he
just put in the basket.

If you put your heart into something, and you had
a grasp on what was really good, and you knew
you delivered a good product, you have the right to
defend your product after people criticize it.

No one can say the type of stuff
I'm saying, because they'll lose
their jobs.



KANYE ON BEING CONTROVERSIAL

Your pessimism is my power...

Your presumptions lead to my redemptions ...

I don't like the obvious...

I like the tension...

I live for the fight...

I am a soldier of free thought in a closed minded world
and I am ready for war...

When you stand up for any form of civil rights, you put yourself in the line of fire. But I feel like I'm here to change people's hearts and minds, to say something that's right for a change. And it goes all the way down the line, from telling people to stop being so cliché, to stop saying what you think your record label wants you to say, to stop giving drab acceptance speeches. Speaking from the heart is so much more entertaining.

Anytime I've had a big thing that's ever pierced and cut across the Internet, it was a fight for justice. Justice. And when you say justice, it doesn't have to be war. Justice could just be clearing a path for people to dream properly. It could be clearing a path to make it fair within the arena that I play. You know, if Michael Jordan can scream at the refs, me as Kanye West, as the Michael Jordan of music, can go and say, "This is wrong."

I feel like media does everything they can to break creatives, to break artists, to break people's spirits.

I do everything I can to break media.

Reporters bash me because I do comparisons to Maya Angelou, or Karl Lagerfeld, or something. Any creative can compare themselves. There's five year olds that you can compare to me, if they're completely creative and completely one with their energy and their dreams.

It's hard to deal with the rumors sometimes. As a good person with a warm heart, it does bother me. I'm not bigger than feeling pain, embarrassment, stress and worry

[The paparazzi] scream out to me and Scott [Disick], "Oh, there go the mother's brothers!" Because of our moms have passed away. They don't show that part on camera. If you turn up on 'em, then you look like you're crazy.

I couldn't care less about any of these cameras, in all honesty. All I care about is my family. I care about protecting my girl, protecting my baby, and protecting my ideas and my dreams. That's the reason why I look so crazy.

Going to awards shows is like spending all your life getting dressed up, giving everything you have to your girlfriend, making sure that she's straight. Now you're putting on your suit, you go do red carpets, you take pictures. Then they open up the curtain, and your girlfriend is there cheating on you. That's what you got dressed up to see. And then they tell you, "Come back next year, you get to see it again!"

KANYE ON BEING CONTROVERSIAL



I don't want them to rewrite history right in front of us. At least, not on my clock.

I feel like if a rapper disses me, they're just trying to get a rise out of me and get me to play in their field to find some way that they can beat me. I feel like there's a lot of rappers that can beat me in ignorance. *So why would I play a sport that I'm not particularly trying to get better at or beaten in?* There's a lot of rappers that can beat me in ignorance, but there's only a few that can play with true intellect. How fucking perfect is that fucking answer?!

I was using the wrong words. My rap was wrong. You know what I'm saying? I was getting the drink thrown in my face as opposed to leaving with the girl at the end of the night. Think about the type of shit, wild shit, I say in interviews. And imagine if someone said this very thing to a girl at a bar, "Yo, what up, baby? I'm a genius!" They'll be like, "Yo, who's this guy?" "No, I'm telling you, I sold all this, I sold this many shoes." Then she be like, "Yo, chill, chill. Gosh, get me out of here already."

You know what should be banned?
Stuff that's whack. Not stuff that's
controversial. The world is controversial!
The world is classist. The world is racist.
Okay, we get it. So what?

KANYE ON
CELEBRITY



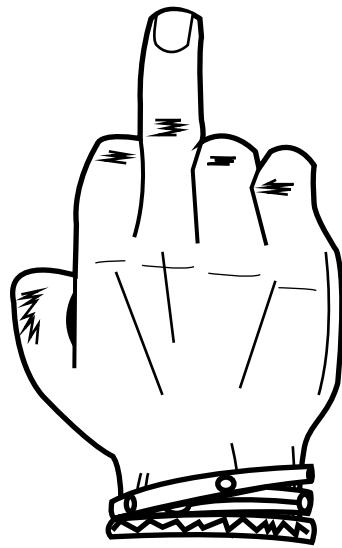
Fuck all of this sensationalism. We gave you our lives. We gave you our hearts. We gave you our opinions!

