

= Indicud =

Indicud is the third studio album by American hip hop recording artist Kid Cudi . The album was released on April 12 , 2013 , by Republic Records . It was the first album of Cudi 's solo career to not be an installment of his Man on the Moon series . The album 's cover artwork was designed by Kid Cudi himself , who also served as an executive producer of Indicud . It was Cudi 's goal to make more uptempo and positive music with the album . He described it as a completely new format compared to his previous albums .

The album 's record production was handled entirely by Cudi as well , with only record producer Hit @-@ Boy co @-@ producing one track , while Cudi 's WZRD bandmate Dot da Genius , provided drums on two . The album features guest appearances from fellow American rappers King Chip , Kendrick Lamar , Too Short , RZA and ASAP Rocky as well as appearances from American singer @-@ songwriters Father John Misty and Michael Bolton along with indie rock band Haim .

During the early release of Indicud , it was preceded by four singles ? " Just What I Am " featuring King Chip , " King Wizard " , " Immortal " and " Girls " featuring Too Short . Indicud debuted at number 2 in the United States . With sales of 139 @,@ 000 copies and debuted at number 32 on the UK Albums Chart , becoming Cudi 's highest @-@ charting album on the chart , while entering at number 2 on the UK R & B Chart . The album received generally mixed reviews from music critics .

= = Background = =

After his crossover into rock music with Dot da Genius , on their project WZRD (2012) , Cudi soon began working on his third solo studio album . The album was initially going to be the third installment to his Man on the Moon series , which he announced when he revealed he would not be releasing the A Man Named Scott mixtape , to focus on his rock project and " MOTM3 " . Be that as it may , in the summer of 2012 Cudi announced the title of his third studio album when he tweeted : " My new album is entitled indicud , it will be my version of The Chronic 2001 , some songs i 'll produce , others i 'll feat & / or play songwriter " . On June 8 , 2012 , Cudi announced Indicud , would be a double @-@ disc album , until tweeting on October 28 , 2012 that " Indicud will not be a double disc but will contain a maximum of 17 brand new jams . " Kid Cudi also tweeted : " The overall tone of indicud is positive and confident , " adding : " The energy of Indicud is its own new thing . New format with some of my favorite musical tricks here and there . The album moves dope " .

Before the album 's release , in December 2012 , Cudi dedicated Indicud to the late Ben Breedlove and all his fans who died , continuing : " My journey shall continue in your honor . Never forgotten . " The dedication was ultimately included in the album 's liner notes . The album is upbeat and optimistic , very much unlike his previous studio album Man on the Moon II : The Legend of Mr. Rager (2010) , which was considered darkly erratic . The positive vibe stems from Cudi 's desire to always change and reinvent :

" I always try to push myself to the next level with everything I do . Since I 've been in the business , critics have known that about me . When I started working on Indicud , I just wanted to bring more energy into my sound . Most of my old music was driven towards relaxed , chilled out smoke music . And that was my goal first coming in . Now it 's like , ' What ? s a side of me that people haven ? t seen ? ' The only time people have seen me on up @-@ tempos is on remixes or some shit . So I just wanted to take the energy to the next level . That ultimately inspired the subject matter . It was a chain reaction . With the up @-@ tempos came more positive lyrics . It just brightened up the whole shit . "

After announcing his departure from GOOD Music , Cudi revealed Indicud would be his last album under the label , adding that only the first 200 @,@ 000 copies printed would have the GOOD Music logo on it ; making them collector 's items .

= = Recording = =

In April 2012 , in Geneseo , New York , Cudi performed before a sold out crowd and premiered a hip hop song , his first since 2010 . During his set , he performed a new record , tentatively titled " The Leader of the Delinquents " , which he did a cappella . On April 25 , 2012 Cudi was officially back to rapping with the release of " Dennis , Hook Me Up with Some More of That Whiskey ! " . The song , the first ever solely produced by Cudi himself , samples his 2010 song " Ghost ! " . On July 10 , 2012 via his Twitter feed , Cudi announced collaborations on the album thus far , as the album had not yet been completed , to be Pusha T , Jaden Smith and Kendrick Lamar , along with more familiar collaborators Kanye West , King Chip and Cage . He also revealed he was hoping to collaborate with 50 Cent , Lloyd Banks , Diplo and MGMT . In September , he had also expressed interest in working with Harlem @-@ bred rapper ASAP Rocky on Indicud . On October 1 , 2012 Cudi confirmed that production from electronic rock duo Ratatat , with whom he collaborated on " Pursuit of Happiness " and " Alive " from his debut album Man on the Moon : The End of Day (2009) , would be featured on Indicud .

