# DANCE Mogul Magazine™

SPECIAL ISSUE

Inspiring Self Empowerment



# Frank Gatson, Jr.

*"Honoring the Role of LEADERSHIP"*

DANCE MOGUL MAGAZINE PUBLICATION | WWW.DANCEMOGUL.COM

# *A Tribute to Frank Gatson, Jr.*

DANCE MOGUL MAGAZINE  LEADERSHIP SERIES...







# THE INDUSTRY...

**WORKING PROFESSIONALS WHO WERE INSPIRED BY MR. GATSON**



# DANCE Moguls™

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*"When a man has done what he considers to be his **duty** to his **people** and his **country,** he can rest in peace."*

-Mr. Nelson Mandela

# *Flo Jenkins*

*Executive Editor for Dance Mogul Magazine*







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# DANCE MOGUL MAGAZINE

## CELEBRATING FRANK GATSON, JR.

*Creative Director & Visionary…*



*Basil Harris*
Basil Harris/CEO & Founder

*Anthony Harris*
Anthony Harris/Co-Founder

**While much of the world is seeking its greatness** through the eyes of virtual reality and social media, we, here at Dance Mogul Magazine, are clear it won't be found there! We're convinced that our greatness is in our souls; in fact, in our DNA waiting for us all to recognize it, call upon it, live it, and honor it by allowing it to be of genuinely good service. It is our intent to help our readers understand that greatness is progressive. It happens over a period of time, and it is built upon through the generations—each unique and great generation becoming the foundation, launching pad—and seeds—for the next one. And so, this greatness is self-perpetuating…on, and on…. A combination of multiple seeds have planted hope for the future through this very special issue of Dance Mogul Magazine. For example, our Executive Editor realized her calling at a young age to honor and serve. As a result, she was able to show generations of striving artists that they mattered, and that it was ok for them to honor their God-given gifts. In similar mindset, our photographer picked up a camera one day and said that capturing greatness in motion has value. And I, as CEO/Founder of Dance Mogul Magazine along with my son, Anthony Harris (Co-Founder) being fully aware of our foundation of greatness knew we must honor that by continuing to sow our seeds through honorable service. We saw the need to honor those who honored their gifts, who respected themselves, and who demonstrated love for themselves and their neighbors—through unselfish service.

# DANCE MOGUL MAGAZINE
# *FULL FEATURE MAGAZINE*



We saw the need to honor those who honored their gifts, who respected themselves, and who demonstrated love for themselves and their neighbors—through unselfish service. It is not by chance that some of us can identify this calling to greatness in our souls. As a result, we are delighted to meet others of like mind, such as Mr. Frank Gatson, Jr. He has been able to help build some of the industry's best creative directors, dancers, choreographers, musicians, and leaders overall. With this special issue, we present to you the perfect example of what greatness truly looks like, and how it manifests itself unselfishly and in bold demonstration.

One man can make a difference. But one great man can make a greater difference when he first knows who he is—and from whence his greatness came. Frank Gatson, Jr. is who I'm talking about. A man who discovered, then *followed* his calling and made it his goal to utilize his gift by serving in a most genuine, yet powerful way—by *nurturing*, *supporting*, and *helping* countless others to discover and follow their calling as well. He did so despite working in an industry not known for generosity toward one's peers. But because of Frank Gatson, Jr., *hope prevails over selfishness and greed*. And in this issue, those whose hope he generated pay him deserved homage, while moving forward to also pass it on. Mr. Gatson learned long ago the wisdom and value of planting seeds. Not selfishly withholding them. He learned something about greatness and seed-planting many have yet to learn, the concept of which is simple and timeless—yet seldom implemented. This is how it was done in AFRICA during that time in world history when our people were given full opportunity to be their best. This issue of our publication presents to you individuals who have learned the power of their penal gland (the *third eye*), the ability to look deep within and realize their value. And, this is something you've probably not seen in any other industry-related print medium. Seeds that have been planted are sprouting, and spreading hope for the future that dreams can and do come true.

When we are allowed to live out our purpose, we serve each other better—as well as the world. Just like Frank Gatson, Jr. continues to do. We challenge the world to take a lesson. Again… ***Dance Mogul Magazine*** takes the lead with this important and very powerful issue, and what it really means to readers like you. We send our love and appreciation to all those who responded to this life-giving gift to the future. Our special thanks to Mr. Frank Gatson, Jr. for honoring his greatness and his role as a true leader. Special thanks to April Moore our Director of Product placement and the rest of our staff.

*Frank Gatson, Jr. Dad & Mom*







# A Young

*Frank Gatson, Jr. & Family*







FRANK'S SISTER, MOM, BROTHER, LITTLE FRANK



FRANK GRADUATION 76-80



FRANK'S MOM, DAD & SISTER



FRANK & FAMILY



FRANK GRADUATES FROM COLLEGE

FG



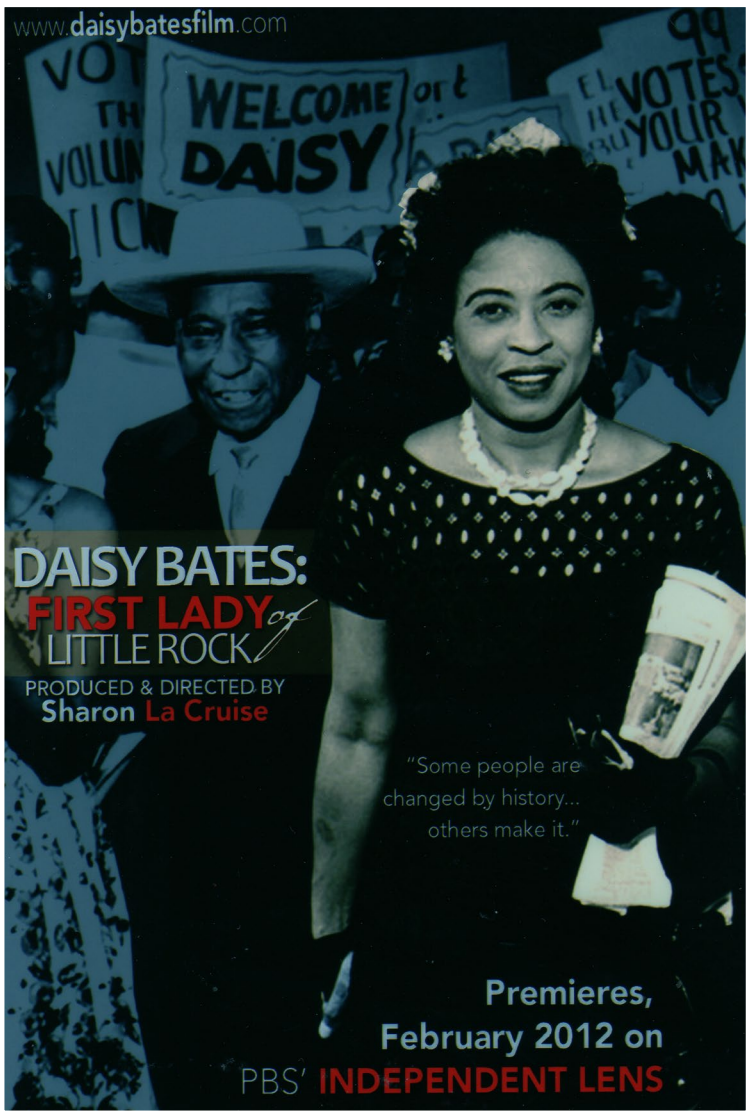
DEDICATED TO CLAUDE THOMPSON

FG

# In Honor of Daisy Gatson Bates—Undeniable Legacy

## *"No Wonder Frank Gatson Takes No Mess!"*
## *--Flo S. Jenkins*

***Life. Legacy. History. Family. Joy. Focus/Determination. Courage. Unity. Talent. Gift. 3-Degrees of Separation. Strong. Circle. Faith. Divine. Purpose. One. Spirit. Love.***




Photos provided by Frank Gaston Jr.

**How many times in our lives have we** encountered these words—personally? I'm not talking about just hearing them, but I mean having had a real soul encounter with them? I mention "soul encounter" here for a number of reasons, but mainly because I would like you to take these words to heart—not just as *words* constructed by letters, but as *spirit* causing manifestation. Because, indeed, words *are/become things* and *words are spirit*. They can wound and heal, depending upon the energy/spirit breathed into them and how they are directed.

For Frank Gatson, all of these spirit-words are the fabric of his life. Clearly, he has encountered them—digested them, been bred on them, and is passing them on through the greater work he's been gifted for and called to do. The people in his life and those he has inspired are a testament to how he has utilized the spirit of these words—and passed their essence forward. Long ago, however, not even Frank was fully aware of how real these spirit-words were—to, for, and upon his blessed and divinely-constructed life. Now, though, he is.

What is it that makes Frank Gatson who he is today? Let's start with the foundation—his family, of course. A family of good character who sowed their very best into him, guiding him the best they could, in the direction they believed he should go. Like so many solid families guided by Wisdom, his parents and other family members *led by example* first.

Demonstrating richness of character, unity and sacrifice and smart work and *possibilities*, while also showing Frank the power of focus, determination, and standing up for what you know is right. Included within Frank Gatson's family legacy is a beautiful woman who embodies all the words upon which his life is grounded. Her name: Daisy Gatson Bates. And you should come to know her. Because when you do, you will understand the measure of greatness and why "tell-it-like-it-is-Frank Gatson" is bold and confident and strong and loyal and helpful, and *literally*, ain't "skeered o' nobody!" Simply put, it's part of his family legacy, part of his history, part of the divine oneness of spirit he shares with his honorable family. Daisy Gatson Bates is Frank Gatson's aunt. And he's exceptionally proud of her. If you think today's world is full of mean-spirited ignorant folks opposed to anyone whose skin color, religion, etc. is different from theirs, then you don't know the extremely unfair racist world Daisy Gatson Bates grew up in. Fighting for fairness in education against a system with blatant racist laws was far worse in the earlier years of her life. But, as a civil rights proponent in the mid-1950's, Daisy Bates was up for the challenge of making the world better for the generations that followed. Making the world better for the next generation should be the goal for all of us—*especially for Black Americans* who've still not been full participants of the rewards of their labor, nor the so-called American dream. Mrs. Bates is a *national* hero for sure—but in essence, because of of her strength of character,



# THE LITTLE ROCK 9

**The Nine Students selected to attend Central High School along with the support of Daisy Gatson Bates set and ready for school**



little Rock Nine & Daisy Gatson Bates - 1957




The Rock that broke L.C. & Daisy Bates' Window 1957

*she's a hero to the world*. As the force behind the historic Little Rock Nine (referring to 9 Black high school students who endured the abuse and hostility of Whites while integrating the white-only Central High School), Daisy Bates is a beloved champion who fought the battle against school segregation in the South (Little Rock, Arkansas, to be precise). Her ultimate goal was to ensure that Black students received the best education possible, the same quality of education allotted to white children. Even if it meant going against the vile system whose goal it was to keep education at a minimum—or not at all—for Black children. For Daisy Bates, this was clearly unacceptable. She refused to ignore the problems and keep silent in order to not stir up trouble. If "stirring trouble" meant getting out of her comfort zone as a newspaper owner and taking to the streets to fight for the rights of Black children, she was ready for the challenge—and for the fight from a bitter, rock-throwing, White community that would endanger her life. She was ready, willing, and able to change history. Sometimes people are *changed by the history that someone else made*. Daisy Gatson Bates was a positive *change-maker who made history*; and one must be fearless and courageous to "make history". In order to disassemble unfair systems or tear down that which needs to fall, one has to be fully persuaded that their actions will make life better for others—not just for themselves. Mrs. Bates was completely convinced of the purpose she had been called to, and she was strong enough and determined enough to walk by faith, assured that she could make things better. What she did in Little Rock, Arkansas affected the educational systems, especially throughout the South, and opened avenues for Black children to receive an education on par with White children. Bates received many honors and awards for her social activism, including an honorary degree from the University of Arkansas. She is remembered as the powerful force that undergirded one of the biggest battles for school integration in America. In writing this, I understand even more the power of great character, the power of family, the power of One, the importance of legacy, and the divine circle of life empowered by love. How could Frank Gatson be other than who he is—other than to force himself to be otherwise. With his parents and his aunt Daisy Gatson Bates as life examples, how could Frank not stand up for other people in his work? How could he not want life to be better for other people? How could he not be honorable? How could he not fuss when he understands excellence and knows someone is not working to their full potential or being their best? How could he not be a caretaker and a history maker utilizing compassion, yet toughness? How could he not share the gifts and talents bestowed upon him? If he chose to do other than these things, he'd have his family, including his Aunt Daisy to answer to!

I understand, too, the idea of there being "3 degrees of separation"—meaning that it's likely one of three people knows someone you know or is connected to you in some way. I never knew Daisy Bates—but my family did. Her name rang with pride throughout our household. When I met Frank Gatson, I knew he was a gifted leader and history maker in his field. But, I never knew his connection to a civil rights legend, history-maker, a life-changing hero from Little Rock, Arkansas whose newspaper my father often read many years ago. Interestingly, the city of racial disharmony that Ms. Bates fought to tame is my birthplace. It's the place where my older siblings and other family attended and graduated from segregated schools. Circle of life?—It is certainly awesome and fascinating.

I'm convinced Daisy Gatson Bates, now deceased, would be very pleased that her nephew, Frank Gatson, Jr. is continuing a proud family legacy unified in joy and love. She can rest knowing her nephew is grounded and understands what makes up the divine fabric of his life. He has the family baton, and she's confident Frank knows how to pass it on.



## CIVIL RIGHTS *ACTIVIST*
# DAISY GATSON BATES


"YOUR FUTURE IS PURCHASED IN THE PRESENT"
"ONLY THE EDUCATED ARE FREE"
DAISY LEE GATSON—BATES
NOV. 11, 1914
NOV. 4, 1999
LORD, THOU HAST BEEN OUR DWELLINGPLACE IN ALL GENERATIONS. BEFORE THE MOUNTAINS WERE BROUGHT FORTH, OR EVER THOU HADST FORMED THE EARTH AND THE WORLD, EVEN FROM EVERLASTING TO EVERLASTING, THOU ART GOD. SO TEACH US TO NUMBER OUR DAYS, THAT WE MAY APPLY OUR HEARTS UNTO WISDOM.
PSALMS 90: 1, 2, 12



FRANK 1986




FRANK 1988



Music Teacher

# Arlene Skwierawski

In 1975, Frank Gatson walked into my music room at North Division High School in Milwaukee, WI eager to become a "STAR"! He was able to dance, sing, and command the attention of any audience. Frank DID NOT know the meaning of "CAN'T". Whatever the choir did, he was ready and willing to do anything that was asked of him. He was eager to perform and did it very well. I am very proud of his accomplishments, and I have no doubt that he will continue to be a world renowned choreographer and director.

