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NIGERIAN SENATOR,
EKWEREMADU, WIFE, MIDDLEMAN
JAILED IN UK
OVER ORGAN HARVESTING

SUDAN WAR:
EGYPT DENIES 500+
NIGERIAN STUDENTS ENTRY OVER
UNRULY BEHAVIOUR

10 UK-BASED NIGERIANS
DEFRAUDED N200MLN THROUGH
STERLING, KUDA BANKS

CONCERNS OVER BREACH
AS ZENITH BANK'S DATA CENTRE
CATCHES FIRE,
SUSPENDS ACTIVITIES

MUSIC
IS A
CALLING
DA' FRESH
OLORIN

AGBELEBU, NEW SINGLE BY DA' FRESH OLORIN, IS OUT!



DA'FRESH OLORIN

Damilola Emmanuel Ibrahim, whose stage name is Da'Fresh Olorin, spoke with the publisher of Freelanews, **VICTOR OJELABI**, about his life, career and the future. He recently dropped a new single titled 'Agbelebu', which is already enjoying attention. It's available on all streaming platforms. Enjoy.

What made you want to become a musician?

Well, aside from the fact that I want to make a positive difference in society, and I believe that music is a powerful way to achieve that, there's another reason why I want to become a musician.

I simply realized that there is nothing else I can do better than create music. I am good at a number of things, but music is the one thing that stands out for me the most.

Over the years, I have worked hard to develop my skills and improve in some areas. However, when it comes to my songwriting, delivery, and the way I compose music, I feel like those things just come effortlessly

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to me. It only makes sense for me to pursue music and see where it takes me.

Another reason I am drawn to

music is that I care deeply about the people I love and the impact they have on me. As a child, I had many talents and interests, but music always seemed to resonate the most with the people around me. I remember my uncles and aunties asking me to come and do freestyle for them, and everybody would enjoy it. Those experiences gave me the courage to further explore music. I spent a significant amount of my teenage years in the studio, and that time helped shape my passion for music even further.

Overall, I believe that pursuing a career in music is the logical path for me and I want to continue to use music to positively impact society.

Do you play instruments? If yes, when did you start playing the particular instrument?

I have dabbled in music production and played digital instruments on the computer using software like FL Studio. So, while I haven't played any live instruments, I have played musical instruments digitally on the computer.

Nonetheless, I definitely want to learn how to play live instruments eventually, not just for my music but because it's something I enjoy.

What do you see yourself achieving in the next five to 10 years?

In the next 5 to 10 years, I see myself achieving significant accomplishments in my music career.

For me, the most important achievement would be to see my music make a positive impact on society. I want to make a difference and see my music shaping cultures around the globe, not just in Nigeria or Africa.

I want my music to be remembered and loved for generations to come, like the music of Lucky Dube, Fela Anikulapo-Kuti, Chief Orlando Owoh, King Sunny Ade, and other musical legends. I am passionate about using my music to make a significant impact in the world, to give people hope, joy, and happiness, and to help them get through difficult times.

Beyond the money, which is important, I want to create music that can make the world a better and more beautiful place for all of us. I want to be able to travel around the world, perform, and connect with people through my music.

Ultimately, I want to enjoy the fruits of my labour and feel fulfilled knowing that my music has made a positive difference in the world.

Do you have any hobbies or interests outside of music?

Yes, I have several hobbies and interests outside of music. One of my biggest passions is graphic design, which developed from my interest in creating designs for my music album covers.

As I got better at it, I started making covers for other artists too, and eventually started my design firm called Vixibul Design Agency, where we help businesses identify and communicate their unique values in the most effective ways possible using the power of visuals and design thinking.

In addition to these, I am also interested in public speaking and might be doing more of that in the



future.

Apart from graphic design, I also enjoy being a DJ and exploring other forms of creative expression. However, music and design are the two things that I'm most passionate about because they allow me to make an impact and help people.

Whether it's through creating music that inspires or designing visuals that communicate a message, I love being able to use my talents to make a positive difference in people's lives.

What strengths do you have that you believe make you a great musician?

As a musician, I believe that my strength lies in my ability to write meaningful and relatable lyrics while still creating music that is enjoyable and has beautiful melodies.

I place a lot of emphasis on the message that my music communicates, and I strive to make sure that the lyrics have substance and depth. At the same time, I understand the importance of creating music that is catchy and easy to listen to, which is why I work hard to come up with melodies that are pleasing to the ear.

Another strength of mine is that I'm constantly learning from other musicians. I don't just listen to music for fun; I pay attention to what other artistes are doing and try to learn from them. If there's something that I think they could do better, I put myself in their shoes and try to figure out what I would do differently. If there's

something that impresses me, I try to figure out how I can incorporate it into my music.

Overall, I believe that my strengths as a musician are my ability to write meaningful lyrics, create beautiful melodies, and constantly learn and develop myself.

Do you have any weaknesses that you're actively working to improve on?