On October 9 and 12 , Cudi released pictures of him and Dot da Genius in the studio working on the album . On November 6 , 2012 , Cudi made it known that he was in the studio that day working with fellow American rapper J. Cole . On November 17 , 2012 , via his Twitter feed , Cudi announced the song he recorded with Kendrick Lamar was produced by himself and is titled " Solo Dolo , Part II " . He also stated his former GOOD Music label @-@ mate Common would be featured on the album , on a song produced by Dot da Genius and Cudi 's mentor 88 @-@ Keys . On February 13 , 2013 , via Twitter , Cudi revealed he previewed the album to friend and fellow American actor , Mark Webber , and asked him to share his thoughts on the album , as a favor to the fans . During his barrage of tweets , Webber gave insight on the album , revealing Too Short and Wu @-@ Tang Clan 's RZA as features , as well as praising Cudi 's production , rapping and singing . Unlike his previous albums , Indicud is primarily produced by Cudi himself .

In an interview with Billboard , released March 2013 , Cudi confirmed he was working closely with ASAP Rocky , while also revealing Haim , an all @-@ female indie rock band , would appear on the album on a song produced by high @-@ profile American record producer Hit @-@ Boy and himself . On April 2 , 2013 Hit @-@ Boy , claimed besides Cudi , he was the only other person to provide production on the album . Cudi later confirmed the statement via Twitter . Cudi and Hit @-@ Boy had been working on the aforementioned song since January 2011 . The track is also the first record the two of them ever worked on together .

= = Production = =

Cudi also incorporated quotes from his favorite movies into the album , wherever he saw fit . The first release with a movie quote was " Immortal " , where Cudi sampled Adam Sandler in his 1995 film Billy Madison : " That ? s one of my favorite movies , man . From my childhood , straight up . I love Adam Sandler . Throughout the album I wanted to include clips from some of my favorite movies to kind of narrate the album a bit and liven it up and give it some personality . " He declared that throughout the album , people will hear scenes from several different movies :

" Yeah , different actors will pop up periodically . That ? s how I felt when I finished the song . ' Oh my God . It 's so good ! ' [Laughs] So there had to be a way that I could express myself . So I had to find some of my favorite quotes from my favorite movies . I put on Billy Madison and just watched that . There were so many lines that I picked that were great . But ? I ? m the smartest man alive ! ? resonated with me . And Adam Sandler is like a god to me . He ? s so amazing . I just wanted to pay homage through song and let him know , like , ' You ? re the shit ! ' "

With Indicud , on several tracks Cudi took a backseat in vocals to rather showcase his production skills . " The focus was on producing the record for Kendrick , I wanted to shine as a producer first . I wanted to show that side off more than anything else and that 's why I had my one verse then let Kendrick go ape @-@ sh-- crazy all over the rest of it . " As for the A \$ AP Rocky feature on " Brothers , " Cudi explained that he made the decision to go with a minimal hook and let the Harlem rapper dominate the track : " I felt like that was a perfect beat for A \$ AP to get on there and speak

some truths and talk to the younger generation , because he 's in a place where a lot of kids are up to him and Kendrick . I just wanted to hear him say something a little bit more thoughtful , and he did that ? he showed up . I was blown away by his craftsmanship , his professionalism and his overall mojo . "

= = Release and promotion = =

On October 28 , 2012 , after previously announcing hopes of releasing the album in late 2012 , Cudi changed the estimate release date from late 2012 to early 2013 . In late November , Cudi made it known he would be withholding the album 's exact release date , until it was certain , to avoid push backs . On December 18 , 2012 , the same day promotional single " King Wizard " was officially released , Cudi revealed the album would be released in March 2013 . On February 12 , he announced the album 's release date to be April 23 , 2013 . After the album leaked online in its entirety on April 9 , 2013 , Kid Cudi decided to push the album 's release date up to April 16 .

