

## Childish Gambino releases fourth studio album: 3.15.20

Posted At : April 30, 2020 12:48 PM | Posted By : SHSJC

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Coming off (arguably) his biggest year in 2018, Gambino has finally returned to deliver his fourth studio album, 3.15.20. Named after the date it was released, the Atlanta musician took the internet by storm by randomly releasing the project via a website titled "Donaldgloverpresents.com." The album was playing continuously on this website from March 15 to March 16 and was removed suddenly with no warning.



Six days later, the album hit all digital streaming platforms – still with minimal promotion – and came to a surprise to most. If you're wondering what to expect from this album, the rollout says a lot about Gambino's intentions. The surprise drop seems to be intentional as it defies all traditional release tactics coming off a No. 1 single as Gambino did in 2018 with "This is America."

If you're familiar with Gambino, this is not surprising. Through his music and creative expression, he refuses time and time again to be defined by industry standards and norms. As for timing, it couldn't have come at a better time. Everyone across the country is stuck in the house looking for anything new to engage in when it comes to content.

"Marketing wise, this is a great time to drop music," Hampton University junior Sevaughn Coates said.

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