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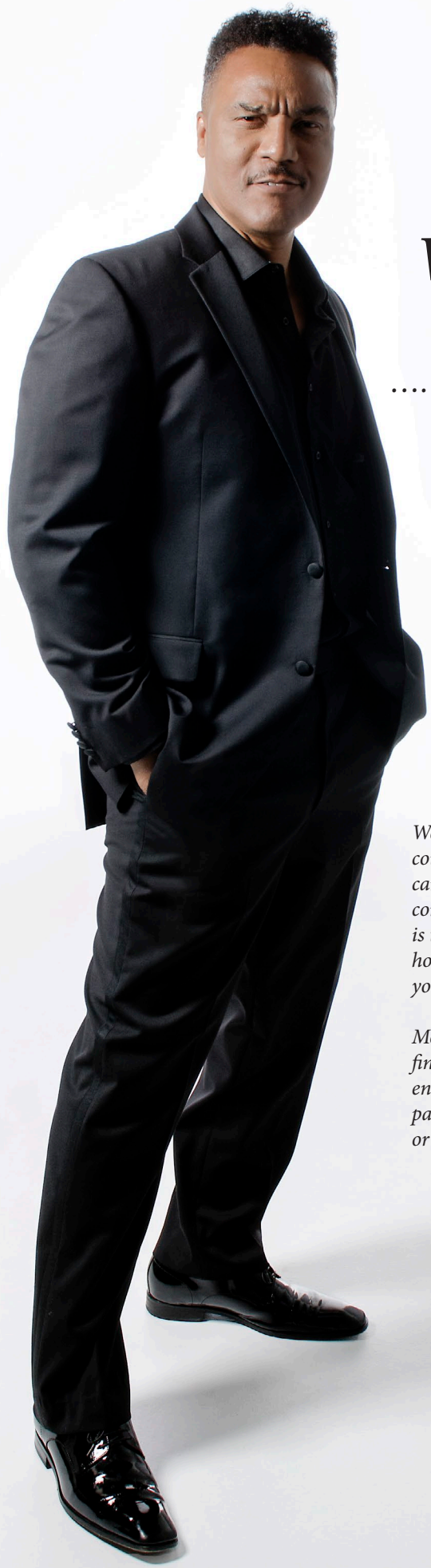


# The *"WIZ"* on BROADWAY

*"This is the day that I saw the* **Wiz** *on* **Broadway,**
*and this moment changed my* **LIFE."**
***-Frank Gatson, Jr.***

Rhoda Facye & Frank Gatson, Jr.

## *Celebrating Mr. Frank Gatson, Jr.*



# *When Destiny Calls, Will YOU Answer?*

## *....THE FRANK GATSON, JR. STORY...*

--Flo S. Jenkins

*We have so many choices in our life that allow us to follow any course we choose; that includes things from friends, to habits, to careers. So often we make poor choices, but we can make course corrections before it's so late in the game. The funny thing, though, is too many never change courses. If they listen just a tiny bit, however, something in their gut will tell them, "Hey, buddy, stop; you're out of order!"*

*Most people arrive at the "out of order" state of mind when they finally realize where they are, is not the heartfelt dream they envisioned. Instead, they may have been following the dreams of parents and close friends—or simply chasing society's ideal—and/or the mighty buck!*

Eventually, though, they become frustrated by the empty space in their lives and heart and find themselves floundering sometimes in depression. Getting to this place of feeling that life "sucks", and is just "off" is probably the best thing, though, because now, there is a chance to get your life in order and make that necessary course correction that only happens when you begin to listen and *obey* the calling of your heart.

### That's What Frank D. Gatson, Jr. did!

So, how does an ordinary guy with a Bachelor's degree in Political Science (with a minor in Communications), headed straight for Law School, end up being an accomplished professional dancer, choreographer, manager, and eventually Creative Director for probably the world's top entertainer? Not just that, but how is such a turn of life events more than about celebrity status, fame, or money, but acknowledged as "a blessed life" with steps that could have only been so perfectly choreographed by the divine movements of Someone bigger than Frank Gatson, Jr.?

Let's take some steps back and look closer at this Life Dance, moving in a perfect rhythm, awaiting the attraction of its perfect partner.

"I'm so glad my father and mother took me out of those back woods of Monroe, Louisiana to Milwaukee, Wisconsin!!" declares Frank Gatson with a grateful sigh, accompanied by a loud and hearty laugh. That move alone changed the course of his family's life for the better, and was one step of many that put Frank in *the right place at the right time.* For most ordinary families, especially Black families, instilling the importance of education ensured their child would be in the right place and on the right track to a better life. Frank Gatson was expected to finish high school and graduate college. He didn't disappoint the perfectly outlined family "order". "I was supposed to be a lawyer. My father wanted me to be a lawyer. So, I went to the University of Wisconsin in Madison, where I graduated with my degree in 1976. My parents were really proud." He recalls that he was on a "fast track," making sure he was out of there in 4 years!

#### Courage to Change Course

"I was accepted into the law school program at Wayne State University and was getting ready to go." But he didn't want to. "I'm walking in downtown Milwaukee one day, bored out my mind, not wanting to go to law school, and I walk into this thing called The Auditorium. There was a group of maybe 100 people singing and dancing onstage. There were only a few Blacks, maybe 5 or 6, and the others were white. I sat in the back of the auditorium watching. They were doing stuff like 20s and 50s type dances—the jitterbug, folkloric, Mexican or Spanish. A young lady came up to me asking, 'What do you do?' I told her I was just observing them all dancing…" Frank learned that the group was called **Up With People.** It consisted of students from all over the world who traveled worldwide singing and dancing to build bridges of understanding between races and cultures.

"This girl interviewed me and asks, 'Who are you?' Then she said she was from where?...Sweden!" Swedish was the language Frank took in college to fulfill his foreign language requirement. He took it mainly to sidestep taking Spanish, "cause the s--- was too hard! So I took Swedish!" Frank shocked the young lady as he began speaking to her in Swedish. "She tripped out! She couldn't believe this young Black man knew Swedish! And I couldn't believe I knew Swedish either, although I had taken it for 5 semesters," he joked.

He adds, "But see how God works? This is how God works—how fate works. This is how wonderful my life was destined to be…" Before ever meeting the young Swedish lady, Frank had heard the quiet whispers of destiny, alerting him to his true passion, yet he was unable to fully yield to its call, because of devotion to the voice of someone else—his beloved parents. While in college, he joined the Alpha Phi Alpha fraternity and began choreographing their step shows—and loving it.

"I didn't know what I was doing was called choreography. I just thought I was putting together the step shows. But I was really, really good at it."

He never let his fraternity brothers in on a big secret--that he was sneakily taking Modern Dance and Ballet at the University of Wisconsin. Clearly he was slowly answering the call of his heart. Prior to his step show choreography as a college student, he had heard the whispers of destiny while still in high school—but he was unable to fully follow the course.

#### The Aah-haa Moment…

"The thing that gave me the show business bug was during my 11th grade year of high school when my teacher, Arlene Skorosky, took me to Broadway to see *The Wiz*. I saw the monkeys portrayed by these really great looking Black guys who had these great bodies. And they were jumping in the air, in stag leaps. I'm like, 'Wow! That's amazing!' That made me **say**, 'I wanna do that!' For some reason, coming from Milwaukee, you don't think that you can be that…that thing that inspires you. You think you have to do what your parents want you to do, like go to law school."

Very soon, Frank Gatson would come to listen and obey the call of his own heart. He discovered he did not have to be what others wanted him to be. Or do what someone said he should do. He could *choose* to walk his own life's journey.

But Frank, like everyone, needed to be introduced to something he had never seen…something he could aspire to…something that would expand his dream world, beyond his limited present, to something far bigger.

***Continued on the next page...***

The young Swedish woman was a master player who would open the gates wide to a new adventure that would be a major step toward his life's passion and career. After interviewing him, she asked the question that turned his life completely around: "You wanna go with us? …with **Up With People** and travel around the world and sing and dance?" What other answer could he give at this monumental point of his life, except, "Yeah!" And he did. Although he had done only a few performances in high school, plus the step dance choreography and the few classes he had secretly taken at the University of Wisconsin, it didn't compare to the professional training the students had in **Up With People**. But when it's your time to shine—God makes sure that you do just that. He was, in fact, "a natural!"

He traveled the world singing and dancing with the group for 4 years, from Europe, Mexico, to South America and more. Frank jokes, "Because I was the token Black, they loved me! So now, I'm a star with the group. Jitterbugging, twisting, cool-jerking…it was a great time in my life. We would do Super Bowl halftimes! Isn't that interesting? **Up With People** did halftimes before these stars did it. I became a dance captain, and then a show manager. What was good about **Up With People** is that we did everything—including the public relations, setting up the stage, breaking down the stage." He was clearly being prepared for the major role he now holds in the entertainment business.

Over the course of his travels, Frank (and the other dancers) stayed with host families instead of hotels, some of whom didn't speak English and he says you could feel the tension if they didn't like Black folks. "Some of the more than 300 families I stayed with during my time with **Up With People** were racists, and some were not. I believe being in those situations made my people skills really keen, because I can now read situations quite well.

The great thing about the organization was that after a while, those families that didn't like you because of your skin color would have a change of heart and like you after awhile and discover that you were all right."

Frank even encountered a young southern girl in the group who let go of racial prejudices as a result of her interaction with him. "That was a good organization. It helped me and others understand a lot about each other and people in general."

Frank learned what a great impact the world of art has upon the world at large in changing false perceptions and bridging the gaps of separation.

### Launching into the Unknown

When it was time to leave Up With People, Frank's next move was to New York City. After having such great success, he believed he was more prepared for the Big Apple than he was. Reality hit him quickly as he auditioned for shows, competing and losing out to highly trained artists from places like Alvin Ailey. He found his charm not working and his natural talents needed developing. Even though enjoying party times and hanging with big shots and notable people like John F. Kennedy, Jr. at the popular Studio 54 was fine, he knew he wasn't ready for New York—at least not just yet.

He was broke…in more ways than one. So, he did what most people do when things don't quite work out. He headed back home. In the safety of Milwaukee, he could re-boot, re-think his career path, and get a job! He knew he had to train, and he began doing so at the University of Wisconsin where he earned a Master's degree in Theatre and Dance. His job as a flight attendant was better than good to him. In fact, it allowed him to travel across the world improving his dance skills in places like Paris where he took ballet.

"I abused that job for a whole year! My mama loved it because she flew nearly free—for $10. But I was like superman. Being a flight attendant enabled me

to go everywhere with free wings! I would go to L.A. and audition. I would stuff my uniform in a bag and go take dance classes…I studied at Alvin Ailey and at the Broadway Dance Center. If I heard of an audition, I would go! "

Playing hooky from work paid off, because he finally landed an important job. "I'll never forget it. I landed a part with Michael Jackson in his "Smooth Criminal" video. I got the job in November and I kept playing hooky from work, but had to quit in December of that year. I made $10,000 of that one video." Now, things began to really get hot for Frank as he met people and listened closely to the calling of his heart, directing him where he needed to be. He initially believed New York was the place for him, but at the insistence of dancers he'd met and other friends in the arts community, he went to Los Angeles. He quickly learned that building good solid relations and a sound reputation can open doors.

### Moving Up!

In Los Angeles, Cheryl Cobbs, the same young lady who had encouraged Frank to come, allowed him to choreograph the Miss Black California Scholarship Pageant. This was a pivotal move that allowed him to continue his climb as a respected professional. The girl who won the pageant, Cindy Heron, became famous as a member of the singing group, EnVogue, and would play a defining role in his continuing success.

"Cindy remembered me from working with her and the girls in that pageant. So when EnVogue blew up, she insisted that they work with me. But because I was a 'nobody', the other girls didn't want to work with me. They wanted major well-known choreographers at the time like Michael Peters and Lester Wilson. I told them to let me do it for free, and if they liked it—then pay me." ***Continued on the page...***



Teaming with Lavelle Smith and Travis Payne, Frank choreographed "My Lovin', Never Gonna Get It!" From there, Frank says, "it was on and crackin'! And it was all because Cindy Heron believed in me enough to go to bat for me. Then things just started happening and EnVogue was getting the awards." Soon thereafter, a string of good fortune happened. Frank was introduced to Destiny's Child. He managed Tyrese. He met Usher's mom who wanted him to work with her son, which he did on "You Make Me Wanna." Frank then left Usher to go work with Destiny's Child. This teaming would be monumental for Frank's career.

"I met Beyoncé. She was 15. She had a terry cloth outfit on, and I'll never forget it. And the first day I met her, I came out of the studio and said, 'That's the second coming of Michael.' Everybody laughed. But now you see. Okay?" Obviously, his ability to "read a situation very well" was at work. The list of stellar performers he's worked with include Jennifer Lopez, Mariah Carey, and Toni Braxton. He also worked with John Secada.

Frank was also Tyrese's manager, and currently manages the very talented singer, Luke James. Working with Michael Jackson, of course, was a peak life moment. He's proud of the work he did on the production of Michael's "Dangerous" video. Frank lists Michael, The King of Pop, as one of his favorite artists and has fond memories of times he spent with MJ while meeting with him for major projects. He speaks excitedly, recalling, in the humorous manner that only he can, his trips to Neverland.

"I used to love eating hamburgers out there in Neverland! They were the best! He had fresh popcorn—always popped right there in the music park area." And now, Frank Gatson serves as the Creative Director for Queen Bey. It's a major achievement, indeed, and one he is quite proud of. "Beyoncé… she's a beast! I have to list her as my second favorite artist, right after Michael Jackson." His awesome work with Beyoncé has brought him to the pinnacle of his career, and helped earn him recognition as a premiere professional in every area of his artistry.

"I have 6 MTV AWARDS in Choreography. I guess I should name them: *'My Lovin' You're Never Gonna Get It,' 'Free Your Mind,'* both for En Vogue; 'What a Man,' for Salt N' Pepa and En Vogue; Beyoncés *'Crazy In Love,' 'Run the World,' 'Single Ladies,' and 'Naughty Girl'* (We were nominated in 2014 for *'Naughty Girl'*. But didn't win that one...) I'm so blessed.

I'm very, very blessed. I don't think of any choreographer in history who has won 6 MTV choreography awards." And of course, he is right. On both points: no one has done it before; and he is very, very blessed. The second point is one that Frank Gatson holds most dear, beyond the awards is that he knows he, his life, is exceedingly a product of the divine—and he is blessed.

Frank Gatson's resume goes on and on—and on. And if the sky is the limit, one would surmise that he's just about there. Yet, there's more to come! Frank is a big dreamer and visionary—not only for the art of dance and other things concerning his beloved career. But, he has some special dreams and broader ideas he hopes to share with others, so that they, too, can live their best life.