I've always been into clothes and I've always been into myself. And none of that's changed since I've become a celebrity.

A lot of my apprehension toward celebrity and pop culture comes from the concept of real versus fake.

There's some rules to being famous where you're not supposed to be you no more. You gotta adjust to a lot of people's opinions.

If you think about anything I've ever said out loud, it's like something that your boy would say to you. 100%. While you're in the car, he'd say exactly what Ye would say. But I'm the one that gets in trouble, because famous people just don't say what they think anymore. I just say what I think and feel. Also, I just ain't scared. I know that I'ma be successful doing that, taking that approach. That's my approach. The hardest thing to adjust to is I ain't gon' adjust to it. I think it's harder for other people for the fact that I did not adjust.



I don't have some type of romantic relationship with the public.

I'm like, the anti-celebrity, and my music comes from a place of being anti.

Entertainment is one percent what you
create and 99 percent how it's received, if
you're on a mission to be great.

I guess it's bittersweet, you spend half your
life trying to become larger than life and the
other half trying to just live a real life again.

Don't think that because I'm a celebrity, I
have true creative freedom. Celebrities are
controlled by perception and finances.

There's no reality to celebrity.

Yeah. I'm rich and I'm famous, but I try not to be extra with it.

Maybe 90 percent of the time it looks like I'm not having a good time.

Looking good does take you a long way. I mean this is entertainment.

I've stopped chasing and buying into fame. Fame is like cigarettes with no surgeon general warning.

I'm not as brutally honest as I used to be.
Sometimes honesty can be used improperly.
You can use it to hurt somebody, which is
wack. You have to have more tact and class
than to blurt out honest statements. People
can't handle the truth sometimes.

I try my best not to lie to myself.

As a celebrity, as soon as you become a star, as soon as it pops off for you? At that point, you stop growing. As soon as you don't have to wash your own dishes anymore. I was trying to get somebody to jog for me the other day.

My thing is making music and hanging out with my friends and doing the same regular shit I did before all of this. I don't go to a lot of parties in L.A. That shit is wack, man. I don't like the scene there. I never got into it. I love L.A., but fuck the parties. I don't want them to stop playing my music at those parties, though.

I'm here to entertain people and to be the one that does the crazy, bold stuff so they can live through me and get their mind off the recession and the war and whatever else is going on in the world.

You know, becoming famous is like being catapulted into space—sometimes without a space suit. We've seen so many people combust, suffocate, get lost in all these different things.

I'm an alien. The only place I can be alone is my hotel room – I can't even go to the grocery store. But don't feel sorry for me – I just did a shoot for Louis Vuitton. Don't worry about me, I'll be okay in the end.



If you say anything, then you lose everything.
If you say anything, then you lose everything.
If you say anything, then you lose everything.

We don't run anything; we're celebrities. We're the face of brands. We have to compromise what we say in lyrics so we don't lose money on a contract.

That's another thing I really like about clothing and film—you could still communicate with a film, because it's not you. But when you're a reality star or a rapper, you are the film.

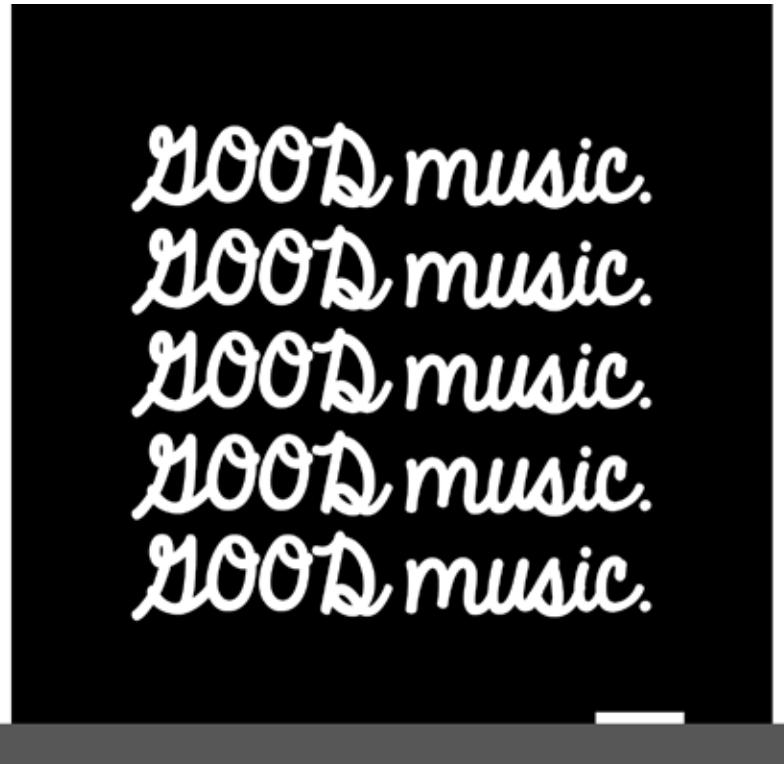
The fact that when I see truth it's really hard for me to sit back and just allow it to happen in front of me on my clock makes me, a lot of times, a bad celebrity.