I see myself as an introvert, which allows me to be introspective and observant. It also helps me to create the kind of music that I do. However, as an entertainer, I sometimes need to put on the hat of an extrovert, which can be a challenge for me. But I'm passionate about what I do, so I'm able

to push through and do what's required of me, whether it's performing, networking, or building relationships.

So I wouldn't say that being an introvert is a weakness, but rather a different way of approaching things. I try to embrace both sides of my personality and use them to my advantage.

Describe your favourite and least favourite part about being a musician

As a musician, my favourite part is the creative process of making music. There's nothing quite like the feeling of being in the zone and coming up with something that I know will touch people's souls. It's a feeling of pure

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joy and fulfillment that keeps me going.

On the other hand, my least favourite part is the challenges that come with promoting my music and getting it out there for people to hear. It can be a struggle to get people to pay attention to my music, especially in a crowded industry. The financial constraints of promoting my music can also be a burden at times. But despite these challenges, I remain committed to my passion for making music and sharing it with the world.

What is it about music that makes you feel passionate?

I am incredibly passionate about music and it's hard to put into words what exactly drives that passion. But if I had to try, I would say that it's the ability of music to make a positive impact on society.

Music is a universal language and has the power to touch people's souls and evoke emotions in a way that few other things can. And that's what I want to do - create music that makes a difference and positively impacts people's lives.

For me, music is not just a hobby or a career, it's a calling. It's something that I feel compelled to do because it's a part of who I am. When I'm not making music, I feel incomplete, like something is missing. It's hard to describe, but it's almost like music is a part of my DNA.

So, my passion for music is driven by my desire to create something meaningful and impactful that can profoundly touch people's lives.

Let's talk about what inspired Agbelebu

The journey to creating "Agbelebu" was a tumultuous one, filled with a roller coaster of emotions. It's a process of healing, renewed hope, and faith.

As an artiste, I've been through a lot of struggles and challenges, and there were times when I felt like I wasn't making any progress despite my hard work and effort. It's easy to tell yourself that you haven't done enough, rather than facing the fact that you've done so much and yet have almost nothing to show for it.

During interviews, I usually try to skip the question of how long I've been doing music because I'm not sure how people will react when they hear that I've been doing this for close to 13 years and yet, this is where I'm at. The fear of being judged and ridiculed for my lack of success weighed heavily on my mind.

At times, the voices in my head would say things like, "So you mean

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you have been doing this for close to 13 years, and this is all you have to show for it? You better go find a better thing to do with your life." These thoughts made me doubt myself and my abilities, and I often felt like giving up.

However, despite all the doubts and fears, I refused to give up on my dreams. Even though I didn't receive responses from some of the prominent names in the music industry when I reached out to them for advice, I turned to Google and YouTube to learn about where the music industry was going and how artistes are discovered in this new era.

I spent hours studying and applying the lessons I learned, and eventually, I began to see results.

This journey taught me that if you don't stop fighting, you will eventually figure out how to win. And that's what "Agbelebu" represents for me. It's a song that celebrates the power of perseverance and the triumph of the human spirit over adversity.

So when I wrote "Agbelebu", I poured my heart and soul into it. I wanted to create a song that would resonate with anyone who has ever faced challenges and struggles in their lives. It's a song of hope, faith, and resilience, and I hope that it inspires others to keep fighting for

their dreams, no matter how hard the journey may seem.

How many songs have you released so far and which one took the most out of you?

I've written a lot of songs over the years, but we have only released about 8 to 10 of them, including two unofficial singles.

Out of all of these songs, the one that took the most out of me was "Agbelebu". When I wrote this song, I was in a dark place emotionally, and I poured all of my frustrations, pains, and emotions into it.

Writing "Agbelebu" was a vulnerable experience for me. It was not easy to tap into those emotions and be open with my audience about what I was going through. But at the same time, I knew that it was important, to be honest and authentic with my fans. And ultimately, that vulnerability paid off, as "Agbelebu" connected with a lot of people on a deep and personal level.

So while "Agbelebu" was not a difficult song to write in terms of the actual songwriting process, it was certainly the most emotionally challenging for me. But I am proud of the result and grateful for the opportunity to share my story with others through my music.

Are you signed to any record label or you're running solo?

At the moment, I'm not signed to a record label, but I'm open to working with investors or labels who share my vision and are willing to help me achieve my goals. I believe that collaboration can bring about amazing results and take my music career to new heights.

However, in the meantime, I'm happy working with my management team to plan and execute events, promote my music, and explore new opportunities.

Ultimately, my goal is to make great music that resonates with people and connects with their emotions and desires. Whether I achieve that as an independent artiste or through a partnership with a label or investor, what matters most is that my music reaches and impacts as many people as possible.

I do have a management team that I work with. I met them (Fanafillit) when I participated in a talent exposition called "Unleash Your Talent" which they organized to discover and showcase upcoming talents.

We've been working together ever since, and we've made slow but steady progress.