



THE BLACK EYED PEAS



**THE BLACK EYED PEAS, FROM LEFT
TO RIGHT: TABOO, WILLIAM
,APL.DE.AP, AND FERGIE**



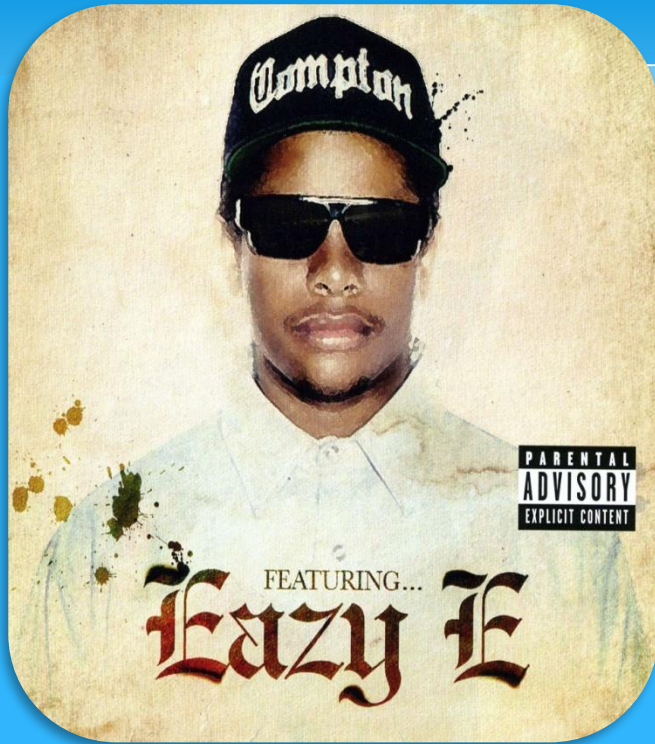
The Black Eyed Peas are an American hip pop group (originally an alternative hip hop group), formed in Los Angeles, California, in 1995. The group consists of rappers will.i.am, apl.de.ap, and Taboo, and singer Fergie. Since the release of their third album *Elephunk* in 2003, the group has sold an estimated 56 million records worldwide. Their first worldwide song was "Where Is the Love?" in 2003, which topped 13 charts worldwide. Another single was the European hit "Shut Up". Their next album *Monkey Business*, was a worldwide success, certified 4× Platinum in the U.S., and spawning two singles, "My Humps" and "Don't Phunk with My Heart".



In 2009, the group became one of only 11 artists to have simultaneously held the No. 1 and No. 2 spots on the *Billboard* Hot 100, with their singles "Boom Boom Pow" and "I Gotta Feeling"; which topped the chart for an unprecedented 26 consecutive weeks in 2009. The album later produced a third Hot 100 number-one placement with "Imma Be", making the group one of few to ever place three number one singles on the chart from the same album before being followed with "Rock That Body" and "Meet Me Halfway" which managed to peak in the Top 10 of Hot 100. "I Gotta Feeling" became the first single to sell more than 1 million downloads in the United Kingdom. The Black Eyed Peas were ranked 12th on the *Billboard*'s Decade-End Chart Artist of the Decade, and 7th in the Hot 100 Artists of the Decade. On the 52nd Grammy Awards ceremony, which held in January, 2010 they won 3 awards out of 6 nominations.



The Black Eyed Peas date back to 1988, when eighth-graders William Adams (will.i.am) and Allan Pineda (apl.de.ap) met and began rapping and performing together around Los Angeles. The pair signed to Ruthless Records (run by Eazy-E) in 1992, catching the attention of Eazy-E manager, Jerry Heller's, nephew. Along with another friend of theirs, Dante Santiago, they called their trio Atban Klann (ATBAN: A Tribe Beyond a Nation). Will 1X (aka will.i.am), apl.de.ap, Mookie Mook, DJ Motiv8 (aka Monroe Walker), and Dante Santiago formed Atban Klann. Their debut album, *Grass Roots*, was never released due to Ruthless



