

TAA'ZHU / RWADAU · QUESTIONS & ANSWERS

About the work. About working together.

The character, the music, the choices behind the work—and how we could work together.

What is RWADAU?

“Reasons Why Aliens Don’t Annihilate Us.” RWADAU is a brand and platform for music curation through storytelling, visual arts and alien characters. Taa’Zhu is one concept within this wider world. Find us as @rwadau on YouTube, Instagram, TikTok and Facebook.

What happens in a Taa’Zhu Log?

An alien operative reports on a Tupac song as evidence about Earth. His official analysis gives way to private moments in which his attachment to the music becomes visible. The same song connects both sides. The humour and references invite repeat viewing.

Who is behind the project?

Alassane DEME leads the project and is the direct contact for collaboration. Human creative direction shapes the premise, musical interpretation, writing, visual choices and final selection. AI tools contribute to the production.

How does the project use AI?

AI helps make the images, motion and other production elements. The music, character and storytelling give those tools a purpose. Alassane shapes the writing, direction and final choices. We welcome conversations about the tools and the craft behind the films.

What about the “AI slop” criticism?

“When A(L)I(EN) SLOP Meets Tupac Amaru Shakur” is the title of the Moon Film. The AI / alien wordplay meets that resistance with humour and defiance. We invite viewers to judge the musical interpretation, writing and visual choices. Watch it, look closer, and tell us what you think.

Is Taa’Zhu an official Tupac project?

It is an independent work of fiction and interpretation. We do not present it as estate-approved or label-approved. Taa’Zhu is his own character, with his own voice; the project does not imitate Tupac’s voice or claim his endorsement.

MEET TAA'ZHU

Trailer · 58 seconds

EXPLORE THE LOGS

Original Logs · Preview playlist

ENTER THE WIDER WORLD

Moon Film · 5:44 · English subtitles

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Music, release and collaboration.

How to watch, share and collaborate.

How is Tupac's music used?

The Logs use recordings of Tupac's music. RWADAU follows the publishing platform's applicable music options and rights-management process for each release, and accepts revenue going to rights holders where that is the outcome. A particular upload may still face restrictions or blocking.

Does a platform claim cover a partner's use?

An upload's availability does not establish permission for every other use. A co-publication, advertisement, screening or catalogue campaign needs its own agreed use and distribution plan. We discuss that with the partner for the exact material and setting. See YouTube's explanation of copyright claims below.

What is public, and what can I preview?

Found-footage versions are being released on RWADAU's social channels. The original Logs are being shared for preview while collaborators and co-publishers are sought for their public release. The unlisted preview playlist is accessible to anyone with its link. Please discuss onward publication with Alassane.

Why launch on 13 September 2026?

The date marks thirty years since Tupac Shakur's death. It opens a conversation about the music and its continuing resonance. September to December 2026 is our soft launch: an introduction to a creative world intended to grow well beyond the anniversary.

What collaborations and revenues are you exploring?

Co-publication, editorial coverage, cultural programming, creator support, commissioning, sponsorship and investment. RWADAU does not seek to keep the advertising revenue attached to Tupac's music. Its business ambition includes partnerships and revenues built around its own creative worlds.

What is the first step?

Watch the trailer, browse the original Logs, or discover the wider world in the subtitled Moon Film. If the work speaks to you, contact Alassane. Let's discuss what we could share, make or bring to your audience together.

YouTube: how copyright claims work

For a viewing, interview or collaboration conversation, contact Alassane DEME directly through RWADAU.

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