Babyface (1959-) Encyclopedia Article

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The significant position Rhythm and Blues (R&B) held in the mainstream pop charts of the late 1980s can be exemplified in the meteoric rise of singer/songwriter/producer Kenneth "Babyface" Edmonds. He is responsible for numerous gold-and platinum-selling artists, including Toni Braxton and TLC, and hit singles, such as Boyz II Men's two record-breaking songs "End of the Road" and "I'll Make Love to You." The winner of over 40 Billboard, BMI, Soul Train Music and Grammy awards, Babyface has become the master of heartbreak and love songs. He has pushed the visibility of music producers to new levels, illustrated by his phenomenally successful *Waiting to Exhale* soundtrack. His company, LaFace Records, moved Atlanta to the center of R&B music, and has expanded to multimedia productions, beginning with the film *Soul Food.* Babyface personifies the changing possibilities in masculinity for black men, the other side of rap's rage.