***Frank's Big Dream for the Future***
***So what does a highly talented, respected professional artist with 6 MTV Awards have left to do, careerwise? He wants to do a movie musical. Yep.***

"I wanna bring the movie musical back. That's my goal. I believe I've gained the status, I know the people, and I know what I want to do. I've always wanted to do that. I believe that is why people like Usher and Beyoncé have been so important in my life. In doing a musical, I can bring back a respect for 'the dance'… because somewhere along the way, something went down since the dance fame of Fred Astaire and Ginger Rogers and Sid Cherise and Lena Horne.

These dancers were respected and as famous as any actor today. I want to be like Michael Kidd and Jerome Robbins and Bob Fosse and bring movie musicals back! I don't have long—I have maybe about 20 more summers. That's how I look at life—as summers, not years. And I think I can do it. Can't you see Mary J. Blige's song…'Ain't Gonna Cry No More' in a musical?

Can't you see a girl comes through the door—then a pirouette, a turn?! There are soooo many musical moments. I've done at least 300 music videos, and they are mini-musicals. That's what they are! So, that's my dream!"

Frank says he's a jack of all trades, but dancing is really his first love. The love of dance is why his heart is set on doing a movie musical. He feels that 'the dance' has lost respect in filmmakers' eyes, and dancers now don't feel they've reached the height of their career until they've become an actor. Foremost, Frank believes that 'the dance' has lost some respect because of the flamboyance of some dancers, which diminishes the art in the eyes of many people—in and outside of the industry—who are homophobic. He encourages dancers to respect their craft and to be about the art…"just take care of business! There's no time to be messy or have messy attitudes."
***Continued on the next page...***

### Working with Young People

Frank Gatson is adamant about being real and telling it like he sees it. He's on a mission also of making sure young people are armed with important information when they launch on their career paths; but most of all, he wants people, especially young people, to know who they are, so they can make the best of their lives personally—first. He most enjoys going to schools to talk to students and generally giving back to his community, and he's especially vested in giving back to his Milwaukee community.

In doing a special production of the *Dream Girls* musical in his hometown, Milwaukee, Frank recalls, "I wanted to show those kids I understand peer pressure—even adults have peer pressure, but I don't care about that anymore… you can't yield to it! I was so hard on those kids. I made them all cut their jheri curls out. I'm sorry, but I just didn't want them with jheri curls in my play." What he wanted was for those young people to find confidence in who they were without feeling the need to follow the crowd.

His hope was that they could know they were okay just the way they were and needed no one else's approval. "I wish I could go back to high school knowing everything I know now. If someone ridiculed me for having a zit, or a big nose, I would know exactly what to say. I want to teach them how not to be worried about what someone thinks about them." Frank is passionate regarding many issues, especially those issues that demean and isolate people from one another. "The world is homophobic. My cousin killed himself over it, and that's why I get so emotional…I just wish I could have talked to him….Life is too special to kill yourself over what some people think of you."

In the whole scheme of things, he sees life as being pretty simple if you're willing to listen, to "be professional…and just be quiet" long enough to learn some things that will make life easier personally and in your business life. He says it's important to take care of your body, to stay fit, and just keep life as simple as possible so you can stay in tune and make better choices.

His is an example of how just the "simple" things work to bring into life the monumental things. Simple things like listening to your heart, preparing yourself for the best, being ready when your opportunities come, giving your all, remaining who you are in the face of peer pressure to change, continuing to dream big, giving back, and never forgetting to be grateful for your blessings. That done, you will be *ready.* And when destiny calls...Will *you* answer?




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## THE BET NETWORK DEBUT 2016

# CHASING DESTINY



**Spring 2016 saw the Premiere** of CHASING DESTINY on the BET Network. The hit show, starring Grammy Award-winning singer, Kelly Rowland, and member of one of the biggest female groups of all time, Destiny's Child, went on a quest to find the next big female superstar group to make their mark in a dog-eat-dog music industry.

In the series, we watched these singing hopefuls vie their way to stardom with recording mogul Rowland and Creative Director, Frank Gatson, Jr., helping them find their voice as entertainers.

Unfolding in real time, over 10, hour-long episodes, the series began with an exciting search to discover and assemble the next great girl group. The pressure was on for Kelly, as she had only four months to form a group, record an EP, and prepare them for a major industry showcase.

The clock was always ticking as the cameras followed along during the entire process, capturing the highs, the lows, and everything in between. In the hit show, we saw Kelly struggle as she took on the daunting task of helping a new generation of young women fulfill their artistic dreams—young women with the same aspirations Kelly had when she started her career in Destiny's Child. Production team included Executive Producers Jesse Ignjatovic, Evan Prager, Kelly Rowland, Tim Witherspoon, Danny Rose, Jason Sands; and Co-Executive Producers Jared Morell and Jordan Barrow.

AIRED... SPRING OF 2016 ON THE

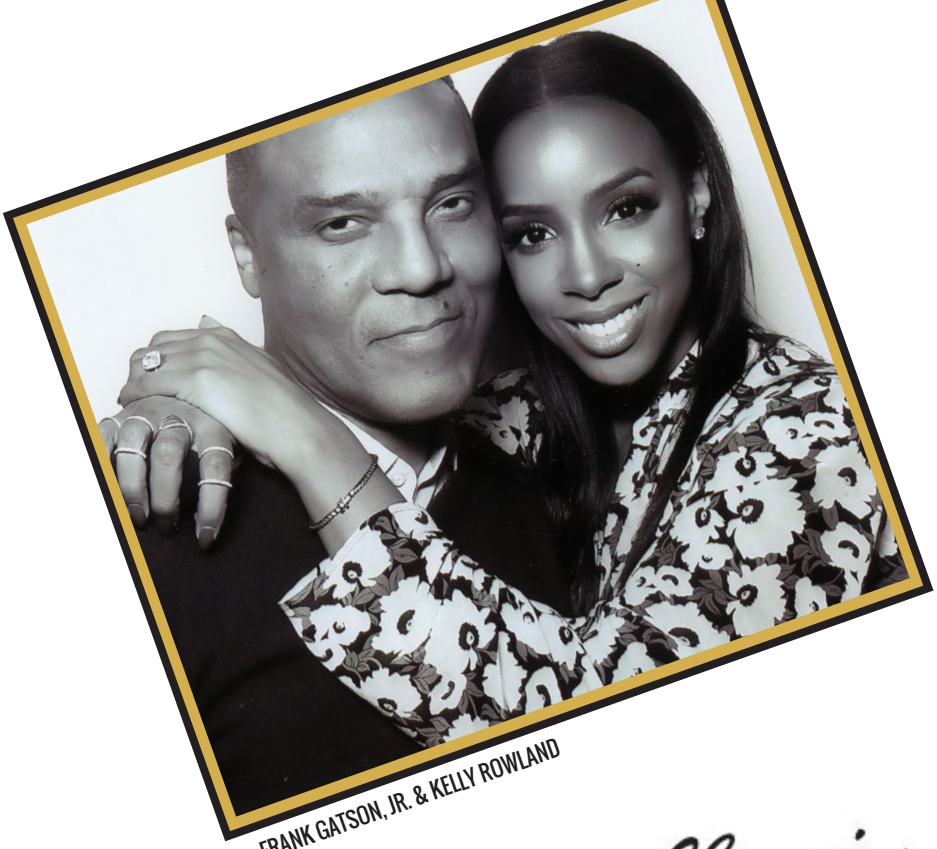
# BET NETWORK

KELLY ROWLAND & FRANK GATSON, JR.



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*Dance Mogul Exclusive*



FRANK GATSON, JR. & KELLY ROWLAND



Chasing DESTINY

BET



THE LADIES OF JUNE'S DIARY

Shyann

Gabby

Kristal

Brienna

Ashley



X

Frank Gatson, Jr. & Kelly Rowland



# FRANK GATSON, JR. & JUNE'S DIARY

## ABOUT KELLY ROWLAND

Kelly Rowland earned the title of "legend", too. She elevated pop R&B to stratospheric heights as a member of Destiny's Child, one of the best-selling groups of all time. She's been honored with five Grammy Awards, 16 Billboard Music Awards, 15 Soul Train Awards, 4 American Music Awards, 2 MTV Video Music Awards, 1 BRIT Award, 1 BET Award, 1 NAACP Image Award, a Star on the "Hollywood Walk of Fame", and more. Moving over 20 million albums worldwide, she reached multi-platinum superstar status in less than a decade. She's starred in numerous televisions shows and feature films including *American Dreams*, *Freddy Vs. Jason*, *The Seat Filler*, *The Fashion Show* alongside style icon Isaac Mizrahi, and as a judge on *The X Factor* UK.

Throughout her solo career, Rowland hasn't stopped churning out hits either. Her powerhouse vocals reverberated potently through *Simply Deep* and *Ms. Kelly*. She's also accrued a timeless catalog of her own songs including the Grammy Award-winning "Dilemma" featuring Nelly, "Like This" featuring Eve, "Stole", "Breathe Gentle" featuring Tiziana Ferro, "When Love Takes Over" featuring David Guetta, and more worldwide chart-dominating successes.

Although Kelly Rowland has a long list of accomplishments and accolades under her belt, she shows no signs of slowing down. She's not only going to continue playing the game, but winning.

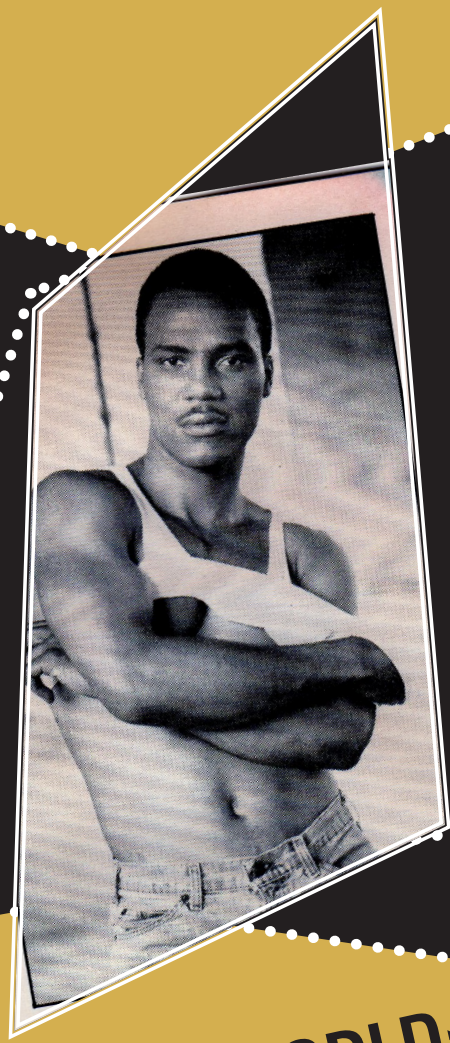
"I'm very confident in everything that's going on around me now," she says. "I've been in this business long enough to have a track record that says I have something to contribute, but the key difference now is that I feel more in control. It's a great feeling."

**WWW.KELLYROWLAND.COM**

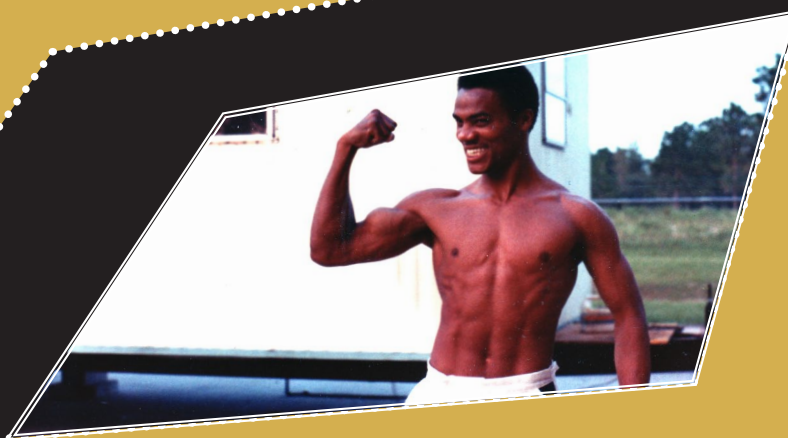
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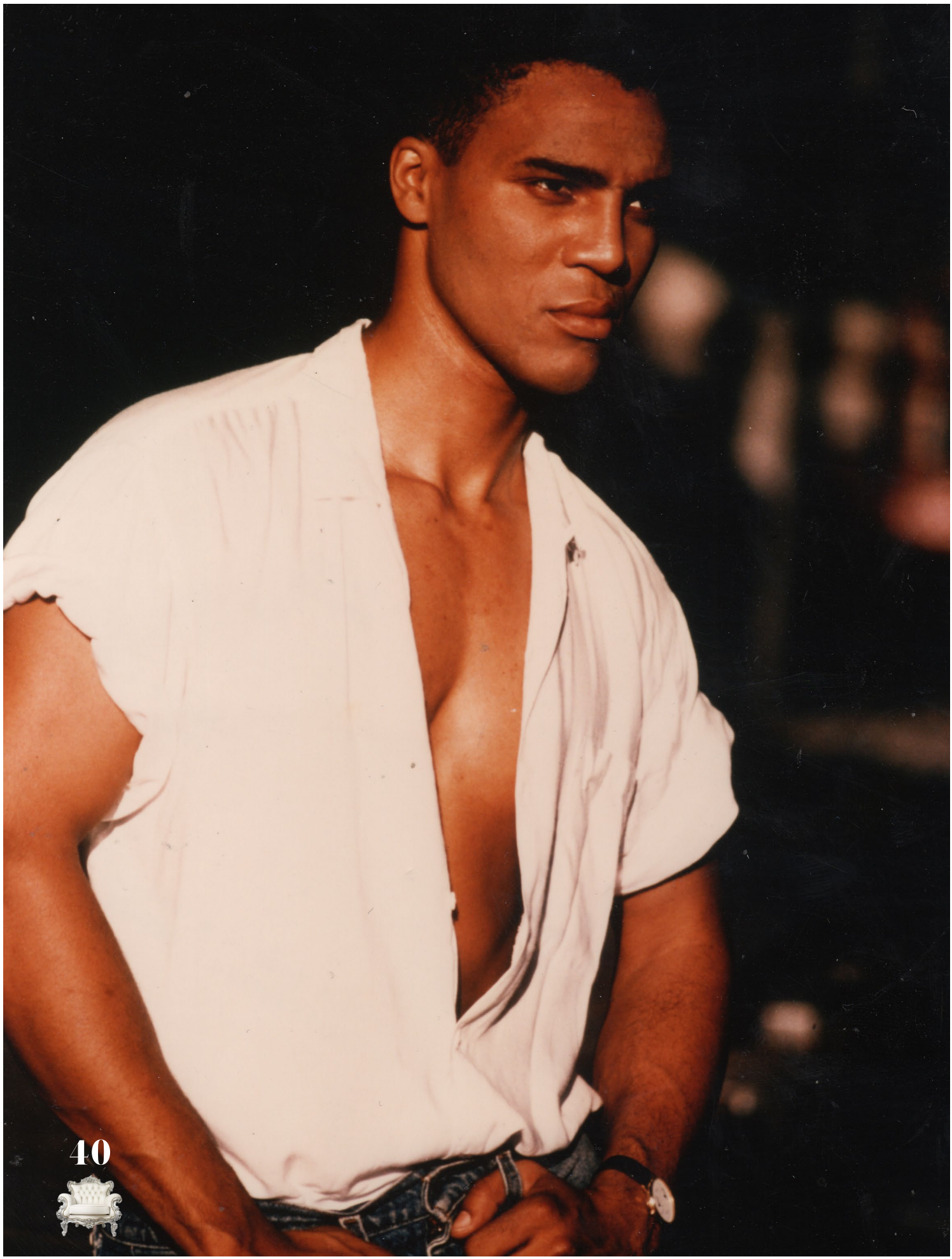



