

Arts & Entertainment

New Artist Spotlight

by Monique Vaughn

It's not every day that you get free, live entertainment in the Caf at Fayetteville State University. But that's exactly what happened Tuesday, January 29th when up and coming Grand Hustle artist, Bobby Ray, better known as B.O.B., held a listening luncheon and interview session in the Caf. Ray opened the session with a freestyle, warming up the crowd to introduce himself to the FSU student body. "I enjoyed having him come to our school, he's cute and he can rap, and he was friendly. A lot of artists these days are not as friendly as him," stated FSU student Jacinda Peterson.

Bobby Ray was born November 15, 1988, in Atlanta, Georgia. He played instruments through elementary and high school. He signed with Grand Hustle under Atlantic Records in 2008. The official mix tape is dropping sometime in early April. B.O.B is known for his song on Madden 2k10 "Created a Monster," and "Haterz Everywhere." His debut album will be released May 25th. Ray stated that this is going to be the best CD to drop this summer. There are sure to be plenty of summer anthems for people to "bump" in their stereos.

Bobby Ray wanted to pursue a career in music because it is his number one passion. Music is the one place he can set himself free, and express his feelings without being criticized. Bobby Ray stated that his music sets him apart from other rappers because it isn't all about swag and Patron. He is the classic 80's artist, who raps about what's real and he speaks from the soul. Ray claims he is not a commercial rapper, and someone parents and children can vibe with. He feels that it is important to go around to colleges for exposure because all music is not played everywhere and in order to reach a broader spectrum of people, you have to do the foot work.

Ray encourages FSU students to go after what they want. Local FSU students Rakim West and Gregory Torres took time out to freestyle for B.O.B. "It takes a lot of courage to come up and spit verses," said Ray. B.O.B was very impressed with both men but more so Gregory who flowed for two or three minutes. Late Tuesday, Ray went to Club Palace and watched open mic, night. He says supporting up and coming artists is very important. Getting a name out there with a face is always helpful too.

B.O.B said that if he had to choose one producer and one artist to work with it would be Timbaland and Will.i.am. Ray says he admires both of them. B.O.B is a mix of conscious rap, dirty south rap, and B.O.B. He does not believe in labeling artists.

The listening luncheon was brought to FSU by The Voice, Kevin Kmak McCrimmon and S.O.L.E. B.O.B's interview was also streaming live on Ustream. Overall, Ray said he enjoyed himself at Fayetteville State and appreciated the love and support from everyone who attended the listening luncheon.

