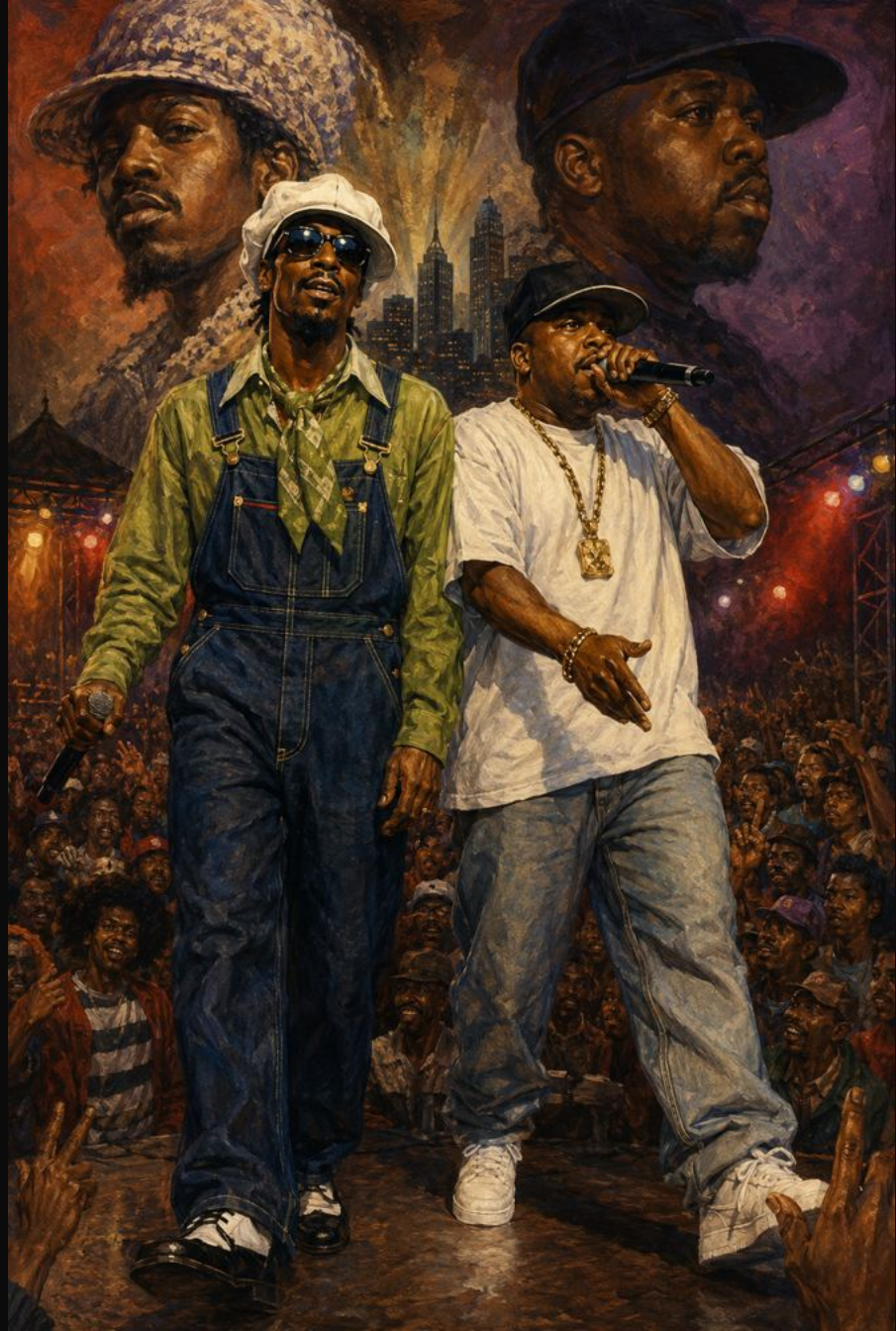




Outkast

Breakthrough

Player's Ball and the 1994 album Southernplayalisticadillacmuzik announced Outkast with cruising funk and local detail. At the 1995 Source Awards, André's brief declaration that the South had something to say became a historical marker because it condensed a regional struggle for recognition into one sentence.

The breakthrough was cultural as much as commercial. Outkast did not imitate New York or Los Angeles to gain legitimacy. They made Atlanta neighborhoods, accents, bass, church-rooted harmony, and eccentricity the terms of entry.