A YOUNG FRANK GATSON READY TO TAKE ON THE ON THE WORLD

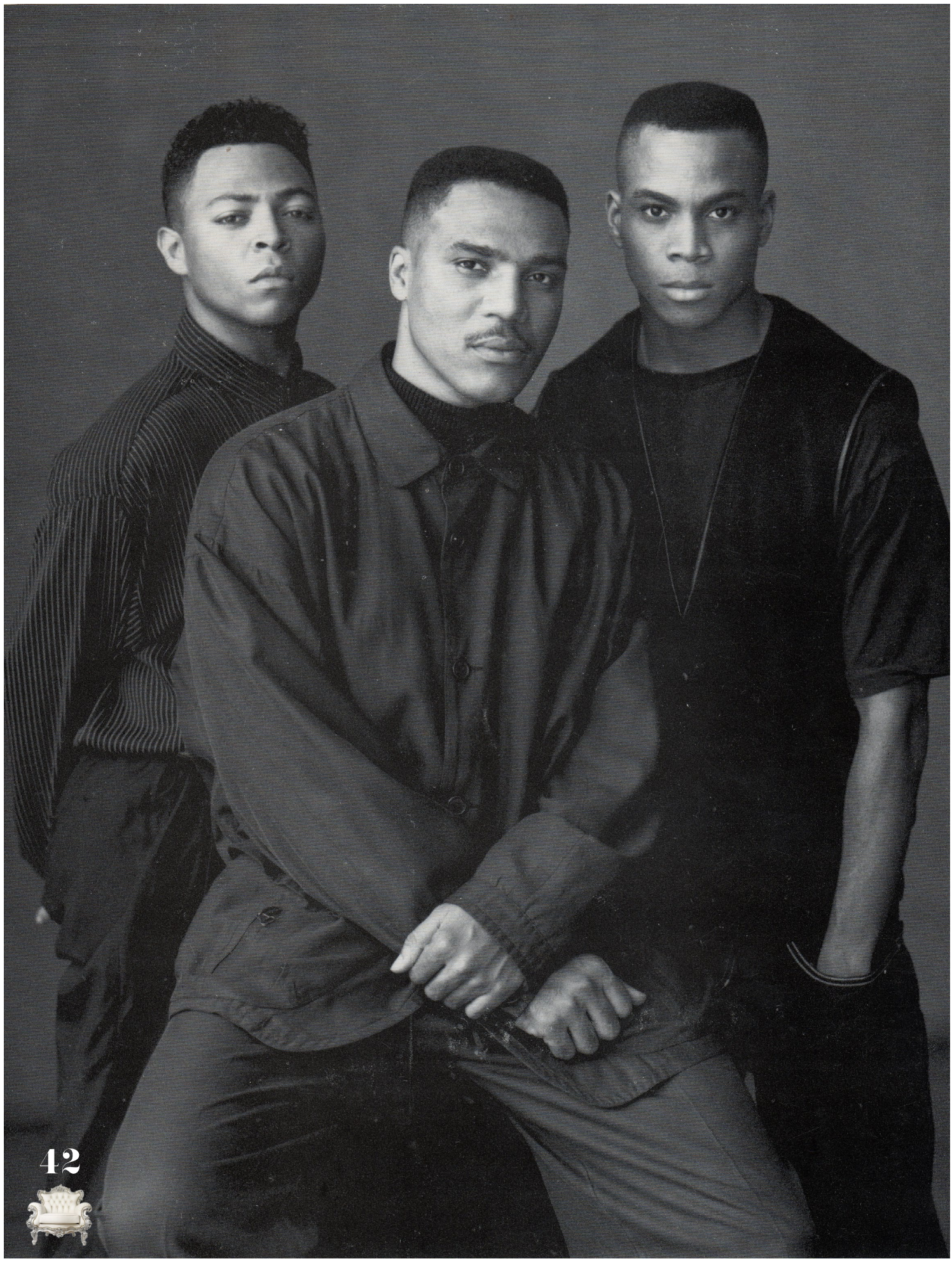


# <<<WATCH OUT WORLD>>>
## LAWYER OR LEGEND?











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FRANK GATSON, JR. & SALMA HAYEK



FRANK GATSON, JR. - LAVELLE SMITH - TRAVIS PAYNE



FRANK GATSON, JR. - TRAVIS PAYNE - AURORA'S COURTNEY MILLER - GABRIEL



**USHER & FRANK GATSON, JR.**



**FRANK GATSON, JR. & R. KELLY**



FRANK GATSON, JR. - ASHLEY EVERETT - BEYONCÉ - EBONY WILLIAMS



FRANK GATSON, JR. - CREW FROM EMPIRE - ANTHONY BURRELL



FRANK GATSON, JR. ASHLEY EVERETT - CHRIS GRANT



MICHELLE WILLIAMS - KELLY ROWLAND - FRANK GATSON, JR. - BEYONCÉ CARTER



BRANDY & FRANK GATSON, JR.



BEYONCÉ KNOWLES CARTER & FRANK GATSON, JR.

# Honoring Leadership







JLO

Jennifer Lopez

"Frank is a Choreographer and ***Show Director Extraordinaire***. He has worked with me to create classic performance moments. He, like me, is a perfectionist: selfless, relentless and often times philosophical about the art...the art of singing, dancing, performing, staging, lighting, costumes, and aesthetics. ***His eye is as sharp and keen as his direction.*** He seeks the magic. Frank is a ***Secret Weapon*** in the Toolbox of Stardom."- Jennifer Lopez







Jennifer Lopez & Frank

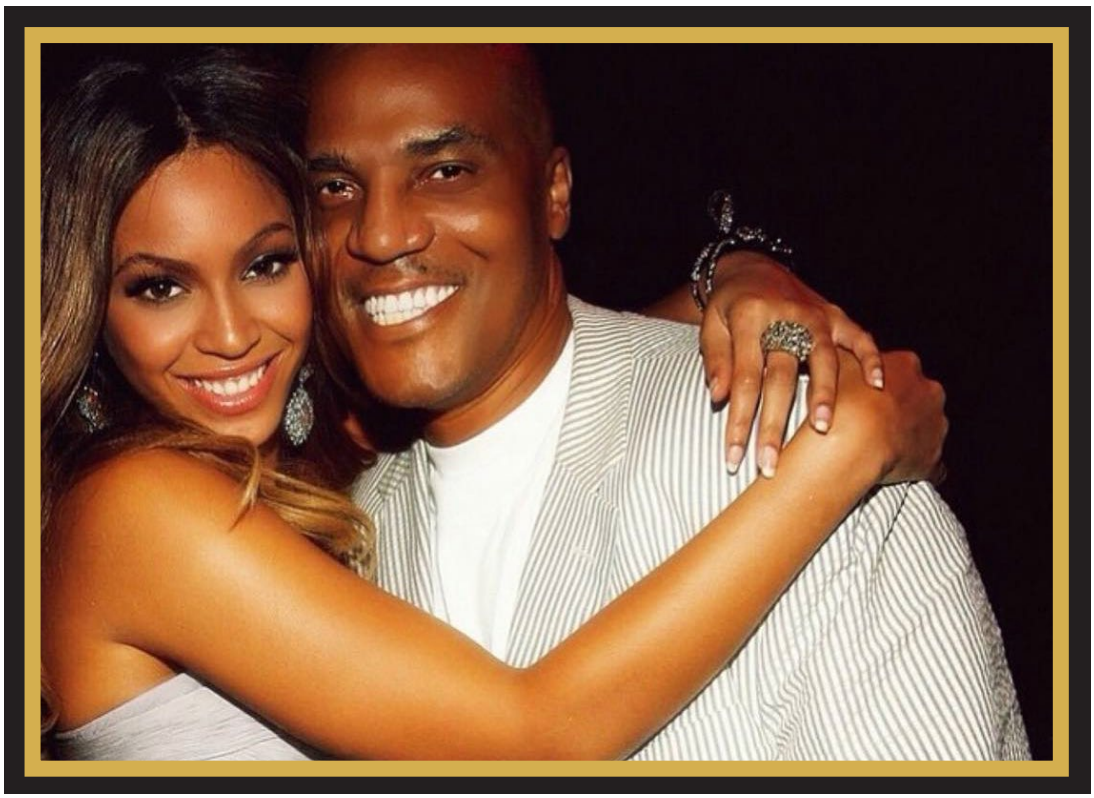
# Beyoncé

*-Beyoncé Knowles Carter*

"Frank Gatson is a *force* in the dance world, and I have been honored to work with him for a very long time. He is a tough teacher who pushed me to give all I have, then turn around and give some more. He has taught me that just about anything you train your body to do can be done, and he believes that to make it look easy, you have to work very hard.  We created some memorable choreography together, and I have a book of his motivational speeches in my head to last a lifetime."







Beyoncé & Frank

# Kelly Rowland

"*Frank Gatson is a friend, a brother, and a protector. He is honest and he's an artist's* ***secret weapon****. He knows what he's talking about. He does have his way with words, yes, but you have to love and respect someone who only wants to see you be great...and those are just some of the reasons I love Frank Gatson. I think he is a mad genius, whom I respect very much. I want him around for my life time, and I couldn't have gotten through....*

***'Chasing Destiny' without him."***

---

*Celebrating Mr. Frank Gatson, Jr.*







PHOTO CREDIT: BET NETWORK BET.COM

# Michelle Williams

*"I'm so glad that Frank Gatson has been a part of my showbiz* ***experience*** *and* ***development!*** *I love everything about him, and I always look forward to sitting with him because he gives a fresh,* ***honest perspective****. He taught me to be honest in every expression of the arts.*

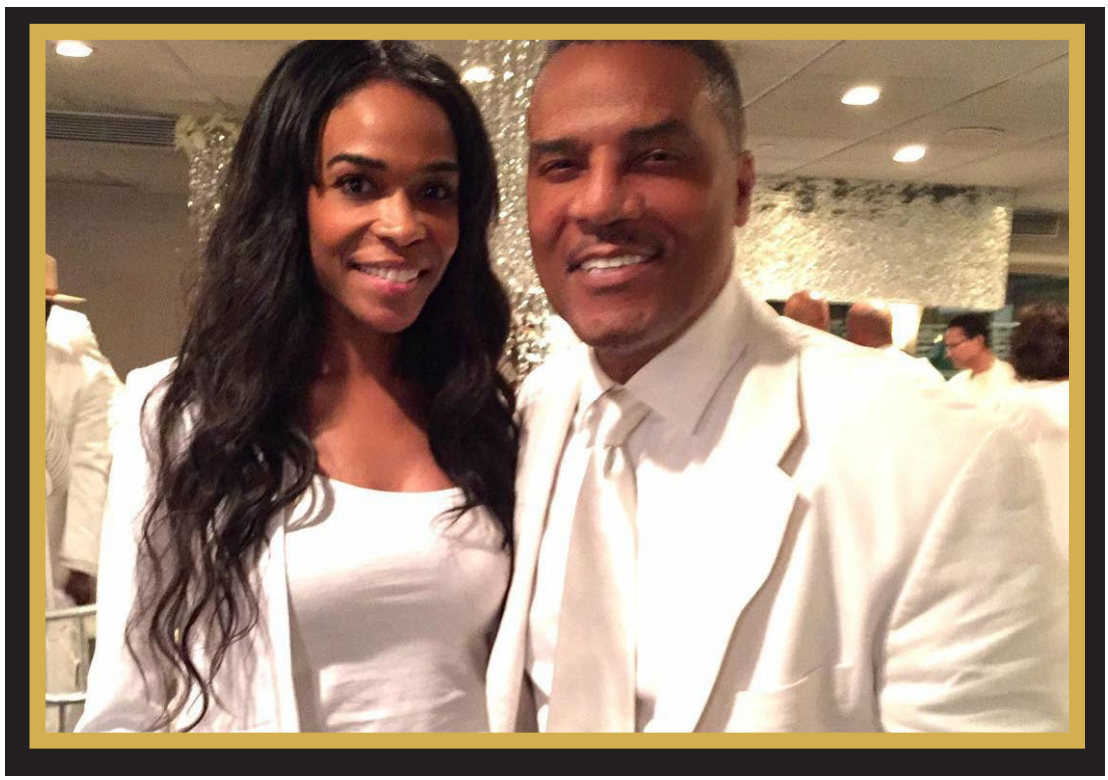
***I love him so much!"***

---

*Celebrating Mr. Frank Gatson, Jr.*





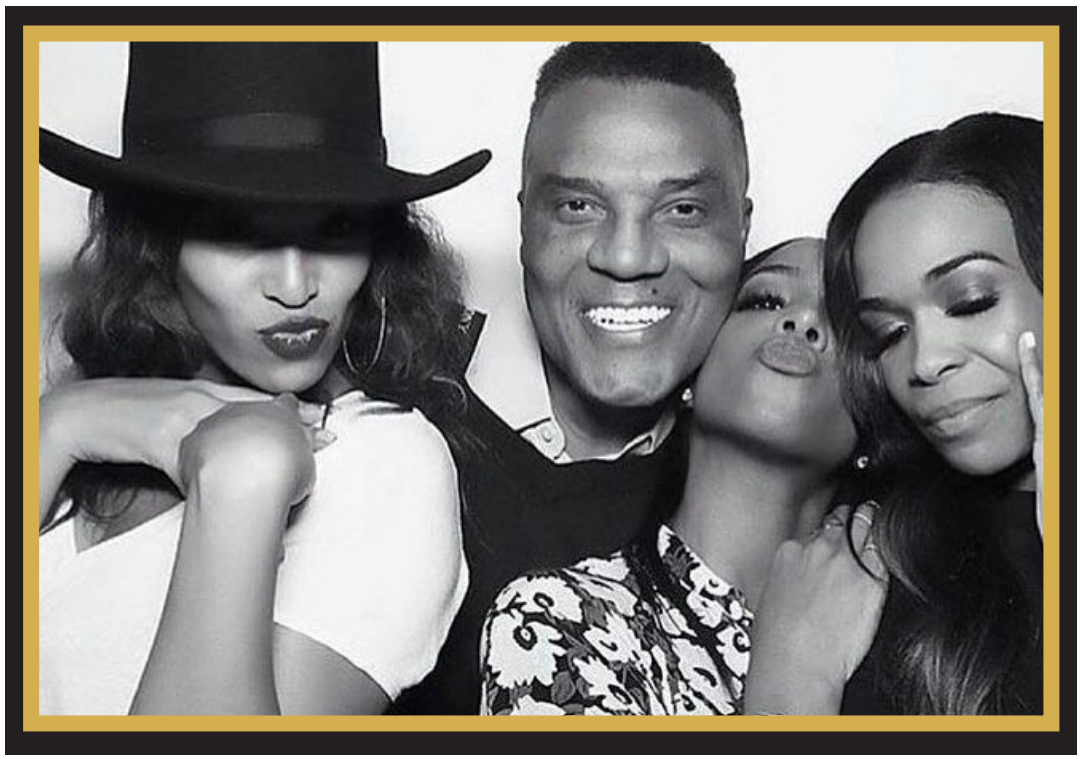


Michelle & Frank

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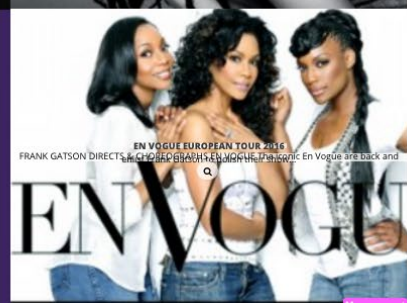
# Love











