**A$AP FERG**

**Q&A**

**What’s your earliest Adidas memory?**

My earliest adidas memory would have to be watching VH1 Behind the Music and seeing Run DMC holding up their adidas on stage and telling the whole audience to do the same. They were wearing their adidas without laces, track suits, fedoras and big necklaces with an adidas shoe hanging from the chain.

**What would you like your impact to be on culture?**

I want to be able to impact culture as a leader, a teacher and a dreamer. As someone who follows his dreams and can take a uniqueness and it into a strength and inspire others to do the same.

**The lyrics of the track we hear throughout the video are ‘keep pushing on’. What drives you to keep pushing on?**

I’d like to say that I’m always striving and will do so forever. Even if I made a billion dollars, I’ll always be motivated to be a better son, a better uncle, a better brother and better artist to my fans and a better person for myself. Life is about challenges. Every day is a new one and overcoming these challenges becomes sort of a euphoric high. I thrive on that energy.

**The film explores the idea of evolution. How do you continue to evolve?**

I surround myself with like-minded people, those that are open to new things, new music, new sonics, new visuals. I like to be around people who have good energy and can laugh. It’s about being open minded and that’s what makes me continue to evolve.

**What does it mean to be original?**

To be original means to always be in search of. Always looking within to see if you’re being your true self. It’s natural to admire and get inspired by so many people. We are creatures of repetitious acts and sometimes it’s hard to be ourselves. It takes self- reevaluation and cleansing of your soul of everything that’s been done and just going with what’s truly in your heart.