In America, they want you to accomplish these great feats, to pull off these David Copperfield-type stunts. But let someone ask you about what you're doing, and if you turn around and say, 'It's great,' then people are [like], 'What's wrong with you?' You want me to be great, but you don't ever want me to say I'm great?

At this point, obviously I'm a slave to my passion. I'm a slave to my mission. It's funny, you drive in a Maybach past a homeless person and you ask, "Who's more free?" You can be trapped to your possessions. You gotta do this next deal because you gotta do this with your house, and you gotta get this car. Everybody stay next to you last name is Jones, and you're trying to keep up with all of 'em. That's what it's like to be a celebrity, a lot of times.

We exploit ourselves and eat our
own egos 'till there is nothing left.

KANYE ON
LEARNING



GOOD music.
GOOD music.
GOOD music.
GOOD music.
GOOD music.

I always tell people I dropped out of school in order to learn.

Constructive criticism: It's constructive if it's beforehand, it's negative if it's afterhand.

I only listen to people who are younger than me. These are the only people with ideas.

I do think people should want to go on vacation, or just want to travel. That's what opens people's minds.

One of my courses was piano. I actually went to college to learn how to play piano. Talk about wastin' some money.

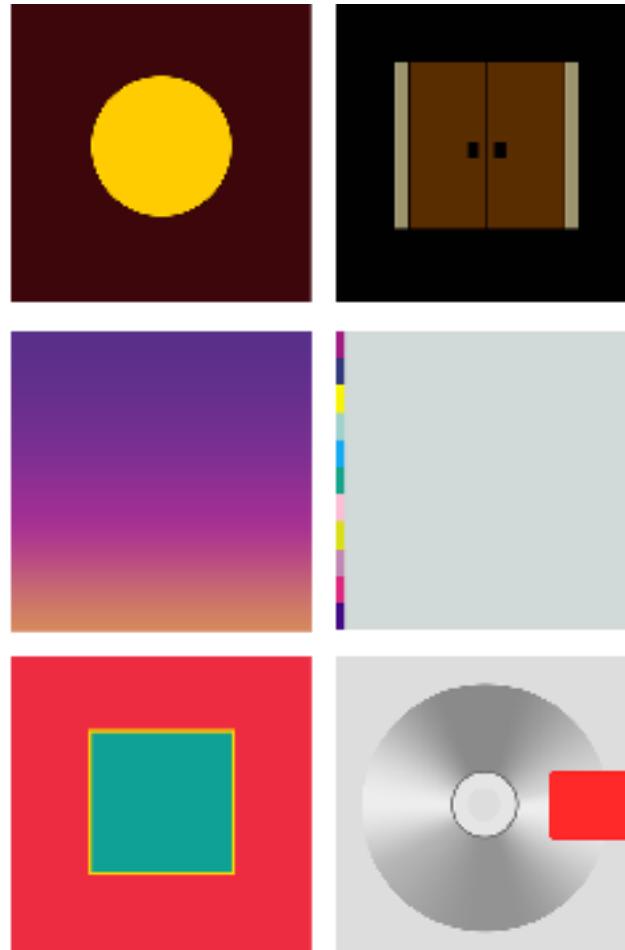
Anything that can be considered a
mistake will help me to make better
decisions in the future.

Give us what we need to proceed. Because we don't have the education to know what to want. We don't know what to want. This is what I was telling that writer in W. I'm learning what I want. This is the reason I'm working with five architects at a time. That time I'm spending in a bad apartment, I can't get that back. And that education that I can get from working on it is priceless. There's very few people that are in the position to educate themselves as much as I can educate myself. For me, it's constant information intake.