**mmm**
**Chokolate**




Caroline & Guido

**Frank's Managers at Chokolate**

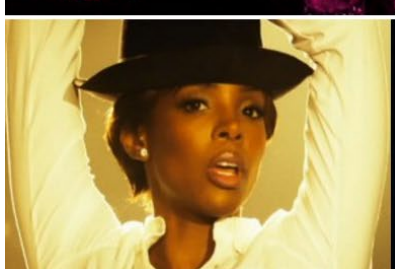




**We met Frank in 2008 when we were** working on the EMA awards in Liverpool. As a production and management team, we knew that in order to beat the competition in the UK, we would need a superstar U.S. choreographer on our books. As a result, we went on the search for Frank Gatson, Jr. who we knew was Beyonce's Creative Director/Choreographer. We met him by chance backstage and he was pretty suspicious. He seemed like he wanted to get away, so we introduced ourselves and left it at that. We later found out he thought we were terrorists from Europe! :O After a few months of persuasion, Frank agreed to meet us in London where we introduced him to music label, Syco—founded by Simon Cowell and Sony—and booked him a job with X-Factor winner, Alexandra Burke.

He started working in the UK on numerous TV shows, with artists, awards shows, and since that moment we have never looked back. We've been working together for the past 8 years on both sides of the Atlantic and have forged a great relationship. We can't thank him enough for believing in us and seeing our potential. We started out as a small agency in London and have now been able to branch out into international production/management on very high profile jobs with the added bonus of a new base in L.A. If you're talented and good at what you do, Frank will 'peep' it. He knows how to surround himself with hardworking people who are committed to the job. Sometimes his process is unconventional, but as they say, "There's a method to the madness!"





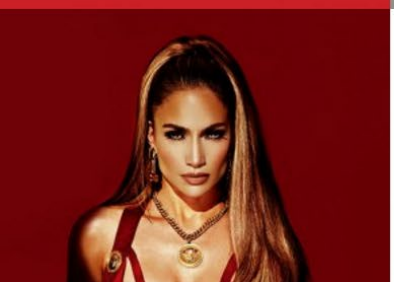




















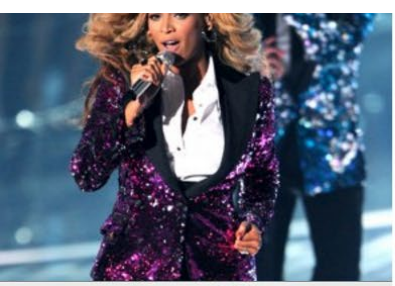




He'll swear and shout and maybe throw out some pointed insults, but at the end of the day, we can have dinner and laugh as good friends. As he says, "This is *'show business'… not real life.*" Real life is having dinner at his house while he cooks up a delicious catfish like the perfect host that he is; the rest doesn't matter. People who don't know him will sometimes criticize him and make assumptions on his character. But those of us who do know him understand that his intentions are good, and he only wants the best for the job. He definitely has a *crazy* side! But he's also very kind, loyal, smart, hilarious, extremely hardworking, and a ball of fun—apart from being a very close friend. 'Share the Light, Sparkle Brighter' is Frank's motto, and he definitely lives up to it.

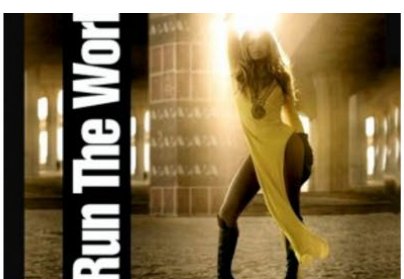
He has been very generous with his contacts, connecting us with new people, and involving us in his projects where we manage, produce, and assist him in any possible way to deliver the best results ever. He's been the catapult for many people's careers, giving many people their first big break—from artists, dancers, famous choreographers, to agents and producers. We're so proud of everything he has achieved. And after years of saying he needed his own show, he's now starring with Kelly Rowland on BETs *Chasing Destiny!* Frank is a living legend, a true inspiration not only to performers, but also to all of us involved in this crazy & beautiful business that is Show Business.

*Hopefully, one day we'll make it onto his mantlepiece! …You know what that means, Frank.*












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Welcome!
to Dance Mogul Magazine
Inspiring Self-Empowerment

# The Entertainment Industry



PHOTO BY: HOLLYWOOD REPORTER

# Sylvia Rhone

**American Music Industry Executive**

**There are rare pop-culture moments that set the industry standard for all to helplessly strive to meet.** Frank Gatson, Jr. is an image-maker who puts his heart and soul into movement. He is a visual luminary who is able to interpret the nuances of songwriting and production through dance. When I signed En Vogue to Atlantic Records in 1990, he was one of the first people to join our team. Thereafter, he went on to choreograph and creative direct many of their most celebrated and groundbreaking moments.

Ultimately, he's crafted some of the most memorable images of our time. You can't think about En Vogue, TLC, Destiny's Child, Beyonce', and Kelly Rowland without thinking about Frank. The visuals became a part of the song's DNA, and no one did it better than Frank. The consummate professional who *keeps dreaming and making dreams come true.*

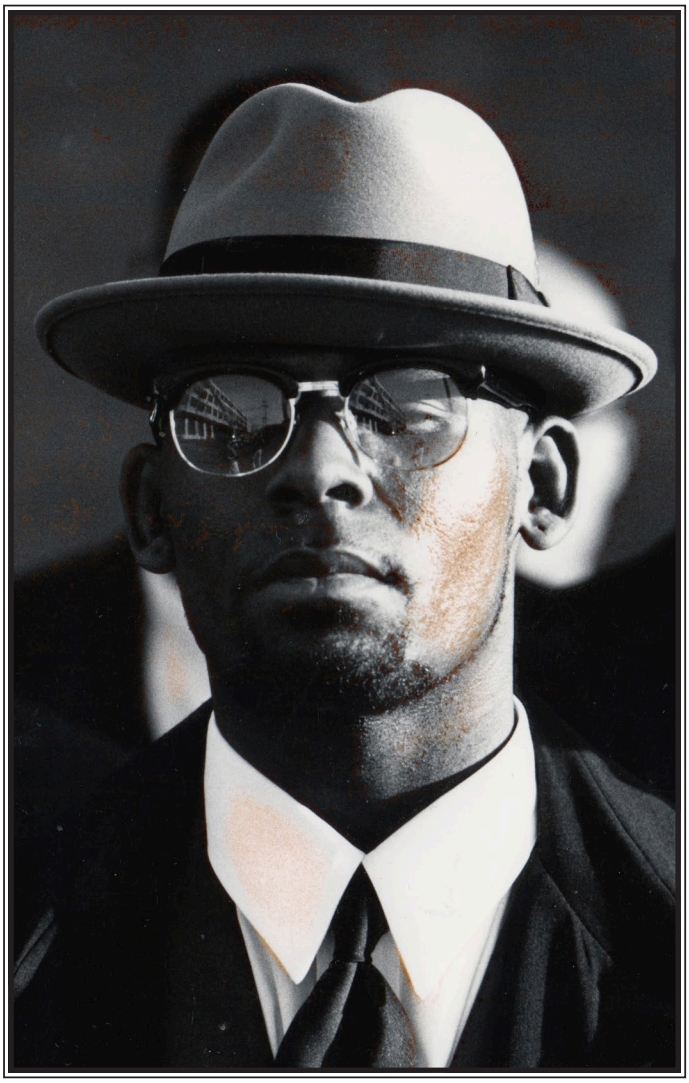


## MUSICAL DIRECTOR

"
*When working with*
***Frank,***
*he wants nothing less than*
***Perfection***,
and *Mediocracy*
*is* ***Not*** *an option.*
"

# Kim Burse

I've worked with Frank for over a decade, and he continues to be a great friend, Creative Director, and collaborator. His impact on the dance industry is undeniable as he is responsible for curating an era of memorable choreography and creative imagery. When working with Frank, he wants nothing less than perfection, and mediocracy is not an option. With each show I've worked on with Frank, whether it be Beyoncé, Backstreet Boys or Jennifer Lopez, Frank continues to always push the envelope to take all of his productions one step further than the last. I am always excited to see what he



## MULTILPLE GRAMMY AWARD WINNER

> "*I am inspired by* not only his ***gift***, but also his ***wisdom*** and ***information***, which I believe he gets from the ***whispers of heaven.***"

# R. Kelly

Perfection needs people like Frank G, because he has found a way to climb to the peak of its meaning and *conquer* it. And when impossible says "no," Frank grabs it by the collar and demands it to convert and say that ***"All things are possible through God!"*** Frank is a man who recognizes that there is no elevator to success and that we all must take the stairs. I am inspired by, not only his gift, but also his wisdom and information, which I believe he gets from the whispers of heaven. Continue to touch and inspire people, Frank ... for you are handcuffed to your destiny!

# Jonnetta
# (Usher's Mom)

***Integrity, Loyalty, Visionary, Talented, Passionate, Tenacity and a true Friend. That is Your Legacy!***

A successful entrepreneur has all of these qualities, and that is why I worked with Frank Gatson for 12 years. He is one of the most talented choreographers in the world. I hired Frank in 1996 as Global Superstar Usher Raymond's choreographer at the young age of 16. Usher is now the greatest male dancer in the world... and guess why!

Frank knows his business and *does not compromise* when it comes to his vision and passion of what it means to be THE GREATEST! The comfort one feels when working with Frank Gatson could never be duplicated. When Frank is with you, you have him for life.

I have not worked with Frank since 2008, but he still calls when he is in Atlanta or just to say hell 'o. He is one of a kind, and I will cherish the working relationship we had and the friendship we have forever. Congratulation to you, and I wish you the best in all that life has to offer! I love you.

*Celebrating Mr. Frank Gatson, Jr.*







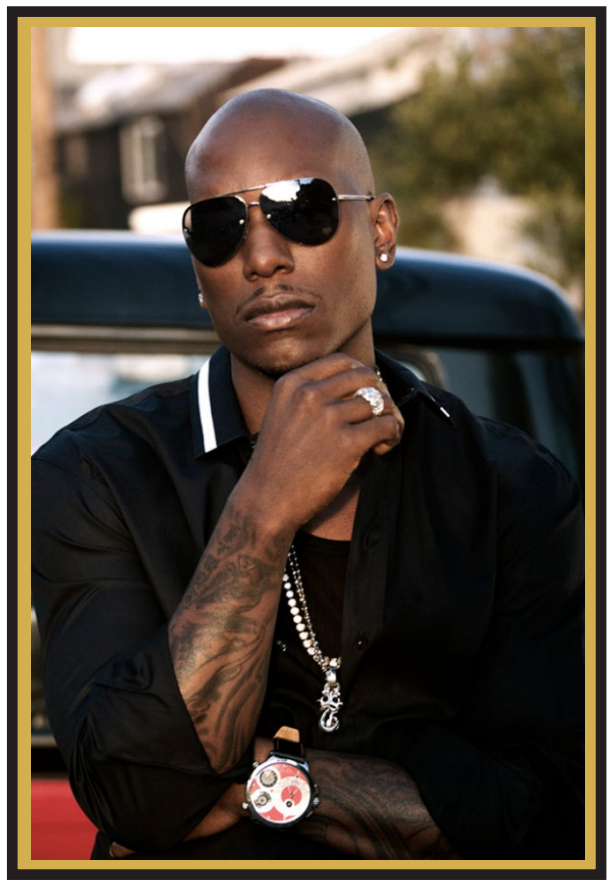
# Michael K. Williams

*The first thing that comes to mind when I think of the name Frank Gatson is Visionary. The first time I ever had the chance to watch him work was on the set of "Mighty Goodman" with Salt & Pepper and En Vogue. Watching Frank work alongside Randy Conners was like a master class of sorts. Frank, you have inspired me more than you know.*

*I have looked up to you as a man, a brother, and an artist. It has been truly humbling to know you over the years. My God continue to bless you,*
*your brother Michael.*

---

***Celebrating Mr. Frank Gatson, Jr.***



# Tyrese Gibson

*When people hear the word visionary, I don't think most people really understand what it means. A visionary is someone that can see things beyond its current state. I showed up as a baby and you have the vision to see me as an adult. I showed up with just talent and you can see me flying with my talent and making the best use of my talent. I showed up with no muscles, I can understand and see how being in shape can help benefit my dance moves, the functionality of my body, and my creativity. I can see beyond the moment... I can see you showed up underdeveloped. You showed up as a kid.*

*Frank Gatson is a visionary to me that can make an impression on a person that can last a lifetime. I was fortunate along with Beyoncé and others that were able to connect with Frank at an early age. The unique experiences I learned from Frank allowed me to formulate habits that would contribute to my success in life. At 38 I am grateful to know him. If you have the opportunity to work with Frank it is something that will change your life forever. ~Tyrese Gibson*



# Carl Lewis

Track & field Olympic Gold Medal Winner

*Frank is the most amazing thinker I have ever met. Most know him for his direction; I know him for his vision. Even in sports, he has advised me. Music, dance, and direction are forever changed because of his time working with so many artists. He will leave his mark for many years to come.*

---

***Celebrating Mr. Frank Gatson, Jr.***



# Eric Benét

Singer-Songwriter and Actor

*As a choreographer a director and a visionary, Frank Gatson is an impeccable force for launching the careers of some of the most successful artist in the business.*
*~ Eric Benét*

---

***Celebrating Mr. Frank Gatson, Jr.***



# Cara Lewis

*"I have known Frank for a number of years. He is an incredible human and businessman. Frank will put his heart and soul into something he believes in and always execute everything he does to perfection. He is an artist in his own right and has been an integral part in creating many superstar artists we know today."*

---

***Celebrating Mr. Frank Gatson, Jr.***




Photo: Tamarbraxton.com

# Tamar Braxton

*"Coming from the school of Frank Gatson has shaped and molded me into the artist I am today. I was young, country and all I knew was that I wanted to sing. Working with Frank has made it clear that there is a difference between teaching someone to be a singing star verses a SUPERSTAR....it's your choice. He is the only one that has proved that he can make a difference in your career. Frank Gatson's teachings of a hard-work ethic and never to much rehearsal code has been a staple in my career that I've taken with me since I was 15 years old. I was blessed to work with him in my informative years."*



## CELEBRATING FRANK GATSON, JR.

Singer and songwriter Chanté Moore: "I have been blessed and honored to do what I love for a living for as long as I have," confides the dynamic songbird. "My fans who have continued with me on my journey have become a part of me and the music." Moore's genuine connection with her audience has been forged through her intimate and personal songwriting. Chanté's effortless combination of R&B soaked in gospel roots, soul accents kissed with a touch of jazz, and grace with fire, coalesce on her Shanachie Entertainment debut, *Moore Is More*. "My heart is overwhelmed with excitement and joy in life and in my music! I have more to give my fans, more than meets the eye, more of the same, and more than what you expect."

