

Gabriele Altomare
What are we wearing today

00:00: Hello, my name is Gabriele Altomare and I am your host for What are we Wearing Today. In this premiere episode we will be talking about who is the greatest Canadian in relation to style and music. Mattia, would you like to introduce yourself?

Ya sure, My name is Mattia Altomare, I was born in 2002 and I am currently attending my first year university. Gabe, onto you now!

Longish electro transition. Fade in

00:37: So before we get started, lets think about who the greatest Canadian in regards to style and music actually is. In my opinion it's Drake, and in this episode I will be provided you with facts and reason of why I believe Drake is the greatest Canadian.

I will start off by giving an introduction to Drake. Who he is where he came from and how he got to fame. Then I will have 4 main points I will be talking about in todays episode. #1 how drake gave back to communities while filming the music video of God's plan. #2 is how drake can influence the youth of Canada and has donated lots of money to charities. #3 How drake has changed the rap game forever and #4 how drake has used his brand OVO to pursue Canadian identity.

Transition music. Fade in and fade out

2:30: Drake was born on Oct. 24 1986 in Toronto Ontario. Drakes dad had a history of drug problems and his parents divorced at an early age. Drake was a very normal child he played hockey, basketball, went to school. In fact, he went to Forest Hill and was very active in his community. He wanted to pursue a passion of Drama and acting when he was older. Drake moved to Vaughn Road Academy school in the bad side of Toronto. This was not a very good choice as Drake was racially bullied for his religious and black backgrounds. Because of this Drake dropped out of school and this was detrimental to his acting career. After being inspired by Jay Z and Big clips who were some of the big dogs back in the day Drake released his first mixtape in 2006. Let's just say there was room for improvement and he sold 6000 total. In 2007 after grinding for an entire year Drake released his second mixtape comeback season. This again did not do very well selling almost 8000 copies. 2008 was Drakes year though. In 2008 Drake released his brand OVO and became the First ever rapper to be featured on Canadian radio with his single So Far so gone. In 2010 Drake released another single called over and this song made it to number 14 on the top 100 billboards. He also received a Grammy nomination for this song. Drake in the Same year also released Find Your Love and this song peaked to number 5 on the top 100 billboards list. But, in June 15, 2010 Drake released his very first album thank me later. This album immediately made it First on the billboards and sold over 447000 copies in the first week alone. Drake was a superstar.

Transition music

3:57: You know the song God's Plan? You know God's plan? Well if you didnt know it its the song playing the background now. **God's plan plays in background 9sec fade in.** In the music video for God's plan drake preemptively donated 1 mil to the production. In the music video drake does many things where he gives back to the community and where he shows his appreciation. He pays for a students college debts, he pays for families debts with 10k cash, he gives people cars, and makes everything on the shelf of groceries stores free. Now, why

would Drake do this? well, Drake grew up in a rough part of Toronto so Drake knows how it feels to not be able to afford many things and to have to struggle his entire life. So Drake gave back to the communities because he knew what it was like and he never wanted people to go through what he went through.

I don't know about that I feel like its less about the money and more about the community involvement he was able to achieve in the video. He showed a very Canadian trait of being open and loving to everyone and always remembering your roots and where you came from. Although he filmed the video in Miami, He was still able to represent Canadian culture and identity through his kindness and actions in his video.

You make a good point there Drake was able to bring Canadian culture and Identity to Miami and show them how we like to do things.

Fade in transition music

5:35 This brings me to my second point. that Drake is not just a rapper. But he is also a social activist. He fights for what is right and what he believes in. Now Drake is an influence. He has thousands of followers on Instagram, Twitter, and pretty much all social media's. Now he uses this to his advantage to educate the people who follow him, especially the youth. For example BLM. Drake donated over 100k to Black Lives Matter and another 100k to The National Bailout. A charity that focusses on helping wrongfully convicted Black people get out of prison. Drake has also attended many BLM protests because he knows that this is the right thing to do and the youth need to be educated. Mattia, what do you think about Drake donating money and raising awareness for all these racial issues.

I completely agree with you on that Gabe. By donating money Drake is shedding light on topics that need to be addressed. He is also giving back to his communities and being a role model. Another point I thought I would add is that. He takes time to educate the youth of Canada which is huge. He does this by using his social media platforms and music lyrics. He is able to keep the youth of Canada engaged in pressing issues so that they themselves can teach future generations later on.

Transition music.

7:08 Now this brings me to my third point. That Drake single handedly changed the rap game forever and has made it into what it is today. Back then in around the year 2010 all songs were either lyrical or vocal. Lyrical being rap songs such as snoop dog and rappers of such focusing on their lyrics. Vocal being artists like Taylor Swift and such focusing on their voices and their melodies and all that. This wasn't a bad thing but it wasn't a good thing either. But, Drake wanted to change that. SO, he released So Far So Gone. A mixtape. This song is considered to be the very first song where Drake used his new tactic you could say. Some parts in the song he used lyrical parts and focuses on quick rap rhymes. But, in other parts, he focused on his vocals and tried to make them sound good. This tactic allowed rappers to blur the line between being a rapper and have more diversity with their songs. Drakes new form of singing refereed to as "melodic rapping" grew very rapidly and every person in the game wanted to get their hands on one of these songs. So, people started trying them out. And soon enough people blew up. People like Post Malone [music clip](#). The kid laori, [music clip](#) and much more

Transition music

Now Mattia, what do you think about Drake's action revolutionizing the music industry. How did this affect Canadians?

By revolutionizing the music industry Drake created art. He created a new type of music that caught the ear of all Canadians and allowed them to see music through a different light. His new type of music gained exposure and allowed his lyrics/messages to spread to Canadians and inspire them.

Transition music. Fade out

As you may have heard me mention earlier, Drake also has a brand. It's called OVO. Drake made OVO in 2008. The goal with his company was to make it more than just a label. He wanted to make it a community of people who love clothing. Drake did this by adding lounges to every store. This way people could come in and talk about everything with the employees and other shoppers without needing to buy anything. That's what Drake wanted. A community of people who all loved the same thing, clothes. This became a part of people's culture. OVO made practical clothing that was great for Canadian winters. On top of this to show even more Canadian Identity Drake and OVO collared with some of the most popular Canadian brands such as Roots, Canada Goose, and so many more. This brought all the Canadians together by helping each brand individually grow as one. Hey Mattia, how do you think Drake was able to show Canadian Identity through his brand OVO.

Hmmmm, ya that's interesting. I feel like when creating OVO it was Drake's intention to feed into Canadian Identity and to make OVO a staple of people's wardrobes. As you mentioned, his collars are predominantly with Canadian brands. He tries to incorporate quote on quote Canadianism into everything because it is important to be proud of where you are from and to identify your roots.

Transition Music. Fade out

So, let's summarize what we talked about today. We established that Drake is historically significant because everything he has done has always related back to Canada in some way. We also established in this episode that Drake is not just a rapper. He is an influence on so many people. I can sure tell you he has been an influence on me and is one of my role models. I do truly look up to him because he is truly such a good person. Thank-you for being here for the premiere episode of What are we wearing today. Next episode we will be talking about WWII and how that relates to style and music. I'm your host Gabriele Altomare and I co-hosted today with Mattia Altomare. Have a good day!

If I had 6 words to describe why Drake is the greatest Canadian in regards to style and music this is what I would say.....

Drake brought Canada to the world.

Closing audio..