



ALICIA KEYS GOES BACK TO COLLEGE!

MULTI-GRAMMY AWARD WINNER KICKS OFF *THE ELEMENT OF FREEDOM: THE LECTURE & PERFORMANCE SERIES* AT NYU THIS WEDNESDAY

[New York, NY – October 20, 2009] Fresh off of her star-studded annual Black Ball fundraiser for Keep A Child Alive and the premiere of her brand new video for “Doesn’t Mean Anything,” twelve-time Grammy Award winner [Alicia Keys](#) kicks off “The Element of Freedom: The Lecture & Performance Series” at New York University’s Skirball Center for the Performing Arts on Wednesday, October 21; presented by the Clive Davis Department of Recorded Music, Tisch School of the Arts. This is a private event and not open to the public.

Named after the singer’s upcoming album **THE ELEMENT OF FREEDOM**, this unique lecture and performance series offers the opportunity for students studying music and other entertainment fields to obtain first-hand information from Keys on how she applies the element of freedom into her creative process and life in general.

Alicia comments: “For the first time in my recording career, I think I’ve finally found an understanding of the creative process by just allowing myself to be free. I took a totally different approach for this album and didn’t confine myself in a studio or allow myself to be negatively affected by deadlines, which can hinder any creative spirit. I’ve found a freedom and flow that I try to implement everyday. Hopefully the points discussed during these lectures will resonate with the students as they continue to find and define their creative process and style.”

Additional events will be held at UCLA’s Royce Hall on October 28th with more dates to be announced.

Keys’ fourth studio album, **THE ELEMENT OF FREEDOM**, will be released December 1st on MBK Entertainment/J Records.

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