In early January , the album was named the ninth most anticipated album of 2013 by Complex and the 14th most anticipated album by XXL . In early 2013 , Cudi covered Complex 's February / March 2013 issue . In January 2013 , Cudi took to Twitter to express his frustrations with record label , Universal Republic , not supporting and promoting his music . After providing facts about singles " Just What I Am " and " King Wizard " , defending their strong online presence and lamenting about not getting radio play , Cudi tweeted , " if things dont change soon , theres gonna be some problems . "

On March 14 , 2013 Kid Cudi performed at Myspace 's South by Southwest (SXSW) secret show in Austin , Texas and after performing his many hits , he previewed a new verse from Indicud . He also revealed that the album would feature 18 tracks , while officially confirming ASAP Rocky and Michael Bolton as featured guests . On March 16 , Cudi announced that he would release the album 's track list and cover art on April 2 . Three days later , Kid Cudi announced via Twitter that the album had officially been completed and turned in to his label , Universal Republic . On March 26 , the album 's cover art and track list was unveiled by Walmart and later Complex . After the album cover 's unveiling , Cudi took to Twitter to explain his decision for the artwork : " The album art represents me . A ball of flames in a rose gold frame . " The cover 's art direction was handled by Cudi himself . In December 2013 , it would be named the sixteenth best album cover of 2013 by Complex . Later that day , Cudi appeared on Jimmy Kimmel Live ! and performed the album 's lead singles ; " Just What I Am " and " Immortal " , as well as premiering " Mad Solar " , which he performed a cappella .

During late 2013 , Kid Cudi toured in support of Indicud on The Cud Life Tour 2013 . The tour was announced on July 15 , with tickets going on sale the following day . Supporting acts on the tour include Big Sean , Tyler , The Creator and Logic . The tour took place in the United States beginning on August 22 and ran through October 18 , 2013 .

= = Singles = =

On August 12 , 2012 Kid Cudi released the lead single from Indicud , a song titled " Just What I Am " , featuring his longtime collaborator and friend , fellow Cleveland rapper King Chip . On October 2 , 2012 , " Just What I Am " , was released to iTunes as the first single from the album . The single 's music video , which marked Cudi 's directorial debut , was released November 6 , 2012 , via Kid Cudi 's Vevo . The song has since peaked at number 74 on the US Billboard Hot 100 .

On September 29 , 2012 , Cudi released a podcast where he previewed " King Wizard " , a new song he was " very excited about " . On October 3 , 2012 , one day after " Just What I Am " , the album 's lead single was officially released via iTunes , Cudi liberated " King Wizard " as the second offering from Indicud via SoundCloud . Cudi who also produced the track , had teamed up with Samsung Mobile to release the clean version of the newly mastered ? King Wizard ? as a free download . The download was available by heading to Samsung Mobile USA ? s Facebook page under the ? music ? tab . The explicit version and the music video were officially released via iTunes

, on December 18 , 2012 as the album 's second single .

On October 29 , Cudi announced he would be releasing the album 's second official single at the end of November . On November 7 , he revealed the upcoming single 's title to be " Immortal " , and that it again was produced by himself like the two previous releases , " Just What I Am " and " King Wizard " . He claimed the song " will make you feel amazing in the heart and soul . " However , on November 30 , he revealed " Immortal " would not be released until 2013 . " Immortal " would be premiered on March 1 , 2013 via SoundCloud . The song was produced by Cudi , with the main sample being a track from one of his favorite bands MGMT 's , " Congratulations " . He reversed the song , sped it up , and produced over it . The song was officially released via iTunes on March 14 , 2013 as the album 's third single .

On April 2 , 2013 Cudi released " Girls " for digital download via the iTunes Store , as the album 's fourth single . The song features fellow American rapper Too Short , and was produced by Cudi .

= = Commercial performance = =

In its first week of release Indicud debuted at number two on the Billboard 200 , selling 139 @,@ 000 copies in the United States and debuted at number 32 on the UK Albums Chart , becoming Cudi 's highest @-@ charting album on the chart , while entering at number 2 on the UK R & B Chart . In its second week the album sold 36 @,@ 000 more copies . In its third week the album sold 15 @,@ 000 more copies , bringing its total sales in the United States to 183 @,@ 000 . As of December 19 , 2013 the album has sold 260 @,@ 000 copies in the United States .

The album also earned a level of commercial success internationally . In Canada it peaked at number three on the Canadian Albums Chart and peaked at number 32 on the UK Albums Chart . It also peaked at number 23 in Australia , number 32 in Denmark and number 33 in New Zealand . Indicud also charted on the main albums chart in Belgium , France , Germany , Switzerland and Ireland .