With seven albums, twenty charting singles and collaborations with everyone from Prince, R. Kelly, Boyz II Men and El Debarge to The Isley Brothers, Babyface and Raphael Saddiq, singer Chanté Moore was destined to sing. In fact, in French, her name literally means "to sing." The Grammy nominated, American Music Award and NAACP Award-winning singer's distinctive vocals have been featured in films like *Waiting To Exhale, Beverly Hills Cop III*, *How Stella Got Her Groove Back*, *Romeo Must Die* and *Big Momma's House*. No stranger to the silver screen or stage, Ms. Moore has starred in theatrical productions alongside such lauded talent as Loretta Divine and Tisha Campbell-Martin, as well as fellow vocal powerhouses Vickie Winans and Dave Hollister.

# Chanté Moore

***It has been my distinct honor to work with and for Frank Gatson! His powerful ability to "SEE THE ENTIRE PICTURE" before it happens, is his greatest strength, in my opinion. Whether it's your vision or his--HE is the man who makes it come alive! He is a loved and respected genius! ... And there's always more of his greatness flying right out from behind his curtain! Hats off to you, Frank!!!***

***Love and respect~ 4EverMore... Chante'***



*"Frank, throughout our work experience together, I am **Honored** and pleased to say that I have met not only a **Friend,** but a **Brother,** a **Coach**, and a **MENTOR**..."*

# Shawn Erock Sutton

Some of us are ordinary, but you are *extraordinary,* Frank. Throughout our work experience together, you've proven this. I'm honored to have had the opportunity to work with you. I am honored and pleased to say that I have met not only a friend, but also a brother, a coach, and a mentor. But most of all, in you I've had an extraordinary support system that I will forever be grateful for. I wouldn't know how to ever repay you, except through giving back what you have given me: confidence and drive. I am honored to have met you. Your *talent* is in your *choice*. And you are a genius for making the choice to inspire and motivate others with your passion, drive, and art. You truly demonstrate that the sky's the limit. I wish you the best of luck throughout your life's journey.



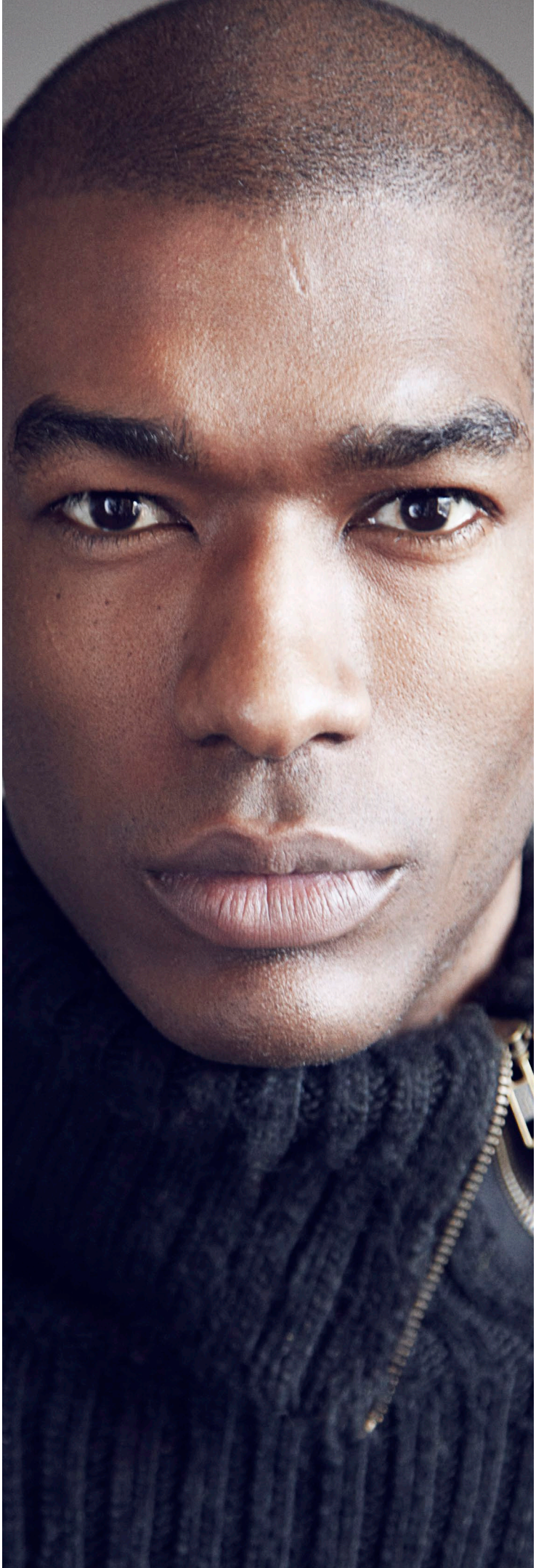
## BROWNSTONE THE GROUP

Brownstone was an American female contemporary R&B group that was popular during the mid-1990s. They are best known for their 1995 hit single, "If You Love Me", which was nominated for a Best R&B Performance Grammy Award. "Grapevyne" and "Pass the Lovin'" also brought them some success, as well as their rendition of "I Can't Tell You Why", a song originally recorded by The Eagles.

# Nicci Gilbert

I will never forget working with *"The"* Frank Gatson early in my career as a member of Brownstone. I remember being very nervous and a bit apprehensive, because I never considered myself a dancer. Frank made it very clear to us that being a great performer wasn't about being a great dancer… it is about committing to the performance and breaking down the 4th wall.

It was Frank who taught Brownstone that we could do simple choreographed movements that complement our performance without compromising our strengths, which was our vocals. I will always be grateful for my experience with one of the GREATS, Mr. Frank Gatson!



## MODEL - DESIGNER - ENTREPRENEUR

# Bobby Roaché

*"Thank you, Frank, for **LOYALTY** TRUST, **DRIVE** & DIRECTION"*

Top American model and designer Bobby Roaché has joined with Cejon, a cutting-edge division of Steve Madden to launch a modernist eyewear collection set to hit select top retailers in 2016 and available currently online. One of the most recognizable faces within the fashion industry, Bobby Roaché's in-demand career has catapulted him to appear in campaigns for Tom Tailor, Brooks Brothers, L.L. Bean and star in Beyonce's chart-topping hit "Irreplaceable", to name a few. With his visual arts background, the Bobby Roaché Brand was conceived in 2014 from the vision and influence of his modeling success and creative spirit. Inspired by fashion, culture and art, Roaché introduced a new eyewear collection in Fall 2015 in partnership with Cejon, a division of Steve Madden.

### CELEBRATING FRANK GATSON, JR.

**Frank has a great eye for talent. Without knowing him, you can see the passion he carries and the intensity when he's working. I am thankful there is a Frank in entertainment, because you need someone with Drive, Direction, Loyalty, and Trust. I would've been a continuous dreamer thinking of the impossible, but dreams come true with Frank around the corner.**

**WWW.BOBBYROACHE.COM**





# Chris Chambers

The Chamber Group | Public Relations + Strategic Marketing

*"Frank Gatson is a **rare talent** in the business because he is more than a talented choreographer. He looks beyond just the dance and is able to **envision the whole picture …** from the setting to the costumes down to the minor details (such as the hairstyle) in order to complete the story of the performance. **Frank** is a **true visionary!** In other words, he is an **organic Creative Director**."*

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***Celebrating Mr. Frank Gatson, Jr.***

www.thechambergroup.com



PHOTO: HOLLYWOOD REPORTER

# TLC

*"Frank has done amazing, ground-breaking routines!*
*Dances that help change artists' careers."*

TLC is an American girl group whose original recording line-up consisted of Tionne "T-Boz" Watkins, Lisa "Left Eye" Lopes, and Rozonda "Chilli" Thomas. Formed in Atlanta, Georgia, in 1990, the group was very successful during the 1990s and early 2000s in spite of numerous spats with the law, each other, and the group's record label and management. They scored ten top-ten hits on the Billboard Hot 100, including four number-one singles "Creep", "Waterfalls", "No Scrubs", and "Unpretty". The group also recorded four multi platinum albums, including CrazySexyCool (1994), which still remains the only album by a female group in history to receive a diamond certification from the Recording Industry Association of America (RIAA). TLC also became the first R&B group in history to receive Million certification from the Recording Industry Association of Japan (RIAJ) for FanMail (1999).

# SERAYAH

**I met Frank in 2015 at BET. We had to do a performance for the TV show, *Empire*, and I remember knowing** who Frank Gatson was, and what I was about to experience at rehearsal. I knew that I had to prepare myself for hard work because of the things that he has done, and the artists that he has worked with. Being in the room with him has forever changed my view on hard work, dedication, and what it takes.

He comes at things from a different perspective, and a different light that I really and truly respect from an artist's point of view. He is so honest and so sincere, and yet so genuine. He has a cut-throat aspect about him that I really, really appreciate. I love and appreciate his critiques; he is really good at that.

I remember having a moment with him where we were looking up old performances and plays…We put "Look, But Don't Touch" (which is my single out right now) next to a muted performance on YouTube, and it blew me away! It was the first time I was able to see how I could bring back a classic performance. I look forward to working with Frank and capturing epic moments for my career.

I like to consider myself a spiritual person, and Frank is a very special person I would like to have around me. I believe that whoever is a part of your team can have an impact on your success. Frank has a great impact on people's lives. I am very convinced of that!



Serayah & Frank



# En Vogue

*"It has truly been an* **honor** *working with Frank Gatson...*
*We consider him a* ***Creative Genius!****"*

***-En Vogue (Cindy Heron-Braggs, Terry Ellis, and Rhona Bennett)***

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## *Celebrating Mr. Frank Gatson, Jr.*





Photo by Alberto Rodriguez/NBC

# Jussie Smollett

*Frank is a master at the craft. He puts his entire heart into his work, which shows in everything he does. There's no one better. He expects hard work and professionalism from the artists that he works with as well as his entire team, because that's exactly what he gives.*

***He's nurturing in a way that we don't often see in this industry any longer. I'm all about Gatson!***

---

*Celebrating Mr. Frank Gatson, Jr.*





CHOREOGRAPHER

# TRAVIS PAYNE

Frank Gatson, Jr. played an integral part in the beginning of my professional career in Los Angeles. We met in 1989 after a performance I did at Atlanta's Fox Theater as a member of The Gary Harrison Dance Company. At the time, I was also a student at Norma's Academy of Fine Arts, and a senior at Northside School of  The Arts. Frank recognized my talent as a dancer and performer and encouraged me to move to Los Angeles, instead of New York.

Upon my arrival in L.A., Frank introduced me to many established talents, including LaVelle Smith, Jr. The three of us went on to become a commercially and critically acclaimed choreography team, working together on various successful projects, and we remained at the top of our game for several years. Together, we won numerous international awards and accolades.

Ultimately, our Team disbanded due to (what I now realize were) industry politics and personal misunderstandings. Though we didn't always see eye-to-eye, the fact is that I regard the many positive experiences we shared between 1989 and 1995 as some of the most important in my formative years as a young choreographer and creative visionary. Over 20 years later, I am honored to congratulate Frank on all of his past, present, and future work.

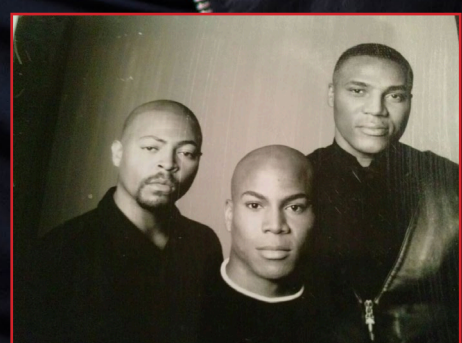
Frank Gatson, Jr. remains a force in the Entertainment Industry and has shared life-changing opportunities and experiences with many of the world's most talented and successful Artists, including me. For this, I am grateful.

CELEBRATING FRANK GATSON, JR.

TRAVIS INTERVIEW EN VOGUE
FUNKY DIVAS TOUR-ATLANTA, 1992



PAYNE CIRCA-1993 SMITH & FRANK



TRAVIS, EN VOGUE & FRANK 2015





# Brandy

*Speaks to the **Value** of Artist **Development***

**Frank Gatson is a *genius*!** His compassion and love for the arts has awakened every artist he has inspired and worked with. I wouldn't feel comfortable to take a risk as a performer or an as an entertainer without the influence and the training of Frank Gatson. He is a confident, honest man with a genuine humility who truly cares about everything he does and everyone he works with. I was blessed to meet and work with him when I was 15, and I'm blessed to still work with him now as my creative director, as my mentor, and my friend.