Why would you take out a loan for something you don't want?
That's like getting somebody to loan you some money for a car
that you're not really into.

And it wasn't until I hung out with Dead Prez and understood
how to make, you know, raps with a message sound cool that I
was able to just write "All Falls Down" in 15 minutes.

The more experience you get,



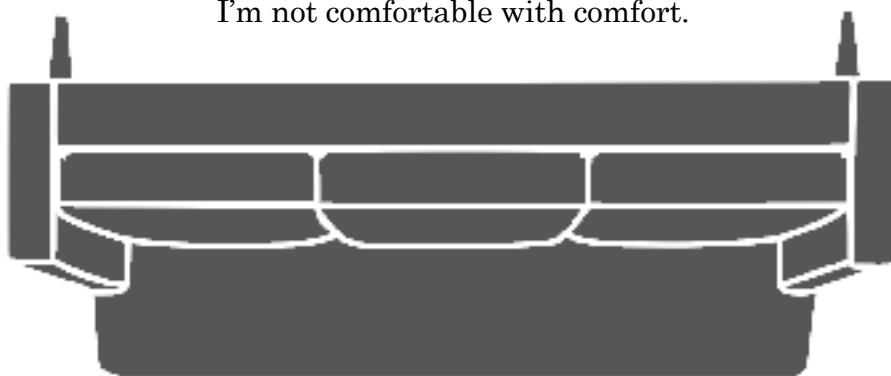
the more you simplify.

I work when I'm
not working.

I got homeschooling. When I came back, and took my tests, I tested two grades above. That was the first spark where I realized I was being held back on purpose. There's a lot of times in life where we're being held back on purpose.

I used to be bugging him to death. He changed his numbers about 100 times on me but I always figured out how to get him. I'll be knocking on his window while he's with his girl. He taught me a lot, but I had to take it upon myself to listen to the music that was out there and get my music as good at that.

I'm not comfortable with comfort.



I'm only comfortable when I'm in a place where
I'm constantly learning and growing.

KANYE ON
KANYE II



I wasn't put on this earth to make money – I was put
on this earth to make magic. I was put on this earth to
make music and art.

Call me any name you want.... arrogant, conceited,
narcissistic, racist, metro, fag whatever you can think
of....***BUT NEVER SAY I DIDN'T GIVE MY ALL!***



How ill is it to have someone that talks that much shit and then backs it up? And what if I didn't back it up? How exciting would that be, also? *It's like I'm walking on this tightrope. It's like the reason why you go to a circus - it's more entertaining.* It's like, damn, what if he falls? And if I do make it, it's like, damn, he made it! But either way you're saying 'damn'. Everybody else is just walking on the ground.

In a boxing match, if you get angry, you lost. This is a match of life, a match of culture, and if I'm angry all the time I've already lost. So I just need to stop being angry. And people say, "What does he have to be angry about?" I got enough to be happy about to focus on that, to not be angry about stuff. Plus it helps you work better, when I'm calm.

Yeah, I think that I have like, faltered, you know, as a human. My message isn't perfectly defined. I have, as a human being, fallen to peer pressure.

I feel like now I have an amazing wife, a super smart child and the opportunity to create in two major fields. Before I had those outlets, my ego was all I had.

I'm totally weird, and I'm totally honest, and I'm totally inappropriate sometimes. *The thing is, for me to say I wasn't a genius, I would just be lying to you and to myself.*

People say I'm a hypocrite, right? Yes, I am. 100%. I'm a human being. I'm super hypocritical. I can feel something one time, and completely a different way another time.

I'm forever the 35-year-old
5-year-old. I'm forever the
5-year-old of something.

I always feel my best work is my next work...
I've made some good choices and some mistakes...
I've been loved and hated....
I've been hailed and ridiculed...
I've been invited to shows and as usual asked not to come...
I've been attacked for being me...
For being bright red in a grey world....
I am nuclear energy...
When encapsulated in an idea or box like a stage or shoe
design I create magic...
When left free sometimes I burn things...
It's the nature of a true artist...

Come on now! How could you be me and want to be someone else?

I got a long road ahead of me to make people believe I'm not actually a huge douche but I'm up for the challenge.

My parents would say, 'Why are you such a ham?' I was made to show off. I was born to stunt.



Really good people like me are scared of
falling off. I'm totally scared of falling off.
Just imagine it. Just imagine if I woke
up one day and I was wack.