= = Critical response = =

Indicud received generally mixed reviews from music critics . At Metacritic , which assigns a normalized rating out of 100 to reviews from mainstream critics , the album received an average score of 58 , which indicates " mixed or average reviews " , based on 16 reviews . Chris Dart of Exclaim ! said , " It 's also a smart , fun , eclectic record full of psychedelic influences and great , massive choruses . " Steve Jones of USA Today said , " Scott Mescudi handles the production of his third album , creating moody , surreal soundscapes to bolster rhymes that run the gamut of emotions . But whether he 's feeling invincible or despondent , you get a true sense of where his head 's at . " David Jeffries of AllMusic stated , " It 's an entertaining , vibrant , and artistically filling album , so consider it a " presents " effort and enjoy the show . " Mosi Reeves of Spin said , " None of the guest actors here distract from Cudi 's signature self @-@ mythologizing and inner turmoil . And most of the time , it 's his inner turmoil that beckons you in , rather than merely pushing you out . " Dan Buyanovsky of XXL stated , " As a whole , Cudi ? s version of 2001 is an original and bold project [...] This ambitious project does not fall flat , and credit is due to Cudi for continuing to challenge himself post @-@ WZRD , taking on a new skill @-@ set and concept rather than throwing together a collection of identically moody anthems . "

Evan Rytlewski of The A.V. Club stated , " For the first time , Cudi is more interested in throwing an actual party than a pity party , and with his bass @-@ engulfed beats and chewy , sing @-@ along hooks , he ? s well @-@ suited to the task . In spite of its brighter outlook , though , Indicud is still a Kid Cudi record . " Logan Smithson of PopMatters said , " If you 've heard a Kid Cudi album before , you probably know what you ? re going to get from Indicud , and for those who have been patiently awaiting his latest release , that 's great news . Indicud features some of Kid Cudi ? s best songs to date , and is an overall enjoyable listen from start to finish . " Chris Coplan of Consequence of Sound stated , " It 's ass @-@ backwards to make other people look the best on your solo album . Still , that might demonstrate the path of Kid Cudi isn 't about being a rapper , a singer , or

something in between . The point is , this record just proves that Kid Cudi has a lot of sorting to do , and continuing down the same old path simply won't cut it in the long @-@ run . " Joe Gross of Rolling Stone said , " Someday this Cleveland MC / producer / former weed enthusiast will find the lyrical and vocal charisma to match the scrumptiously dark , quasi @-@ industrial tenor of his moody beats . But Cudi's pitchy @-@ dawg voice remains his own worst enemy . "

= = = Accolades = = =

Closing out the year , the album was named to multiple album of the year lists . Complex ranked the album at number 26 , on their list of the 50 best albums of 2013 . They commented saying , " the album 's cinematic feel puts Cudi in the director 's seat as he compiles a diverse ensemble cast of luminaries , ranging from rap legends like RZA to indie rockers like Haim to West Coast spitters like Kendrick Lamar . The final product is proof Cudi can make a soundscape that others can easily adapt to , not the other way around . " XXL positioned it at number 25 on their list of the best albums of 2013 . In December 2013 , HipHopDX placed it on their list of the top 25 albums of the year saying , " In a manner akin to Robert Johnson selling his soul to the devil to become a magician of a bluesman , Kid Cudi also clearly sold his soul to the demons that once claimed it in order to craft this album . There's no singles here , just an intense and very listenable journey . " The Source ranked it at number 23 on their list , saying " it delivered , sonically and conceptually . The album was an honest representation of the maturation of Cudi's space age sound and middle finger to the world attitude . "

= = Track listing = =

Credits adapted from the liner notes of Indicud .

(co .) denotes co @-@ producer .

Sample credits

" The Resurrection of Scott Mescudi " contains an excerpt from the film The Good Son (1993) .

" Unfuckwittable " contains an excerpt from the film The Good Son (1993) .

" Young Lady " contains a sample of " Hollywood Forever Cemetery Sings " performed by Father John Misty .

" Immortal " contains a sample of " Congratulations " performed by MGMT . The song also contains excerpts from the films Billy Madison (1995) and The Good Son (1993) .

" Solo Dolo , Part II " contains a sample of " Going the Distance " performed by Menahan Street Band , which was originally composed by Bill Conti .

" Girls " contains an interpolation of " Pretty Girls " , written by Carl Brown , Shelly Goodhope , Tanesa Tavin , Daniel Brattain , Veronica Mendez , Darrell Mitchell , Albert Cota , Chantel Roquemore and Michael Monagan . The song also contains a sample of " Bitches (Reply) " performed by Dion " DJ Jimi " Norman .

" Beez " contains a sample of " Mind Playing Tricks on Me " performed by Geto Boys .

= = Personnel = =

Credits for Indicud taken from the album 's liner notes .

= = Charts = =

= = Release history = =