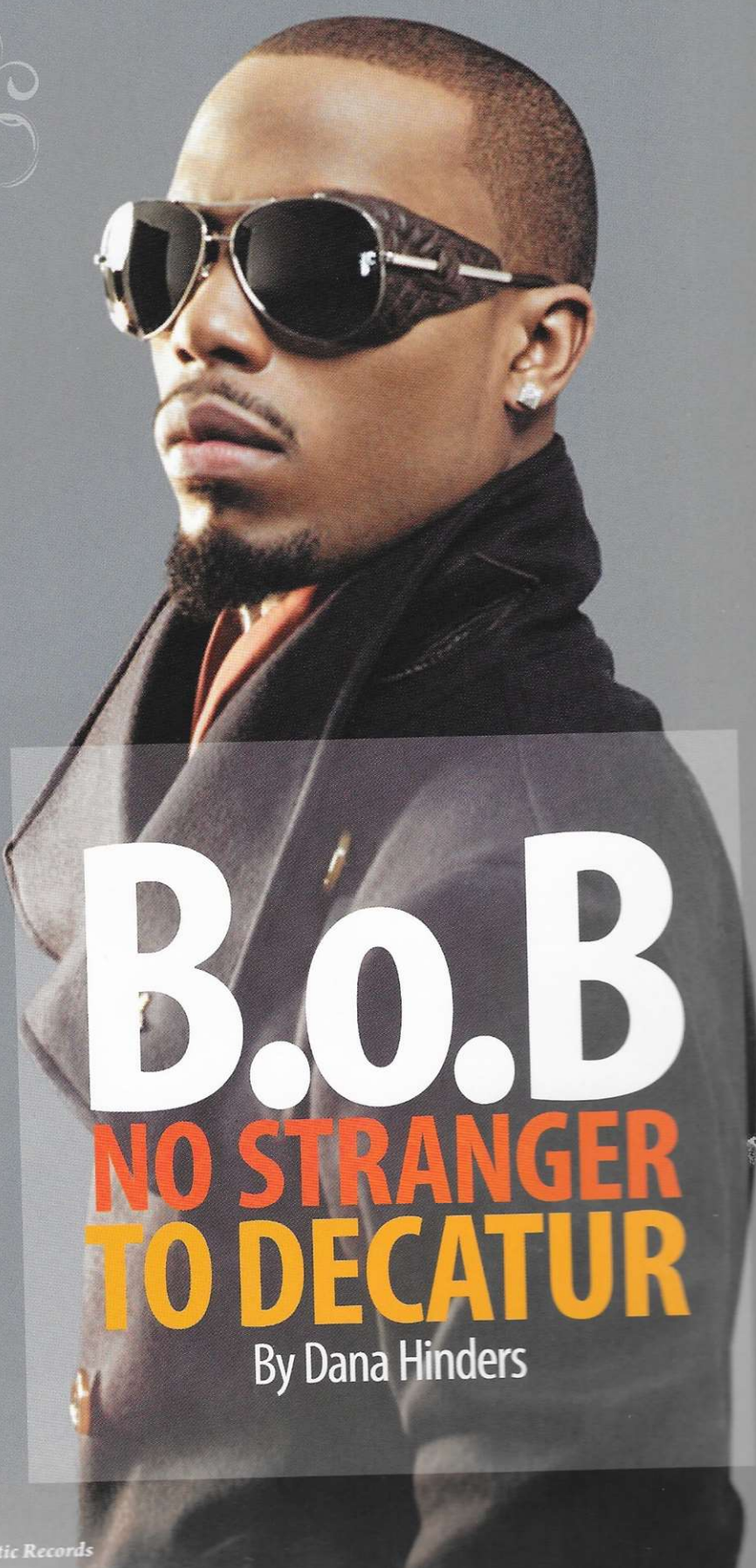


FEATURE

DEKALB
LEGEND
No.3



B.O.B
NO STRANGER
TO DECATUR

By Dana Hinders

Photo: Courtesy of Atlantic Records

BOBBY RAY SIMMONS, JR., BETTER KNOWN BY HIS STAGE NAME B.O.B, IS ONLY 23, BUT HE'S ALREADY TAKEN THE MUSIC WORLD BY STORM.

His debut album, B.o.B Presents: The Adventures of Bobby Ray, was released in April 2010 and reached the top spot on the US charts. His debut single "Nothin' on You" hit number one in both the United States and the United Kingdom. His second single "Airplanes" hit number one in the United Kingdom and number two in the US.

B.o.B was born in Winston-Salem, North Carolina, but grew up in Decatur. His father is a pastor and both of his parents made sure their children were raised to view education as a top priority. B.o.B. and his siblings Victoria, Jamaal, and Arielle were expected to be proficient in math,

duo called The Klinik and successfully sold one of his beats to the recording artist City when he was just 15 years old.

When his partner left for college in 2006, B.o.B decided it was time to try a solo career. Still technically underage, he snuck into Atlanta rap star T.I.'s Club Crucial and wowed the audience with his performance. Just one month later, he was asked to sign with Atlantic and its subsidiary imprint, Rebel Rock.

Since signing with Atlantic, B.o.B has secured his place as one of DeKalb's rising stars.

"Airplanes" was featured in the trailer for the movie Charlie St. Cloud and his single "Magic" featured him in an advertisement for Adidas' "Magic" campaign. In September 2010, B.o.B. received a personal invitation from President Barack Obama to perform at the National Gen44 Summit Kickoff Concert.

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science, literature, and two foreign languages before they were allowed to participate in any extracurricular activities. B.o.B showed an early aptitude for logical thinking, leading his parents to think he might pursue a career as a scientist.

B.o.B attended Columbia High School, where he played the trumpet in the school band. Music was initially just a hobby for him, but it became obvious fairly early that he was exceptionally talented as a performer. He broadened his musical skills to include vocals, guitar, piano, drum machine, and synthesizer and began taking part in Atlanta's vibrant rap scene. During this time, he also honed his knack for entrepreneurship. B.o.B formed a production

B.o.B describes himself as being influenced by a variety of musical styles, including 80s music, techno, rock, funk, and doo-wop. His second album, Strange Clouds, features appearances from Morgan Freeman, Nelly, T.I., Nicki Minaj, Ryan Tedder, Lauriana Mae, Taylor Swift, Lil Wayne, Chris Brown, Playboy Tre, Trey Songz, and Roscoe Dash. Critics often compare him to OutKast and André 3000. The only that's clear, however, is that B.o.B's genre-defying songs continue to be an inspiration to people from around the world.



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