What would I do then?

It's not that I can tell people what to buy or what not to buy, but I can make people believe in themselves so much that they don't care about an LV logo so much. That's the reason why you need to meet with Kanye West. They want to stifle our voice. They want to apply that Willie Lynch theory that says if you let the first slave run, you need to beat him in front of everybody. Anytime you read something negative on the Internet about me, they are applying the Willie Lynch theory. But this is the Harriett Tubman train, and we gon' get free.

It's funny that you say that, 'cause people are always saying that I'm arrogant. But I just think that when my confidence meets other people's insecurity, that equals 'Kanye's arrogant.'

I had enough of a value to be able to go into debt, and that was a blessing. Some people don't even have the opportunity to be able to go into debt.

Pharrell pioneered what I do now. He was the original to break down doors between "real fashion" and hip hop worlds, doing beats for Noreaga and running around with the model chicks.

I'm not above the people. I'm of
the people. I love the people.

I am the people.

I think old men dress the freshest, not trendy at all but sometimes still colorful and interesting. They've figured out what looks good on them and they stick it. The up hill battle we have as hip hop artists is hip hop is rooted in trends. True style and trends very seldomly meet. That's why we have a tendency to wear stuff that's laughable 2 years later. When I see crazy stuff I've worn and people laugh at me, all I can do is laugh with you and think, I had fun though.

But I think that when I compare myself to Steve Jobs, Walt Disney, Howard Hughes, or whoever, it's because I'm trying to give people a little bit of context to the possibilities that are in front of me, as opposed to putting me in the rap category that the Grammys has put me in. In no way do I want to be the next any one of them. But I am the first me. So I only mention those other names to try to give people a little bit of context.



I'm a blowfish.
I'm not a shark,
I'm a blowfish.

I'm just trying to make a bigger contribution with the talent I have. The reasonable man adapts to the world, the unreasonable man makes the world adapt to him.

I imagine I sound unreasonable at times.

I'm like a vessel, and God has chosen me to be the voice and the connector. I can't be responsible. I'm good, but I'm not that good. So my job is just to be in the studio and do videos, and I just stand here and let God do the rest.

The South Park episode did not make me have this ego epiphany! I actually only watched a piece of the episode which was funny. I've been working on myself for a while now, which is hard to do in the public eye.

I didn't come here to be liked, I came here to make a difference. Not particularly this interview, I'm talking about life. Some people's job, they're very extremely likeable. I think I could figure that out. I think I'm way nicer to people, just in general. Everyone I meet I'm extremely nice. But as soon as people start playing games, I stop. I stop playing games. And at any moment I can hit that Ye button and we can go right back to day one.

When I think about how I wanna do surround vision, I wanna do my movie theatre, I wanna do my clothing line, I wanna do this, maybe there's a four year-old that's gonna see that and cure cancer one day. If your job is inspiration, you have to keep pushing that at all costs because you never know who's gonna be inspired by that. A lot of the reasons why I'm successful now is because the people who work with me now grew up on *The College Dropout*.

People are not going to agree with everything I do. I look back and look at stuff I do and don't agree with it. Man, if I made a diss record of myself, I would kill me.

It's fine to not get credit for everything; it's almost better. For the amount of things that I really want to do, it can only work if I'm credited for about 20 percent of them. Because if I'm really credited for the amount of things that I'm going to do and what I want to do, it's just too much. The reward is in the deed itself.

I actually have been working on my ego though. Having the crazy ego is played out at this point in my life and career. I used to use it to build up my esteem when nobody believed in me. Now that people do believe and support my music and products the best response is thank you instead of "I told you so!!!" It's cool to talk shit when you're rapping but not in real life.

I just wanna be a doper person which starts with me not always telling people how dope I think I am. I need to just get past myself. Drop the bravado and just make dope product. Everything is not that serious.