*Celebrating Mr. Frank Gatson, Jr.*




CANCER



PHOTO BY: SONY MUSIC JAPAN

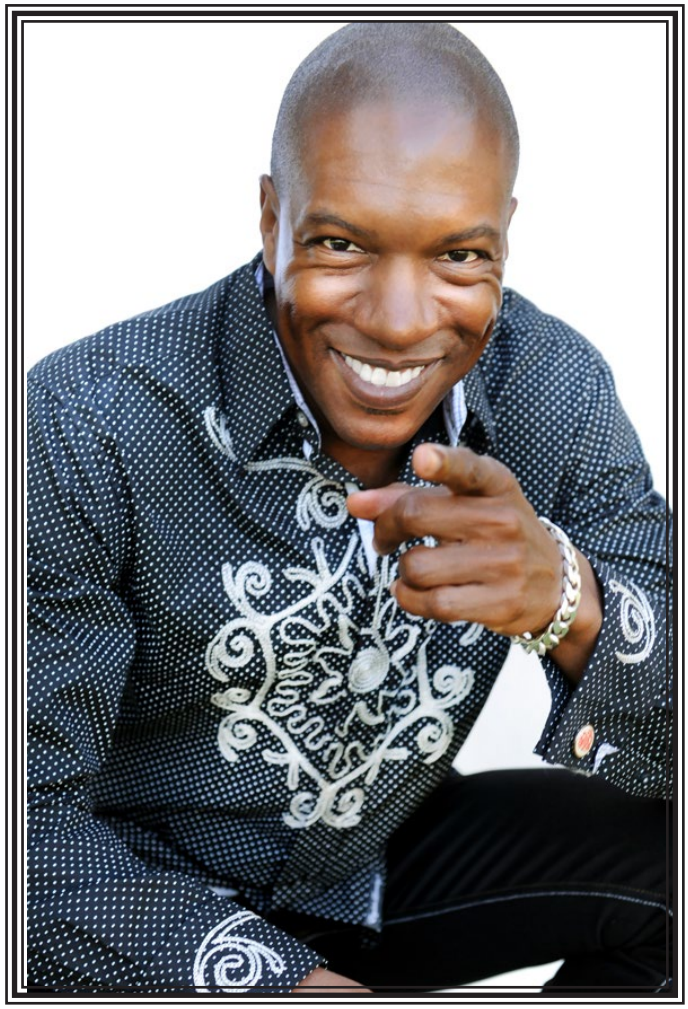
## DANCER & CHOREOGRAPHER

# Ashley Everett

*"Thank you, Frank, for **everything!** I am truly so happy for you **and proud of you!**"*

**Frank Gatson** is one of a kind. He is talented and has a true gift to see the "it" factor in people and helps bring out their "inner star". He did that for me and gave me my big break in this commercial industry, along with many of my other peers. Since the time I met him in 2006, he has always been consistent and hasn't changed a bit. He has been not only a mentor, but also like father figure for me in this industry. It's always really special to be in his presence, because as crazy as he may seem and act, it is always coming from a genuine, real place, and all from pure love for what he does and his passion for this commercial world.

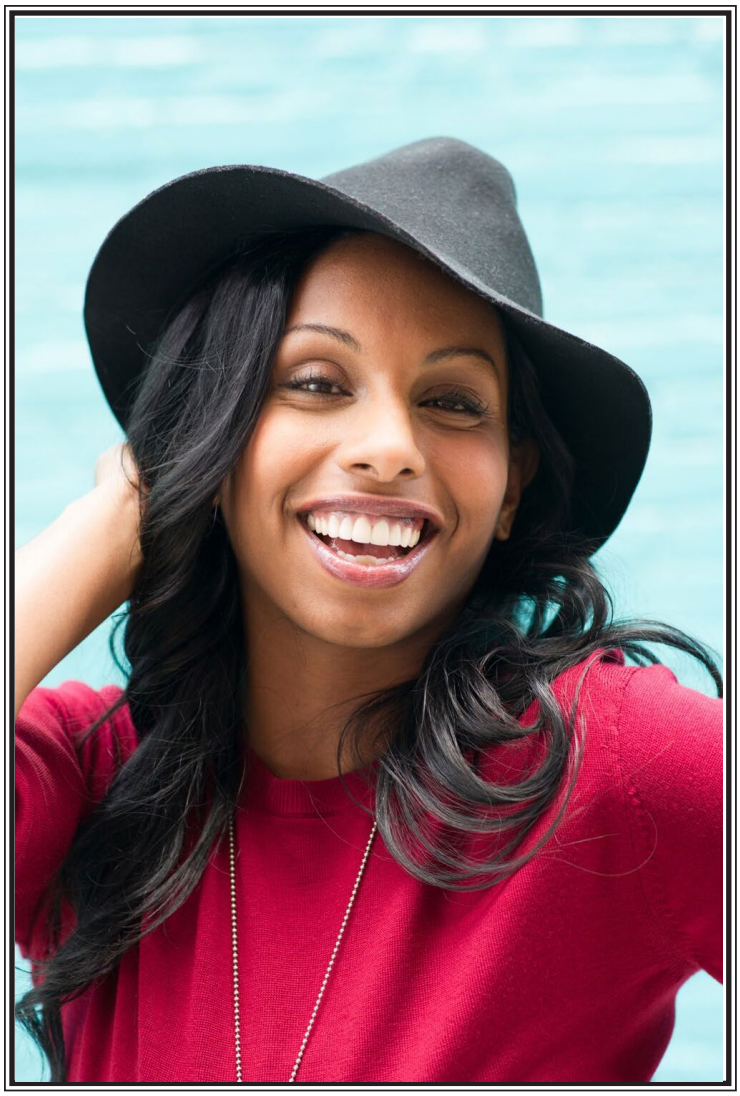
Frank is full of knowledge. I have learned and still learn so much from him just by being around him, listening to him, and watching his work ethic. I think everyone could learn some valuable lessons from Frank. I'm so excited for the show, *Chasing Destiny*, to air so more of the world can experience his genius for themselves. He has a true gift that should be celebrated and congratulated.



## CELEBRATING FRANK GATSON, JR.

# Anthony Thomas

*"Frank is a **visionary**. Working with him allowed me to witness his dedication to the creative process, his **passion** and his **commitment** to elevate the artist while staying true to his craft."*



## DANCER & CHOREOGRAPHER

"**I was a young dancer when I first met** Frank; he hired me as a dancer for Nelly Furtado, and I was still a bit green. I was searching for my performance voice at the time, and he knew—he could tell—I was still evolving…and he kept me in the back (lol).

Many years and much experience later, I happened to be rehearsing next door to him as a choreographer, and we just started chatting. We'd never really spoken before, but there we were, outside a studio in L.A. Next thing I knew, I was choreographing for a major artist. I don't know what it was he saw in me, based on that conversation, but he took a chance on me. Yes, he seeks greatness, to be surrounded by greatness--to push beyond the limits of what's expected in performers and shows—to find magic. But always, *always, he gives chances.*"

# Luam Keflezgy

"Frank Gatson's legacy is not just in the vision of performances of the biggest artists in music history. To me, his biggest legacy is in the evolution and artistry of every dancer and choreographer he works with. I'm a better artist from even that first time we worked together, and countless times since. I'm a stronger individual, from not just showing, but knowing and owning my talent around him. And I'm forever a student. I learn something new every time—just by being present.

"There's a lot to his creative and technical methods that inspire me, but really, at the end of the day, *he loves the dancers.* He believes in the greatness and artistry of dancers and choreographers and works to make sure the world sees us through that lens. Everyone knows Frank as a visionary, a candid taskmaster, and a creative force unlike any other in this industry. For me, most of all, Frank believes in magic; he's in the business of *creating* magic! And really, we're lucky to have had a bit of that rub off on us, too."



- Director-

*"I've worked with a lot of choreographers in my career, and Frank is a real artist. He pushes the boundaries of performance with his vision and attention to detail. I have no doubt his work will be studied and ripped off by young aspiring choreographers for years to come!"*

# Jonas Åkerlund

***Renowned Swedish director Jonas Åkerlund*** has made his mark with his distinctive storytelling and visually driven signature style that often pushes the boundaries of the status quo. He is an internationally awarded director of music videos, commercials, documentaries, concert films, stage shows and feature films. Jonas' music videos have earned him several Grammy Awards, an Icon Award, MTV Video Music Awards (including Best Director) and the prestigious MVPA Hall of Fame Award including an MVPA win for the music video for Lady Gaga's "Paparazzi."

Jonas received his third Grammy award for Best Music Film for Paul McCartney's "Live Kisses." His concert films also include the both Emmy and Grammy nominated "Beyoncé & Jay-Z – On the Run" (HBO), and most recently Taylor Swift's "The 1989 World Tour Live" (Apple TV.) He has directed music videos for the likes of Madonna, Lady Gaga, U2, The Rolling Stones, Beyoncé, Pink, Jennifer Lopez, Metallica, Paul McCartney, Ozzy Osbourne, Duran Duran, Robbie Williams, Christina Aguilera, Smashing Pumpkins, Lenny Kravitz, and Maroon 5 to name a few. Jonas' current music videos include "Ghosttown" and "Bitch I'm Madonna" for Madonna, "Magic" and "True Love" for Coldplay, and "Haunted" and "Superpower" for Beyoncé. *Small Apartments* starring Matt Lucas, Billy Crystal, Johnny Knoxville, James Caan, amongst other prominent actors, is Jonas' most recent feature film. His first film, *Spun,* starring Jason Schwartzmann, the late Brittany Murphy, John Leguizamo, Mena Suvari and Mickey Rourke, has garnered a cult following since its initial release. He also directed *Horsemen*, starring Dennis Quaid and Zhang Ziyi. Additionally, Jonas has directed several documentaries and short films ranging on subjects of anti-racism, *Behind Enemy Lines* and anti-drugs *Try*, to the award-winning documentaries about Madonna, *I Am Going To Tell You A Secret* and "The Confessions Tour." Among his latest work is the long awaited documentary *Roxette Diaries,* soon to be released.



## CELEBRATING FRANK GATSON, JR.

*"Frank Gatson, Jr. is a LEGEND not only with Beyonce', but also for all of his PAST & PRESENT works in the MUSIC & DANCE world."*

I officially met Frank in 2009 in NYC. He was looking for choreography submissions for Beyonce's "I Am Sasha Fierce" album. Up until then, I was successful as a working dancer for years, and beginning to dive into my career as a choreographer. I submitted my video demo to the song "EGO," which ended up landing me my first big video choreography opportunity to work with Beyonce. This was a dream come true, and was the pivotal moment of my career. From that point on, Frank kept me on as a part of the Beyonce' Team. I was asked to choreograph two more videos for Beyonce'. ("Run the World" 2011 and "Dance For You" 2012).

# Sheryl Murakam

Once you have proven yourself to Frank, his circle is small, and his loyalty fierce. I respect this and have learned so much by watching his process and being a part of his road. In 2011, alongside Frank and choreographer Jeffrey Page, I was awarded Best Choreography MTV Video Music Award for Beyonce's "Run The World". I will always remember Frank telling me that this award was not only for my work on this particular video, but for the culmination of all my work that led up to that moment. His simple acknowledgment gave this award even more meaning.

What I love about Frank, and what I completely relate to, is that in this ever-changing and trending dance world, he holds this deep understanding of the roots and history of dance culture and is inspired by the Classics (i.e. Broadway, Musical Theater, Classical Ballet). And he always incorporates that knowledge into current cutting-edge work that is timeless. He truly has an "eye" for knowing what really works. Frank has opened so many wonderful opportunities for me as a choreographer and for countless others. He has truly helped me gain respect for my works—and for myself—by simply supporting and believing in me. Frank's longevity in this industry is a testament of his greatness. I am honored to know him, and I will always and forever be grateful for Frank Gatson, Jr.!



## CELEBRATING FRANK GATSON, JR.

***"Frank is more than someone I know; he's my family."***

# CHRIS GRANT

### *Dancer & Choreographer*

Over the years, I've had the pleasure of meeting some of the most talented and genuine people in the business. Although the amount of sincere people can be few, the exact opposite can be said about Frank Gatson, Jr. It's been over ten years now since I met this incredible man, and I know that God placed Frank in my life for a reason. The lessons I've learned from him over the years are invaluable. He's a father figure to me and helped me develop into the creator/businessman I am today. The industry is blessed to have such a diligent, smart, and 'tell-it-like-it-is' person like Frank.



*It is my pleasure to write you a few words of inspiration on behalf of Frank Gatson. I had the wonderful opportunity of working with Frank on several occasions. It was a unique and invaluable experience for myself and the dancers. The rehearsal process made new and challenging demands on them as young artists. They were compelled to explore movement, space, and dynamics in innovative ways.*

# Troy Powell

## *Ailey II, Artistic Director*

I find that Frank Gatson's work continues to resonate with such a profound theatrical and visual clarity, which embodies his kinetic sensibility. A dancer under Frank's direction feels motivated to travel unknown terrain, often culminating in a synthesis of sculptural beauty and intensity. He has been able to fuse his sense of classicism with intention; the formal with edginess that is so prevalent and aesthetic today.

As Artistic Director of Ailey II/ Choreographer for the company, Frank has inspired me in more ways than one. He has taught me how to be honest, authentic, and most of all, *unique,* when working with my Dancers. He has made such an impact on not only my life, but also many choreographers all over the world. He offers great advice, he's humble, smart, and has a great sense of humor; and most of all, *he changes lives*. I look up to Frank and wholeheartedly recommend and support his endeavors.



# Danielle Polanco

## CELEBRATING FRANK GATSON, JR.

Oh, my dear Frank...His experiences and stories could be a *series* of books and movies!

Straight out of high school at 17, Frank gave me my first big gig—working for Beyonce'—on the 2003 MTV Awards! That moment changed my life forever.

In this industry, no matter how amazing you think you are, it doesn't mean *anything* if no one gives you a chance. I've been blessed to continue to work with Frank on and off ever since. We have like a father and daughter relationship. I'm one of the few choreographers he works with who isn't afraid to challenge him, and vice versa. We may clash at times and don't always see eye to eye, but when you're passionate and both Libras, it comes with the territory.

Frank has so much to give to people…still to this day. Me, personally, I have him in my pocket when I have my own projects. He's taught me much about the *bigger picture*. Not everything is about *steps*. His knowledge is incredible on everything else, like lighting, film, stage sets, etc. And that's what sets him apart as well.

I'm forever grateful to him for all the lessons. Thank you, Frank!!



## CELEBRATING FRANK GATSON, JR.

***"It has been an honor and a blessing to work under the tutelage of Mr. Frank Gatson, Jr.!***

*"Frank is truly one of the last creative jewels left on earth in the entertainment industry as we know it today. Pure genius, is what he is, really."*

# Todd Sams

**I came to Hollywood from Cleveland, Ohio.** Frank believed in me and encouraged me to take my talents to the next level. And I was able to do so under his direction and guidance. I learned everything that I know about choreography and being in the entertainment business from him. He changed my life around. He is a constant friend, and I love him. My dance dream came true when Frank gave me the opportunity to perform and choreograph for my main idol, Michael Jackson! He has not only helped *me*, but Frank has helped almost every dancer and choreographer in Hollywood—in some way—to succeed. He created the choreographic spark that all choreographers use today, whether they know it or not…from Michael Jackson, En Vogue, Toni Braxton, and Usher, to Destiny's Child, to Beyonce'. Look at all the dancers and choreographers who have risen to some fortune, fame, and success. Most did it under the guidance and off the back of this man. They were able to launch their careers and to do great things in their own right! I believe that the most powerful thing is how SUPER GENIUS Frank is, and how much he has helped people. If you are a dancer, choreographer, or artist, please Google the man's name: FRANK GATSON, JR.!