After Eazy-E died in 1995, Atban Klann reformed and changed their name to Black Eyed Pods, and then Black Eyed Peas. Dante Santiago was replaced with Jaime Gomez (Taboo), and Kim Hill became a steady background singer. Unlike many hip-hop acts, they chose to perform with a live band and adopted a musical and clothing style that differed wildly from the "Gangsta Rap" sounds of Los Angeles-based hip-hop acts at the time. After being signed to Interscope Records and releasing their debut, *Behind the Front* (1998) the group (and their accompanying live band) earned critical acclaim. One of the singles from the album was "Joints & Jam", and was featured on the *Bulworth* soundtrack. Their second album was *Bridging the Gap*

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Their third album *Elephunk* began development on November 2, 2001, but was not released until 2003. It was the first album to feature the vocals of current member Fergie. Nicole Scherzinger was originally approached to join the Peas, but was forced to decline because she was a member of Eden's Crush and was under contract. Dante Santiago then introduced will.i.am to Fergie, who joined the band in 2002. *Elephunk* is also the first album that indicated and demonstrated the new, polished pop sound designed to attract mass audiences and also the first under the name **The Black Eyed Peas**. In a positive review of The Black Eyed Peas' new-found style, *Rolling Stone* noted that since 2002, when the group "hired a blond bombshell named Stacy 'Fergie' Ferguson and gave up their pursuit of backpack-rapper cred, they have made a kind of spiritual practice of recording futuristic songs – a total aesthetic commitment that extends from their garish wardrobes to their United Colors of Benetton worldview."





Categories	Song / Album / Video	Year	Result
Record of the Year	«Where Is the Love?»	2004	nomination
Best Rap/Sung Collaboration			nomination
Record of the Year	«Let's Get It Started»	2005	nomination
Best Rap Performance by a Duo or Group			victory
Best Rap Song			nomination
Best Rap Performance by a Duo or Group	«Don't Phunk with My Heart»	2006	victory
Best Rap Song			nomination
Best Pop Performance by a Duo or Group	«Don't Lie»	2006	nomination
Best Pop Collaboration with Vocals	«Gone Going»		nomination
Best Pop Performance by a Duo or Group	«My Humps»	2007	victory
Album of the Year	«The E.N.D.»	2010	nomination
Best Pop Vocal Album			victory
Record of the Year	«I Gotta Feeling»	2010	nomination
Best Pop Performance by a Duo or Group			victory
Best Dance Recording	«Boom Boom Pow»	2010	nomination
Best Short Form			

Albums

1992 — Grass Roots (как A.T.B.A.N. klann)

[1998 — Behind the Front](#)

[2000 — Bridging the Gap](#)

[2003 — Elephunk](#)

[2005 — Monkey Business](#)

[2006 — Renegotiations: The Remixes](#)

[2009 — The E.N.D \(Energy Never Dies\)](#)

[2009 — Invasion of I Gotta Feeling \(Megamix\)](#)

[2010 — The Beginning](#)





The group's fifth studio album, *The E.N.D.* ("The Energy Never Dies"), was released on June 9, 2009. The overall sound of the album has a more electro hop beat rather than the usual hip pop/R&B feeling of their previous albums. Following its release, will.i.am remarked that the album had been inspired by a trip to Australia, specifically the sound of The Presets' "My People". "The energy on the Presets' small little stage was crazy energy. That song My People – that shit is wild," will.i.am said, "That's the reason why this record sounds the way it does – my three months in Australia." In its first week, the album sold 304,000 copies and debuted at number 1 on the *Billboard* 200. In the United States, the album became the ninth album to top the one million mark in sales in 2009. The album has spent 38 weeks within the top 10 of the *Billboard* 200. *The E.N.D.* was the 7th best-selling album of 2009 in the U.S. It also debuted at number one in Australia, number two in New Zealand and three in the United Kingdom. Three additional singles, "Imma Be", "Alive", and "Meet Me Halfwy", were released through the iTunes Store in the three weeks running up to the album's release.

The first single "Boom Boom Pow" was sent to U.S. radio on March 10, 2009 and was released on March 30, 2009 on iTunes. The single sold 465,000 downloads in its first week of digital release, the third-largest number of download sales in a single week overall, and the largest single-week and debut-download totals by a group in the history of digital-download sales, reaching No. 1 on the U.S. The single also reached the top spot in *Billboard* Hot 100 and Pop 100, being the group's first U.S. No. 1, holding the spot for twelve consecutive weeks. It also reached number 1 in Australia, Canada, and the UK.



Thank you for your
attention!!!