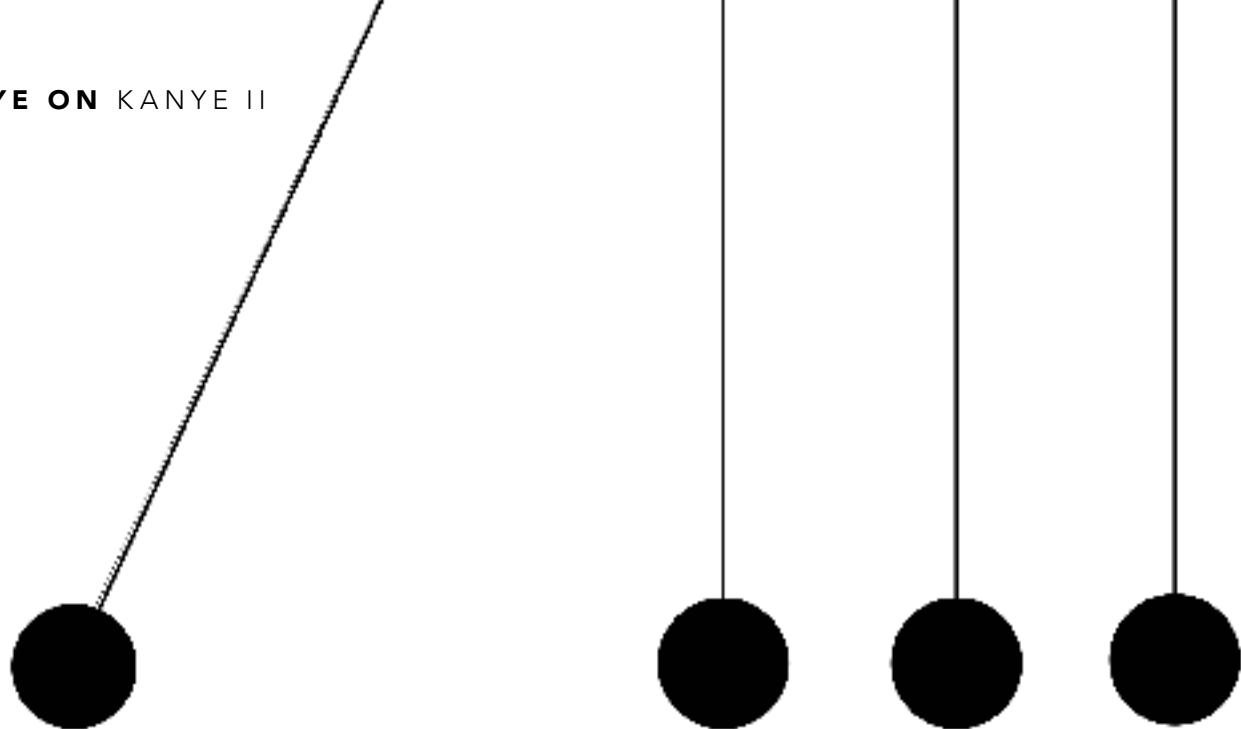
I don't need to read that because it's not going to inspire me in any way. I don't need any more negativity in my life to make me work harder. I can't possibly physically work harder. I have to tell myself to go to sleep.

I'm sorry. I'm a human being. I've got opinions, I'm not always right, I'm not always on time, I don't always say things in the proper way, but my intentions are always extremely pure. My purpose is extremely just.

If someone ever said, “Follow exactly what you want to do, Kanye,” then I would say that that would probably have been the best piece of advice. But at this point, I don’t even need any advice.

There’s nothing I really wanted to do in life that I wasn’t able to get good at. That’s my skill. *I’m not really specifically talented at anything except for the ability to learn.* That’s what I do. That’s what I’m here for.

I want to be as surreal as possible. I want to be as unrealistic as possible. The worst thing about me comparing myself to Steve Jobs is that it’s too realistic of an idea. What I need to say is, I’m more like Willy Wonka.



I think just my usual pattern is like that. It's like a pendulum.
The pendulum gains momentum by swinging in the other direction.

Help me to help more.

I don't have one regret.

I understand culture. I am the nucleus.

I rock a bespoke suit and I go to Harold's for fried chicken.

One of my courses was piano. I actually went to college to learn how to play piano. Talk about wastin' some money.

I think I started to approach time in a different way after the accident. Before I was more willing to give my time to people and things that I wasn't as interested in because somehow I allowed myself to be brainwashed into being forced to work with other people or on other projects that I had no interest in.

I used Through the Wire, and this entire album, as my rehabilitation. It was the first opportunity I had to tell people I'm not going to the studio. Instead of staying at the hotel, I snuck in. I made songs that inspired me, songs that gave me life. I feel like this album was like my angel that helped heal me. It revived my spirits.

I do know what they want
from me, but I know what
I want from me also.



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