## CELEBRATING FRANK GATSON, JR.

"
*-Frank's*
**Genius** *is*
***Unorthodox***
"

# Beau Casper Smart

Frank Gatson, Jr. was my mentor at the beginning of my choreography and creative directing career. I learned so much just by being around him… things that would have taken years to learn, if ever. Some may call his methods unorthodox, but I think he's a genius! And I appreciate everything I learned from Frank, which helped me in working with all the artists I've worked with over the years.



# Jaquel Knight

*"Keep doing your thing, Mr. Frank Gatson, Jr.! The world could use more of you!"*

**Eight years ago, I auditioned for Frank Gatson, Jr.** at the Basement Dance Studio in Los Angeles, CA for Michelle Williams. Not with the hopes of booking the job and being a dancer in her video "Break The Dawn", but with the intention that Frank would see my hunger & talent and allow me to be part of his process one day. That day in the little dance studio in NoHo was the turning point of my career and a God-organized shift in my life. Long story made short, Mr. Gatson had asked me to be a part of his team for the Williams' video as an assistant choreographer and then I later went on and choreographed her promo tour. After wrapping up those gigs, Frank mentioned he may have a great project for me in a few months and he would give me a call. Who could have imagined that the phone call months later would be the opportunity to choreograph Beyonce's "Single Ladies"? I praise God for Frank Gatson and all he has done for me, the dance community and culture. Steadily allowing new & fresh talent to be a part of unbelievable opportunities that eventually impact the entire world. I'm beyond honored to not only call him a mentor, but also family. Excited for the world to see him do his thing, up close and personal with the beautiful Kelly Rowland on *Chasing Destiny*. Everyone is in for a really entertaining treat!



PHOTO BY: JERRY METELLUS FOR "JUBILEE!"

## CELEBRATING FRANK GATSON, JR.

**I met Frank in 2013 when he was hired as** the creator director to revamp the longest running show on the strip, "Jubilee!" at Bally's Hotel & Casino. I had been performing as a principal dancer in the existing show and was hired by him to play the role of "Miss Jubilee" in the new show. The biggest lesson I have learned from Frank is not to take things personally. Good or bad. At the end of the day, as a performer, whatever project you are working on is not about YOU. It is about achieving a vision and telling a story. One person does not make that happen. It is a *team effort,* and people need to work together, putting the project's best interest in front of any personal interest. With Frank, he is skilled at finding the best resources in the industry to achieve his goals. He always brings in the best assistants, lighting designers, sound technicians, dancers, etc.

# Brooke Brown

I love watching Frank at an after party. Many directors take that moment to party and relax. Not Frank. He is always working and trying to improve. Frank's mind never stops. He makes introductions between artists and professionals. He quietly watches interactions and smiles secretively at his thoughts. He endlessly promotes his up and coming artists. Is Frank crazy? Yes! Is Frank a genius? Yes! At the end of the day, there is a method to Frank's madness. His direct and colorful language can sometimes put people off, but you never wonder how he feels about something. He often tells stories in rehearsals that will jump from one topic to the next. Those are my favorite moments of rehearsals with him. I get giddy inside when he decides it is time to teach us a lesson! Through all this, I always understand the message he is trying to get across. How he has not had his own reality show, I have no idea!
***Continued on the next two pages.***



PHOTO BY: JERRY METELLUS FOR “JUBILEE!”



# CELEBRATING FRANK GATSON, JR.

PHOTOS BY: JERRY METELLUS

At the end of the day, Frank values a professional who works hard and is not trying to be someone else. Most of his stories are used to teach this lesson. Since meeting Frank in 2013, I have starred in the longest running Las Vegas show "Jubilee!", danced with Jennifer Lopez in the "Fashion Rocks Concert 2014" in NYC, and performed in "Vegas! the Show" in Las Vegas.

***Some of my favorite Frank-isms...***

- When he revamped "Jubilee!" he had a magical wand that he kept with him at all times. He would periodically wave the wand and play its magical jingle when we needed a little "magic".

- When rehearsing for J-Lo's "Fashion Rocks Concert" performance of "Big Booty", he went on a tangent about something during a rehearsal (probably about dancers making too much movement when they weren't being used), and then out of nowhere he pulled a chicken wing from behind his back to conclude the speech... like a magic trick!

- When he talks about when he was a performer, and tells you how he would always stay in the back during rehearsals because he didn't want to get fired. He knew he didn't pick up as fast as others, but when it was time to perform, he made sure he out-shined the others.



## CELEBRATING FRANK GATSON, JR.

*"He is the reason I am who I am today."*

**In 2003, I met Frank Gatson at the MTV** Awards, where he was choreographing for Beyonce. I met Frank through legendary dancer, Desmond Richardson, who was my idol and biggest inspiration at the time. Desmond mentioned Frank Gatson needing dancers 6 feet and taller to do a special project at the Radio City Music Hall. So, on my lunch break from Alvin Ailey American Dance Theater, I rushed over to Radio City Music Hall and met Mr. Gatson. As I came into the building and introduced myself to Mr. Gatson, he was puzzled and asked me, "Are you a dancer?" I said, "Yes, I am." And in true Frank form, he put me on the spot and said, "Show me what you can do." So I did what I could do best (technique)… a leg extension. From that moment, I knew something clicked in Mr. Gatson's mind.

# Anthony Burrell

***-Creative Director-***

Later that evening, he invited me and a few dancers to dinner in celebration of a great performance, and he told me how moving to L. A. changed his life, and if I wanted to make real money and have a huge career, I should move to L.A.! Less than six months later, I was on a European tour with Beyoncé making *three* times the amount of money I was making in concert dance! At that point, I knew that was my destiny. All of that to say: Frank Gatson, my mentor, my father figure, my voice of reason has guided me through my commercial career and has led me to the level of success I had never imagined myself accomplishing. He is the reason I am who I am today. With his guidance and wisdom, I am now Creative Director for Mariah Carey and other huge pop stars in the industry today.



# Dana Foglia

Artistic Director | Choreographer | Chief Executive Officer

Frank Gatson was one of the first people in the commercial dance industry to see something in me and believe in me. He hired me on my first tour with Rihanna in 2004 and, literally, has kept me working ever since. He brought me into Beyonce's camp as a dancer and then as a choreographer, and I am so grateful for his belief in me.

Frank is someone I admire for many reasons. I truly admire how smart and knowledgeable he is. Someone like that, having been involved in so many major projects is profound and legendary—and it's hard to explain his impact in words.

I have been so lucky to be around him, working with him in all aspects of the industry…I have learned so much from him simply by *being in his presence.* Frank is a brilliant professional in this industry, and his resume clearly speaks for itself!

I would not be who I am today without the opportunities and knowledge Frank Gatson has given me. And I am forever grateful for him.

www.danafogliadance.com





PHOTO BY: KARSTEN STAIGER

## CELEBRATING FRANK GATSON, JR.

***Tony Award Nominated***
Broadway-Celebrated
International Performer
& Co-Founder/Artistic Director of
Complexions Contemporary Ballet

# Desmond Richardson

Having worked with Mr. Frank Gatson on a number of projects from En Vogue to Michael Jackson, I reflect on the man whose creative vision and warm nature inspires not only me but also many of those with whom he connects. I feel very honored to share with you who my friend, Frank, is and how he gave me an opportunity to shine my light in the commercial world, abundantly exposing me to an environment I had only dreamt of… and helping me see that I, too, have something great to offer the industry. Frank is a can-do, self-motivated individual who continues to push for excellence in others and all of his amazing endeavors. Led by his incredible passion for the arts and the *business* of show business, he has succeeded and continues to strive for goals he has not yet attained; but I have no doubt that Mr. Frank Gatson will achieve what his heart desires as he continues to remain a student—listening, investigating, and using his expertise to help those other creative, passionate people see their dreams come to fruition.

**WWW.COMPLEXIONSDANCE.ORG**



## CELEBRATING FRANK GATSON, JR.

# Cheryl Cobb

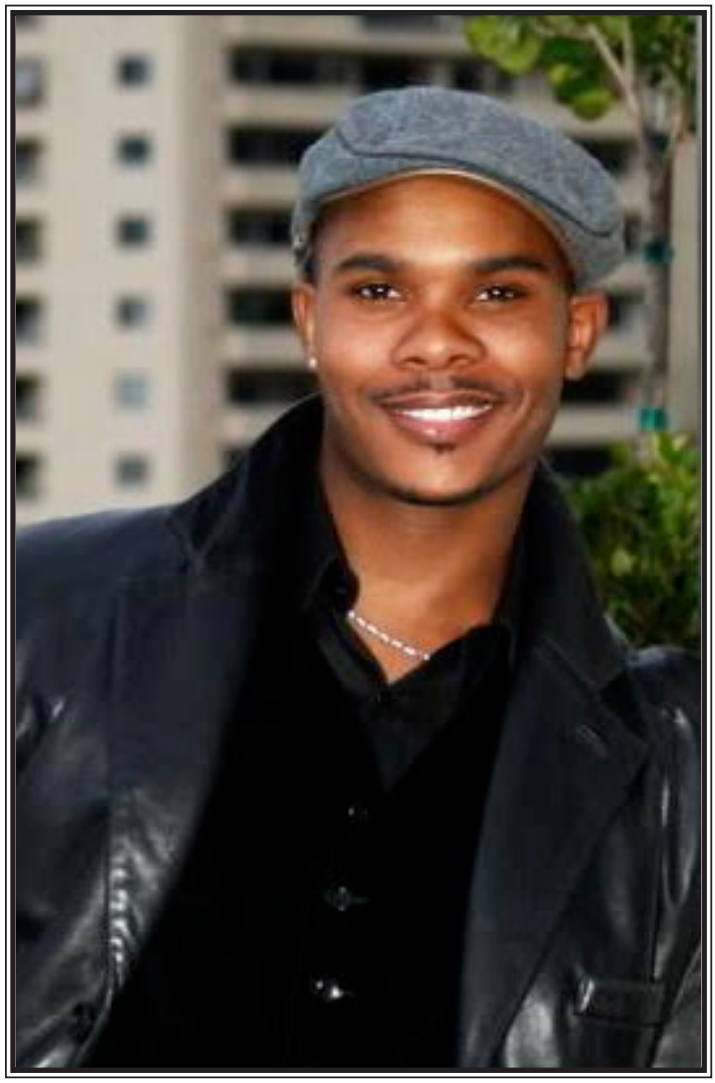
Frank Gatson is AMAZING!! I'd like to think that I was a great inspiration for Frank's move to Los Angeles. Frank arrived in L.A. in 1985, with a humble heart, strong desire, and "Grit". He slept on my sofa for months with big dreams of becoming famous. His dedication to learning the ropes of Hollywood from the bottom to the top was his goal, and his eyes were always on the big prize ... "I'll have my own show one day".

Frank's first audition landed him a job with Michael Jackson, and I knew then that he was on his way to the top! I watched Frank struggle and fight for his vision, even against all odds; he was so committed that he'd eventually win the hearts & trust of his clients.

Either you loved him or hated him, but to Frank, it really didn't matter, because his interest was always committed to the integrity of the show, *not* your feelings. And irrespective to what was popular, Frank always stayed the course and delivered greatness. Frank and I have worked together with multi-platinum artists like En Vogue, Toni Braxton, R. Kelly, Fantasia, and Chante Moore, just to name a few. He always works in the zone of GREATNESS.

I applaud you on your latest journey, *Chasing Destiny.*

Congratulations to my "partner in crime". Through the years, we've laughed, fought, and cried. You'll always be the Yin to my Yang! Much success!!!



# CELEBRATING FRANK GATSON, JR.

## Mario Perry Productions
CREATIVE DESIGN

Mario Perry Productions is a design firm that specializes in luxury residential work, retail spaces and set decor for television and film projects as well as stage performances.

Established in 2007 with offices in New York and Los Angeles, Mr. Perry has acquired an outstanding reputation in the creative community and with his celebrity clientele and professional colleagues.

M.P.P is responsible for design work on projects for Queen Latifah, Toni Braxton, Tamar & Vincent Herbert, Olympian Carl Lewis, Alan Anderson of the Brooklyn Nets and many others.

Retail projects include the Edwing D'Angelo Boutique at the Limelight Mall in NYC and the corporate offices of Hammond Management Consulting firm in Atlanta Georgia. M.P.P has consulted with clients from conception through completion and has handled project management for installations from coast to coast.

# Mario Perry

*One of the things that Mr. Gatson teaches every artist that will listen, is that you have to Eat, Sleep and Drink the art of your performance to truly be great. Practice your craft until you pass out even; but that perfection will cause you to transcend into LIVING.*

www.marioperryprodoctions.com



## CELEBRATING FRANK GATSON, JR.

Tapping twins phenomena, Sean and John Scott, step into today's fast-paced dance industry and revolutionize tap through a unique fusion of past traditional dance routines and modern hip hop. Having trained with professional tap master and innovator, Alfred Desio, since the age of 6, the identical twins earned big performance breaks on television shows including NBC's *American Dreams*, *The Tonight Show*, and *30 Seconds to Fame*. They have also performed at the *MTV Video Music Awards* alongside Christina Aguilera, currently a judge on the hit television music competition, *The Voice*, and hip hop mogul, Nelly, of the CW's *The Next*. Word of the tapping extraordinaries have also reached the ears of celebrities like Prince, Usher, Stevie Wonder, and Beyonce, wherein the duo take on different frames of tap dancing from jazz and hip-hop, to Broadway.

The twin brothers rose out of their humble beginnings at The Colburn School of Performing Arts as they began to explore, master, and revamp different interpretations of tap dancing by blending quick footwork with a punch of attitude. Mirroring not only the physical appearance of the other, the Scott boys possess an extraordinary amount of dance chemistry that explodes into electrifying performances. With their recent appearances on Disney's hit television show, *Shake It Up* and Nickelodeon's *Yo Gabba Gabba*, Sean and John prove to be entertainers with an X-factor and overflowing passion for their craft.

# Sean & John Scott

Frank has been a ***great friend, big brother,*** and mentor to me and my brother for a long long time. And any advice he has given me I've taken seriously. I thank God He connected a legend to my brother and me, because ever since I've known him, he's been a ***positive motivation*** and force to my life. I'll always have his back whenever he needs me. --Your lil' bro! Sean

**********

***Frank is my inspiration!*** *He introduced my brother and me to Beyonce', and from that day on, my life was changed! He's one of the reasons we go so hard, because* ***he doesn't believe in excuses, just hard work.*** *Frank is a* ***perfectionist****, and when you get in that studio with him,* ***he makes you feel free*** *and comfortable; but at the same time,* ***he doesn't let you cheat yourself****. So you* ***better*** *be on IT!* ***-John***

www.seanandjohnscott.com

**Frank Gatson!!...**

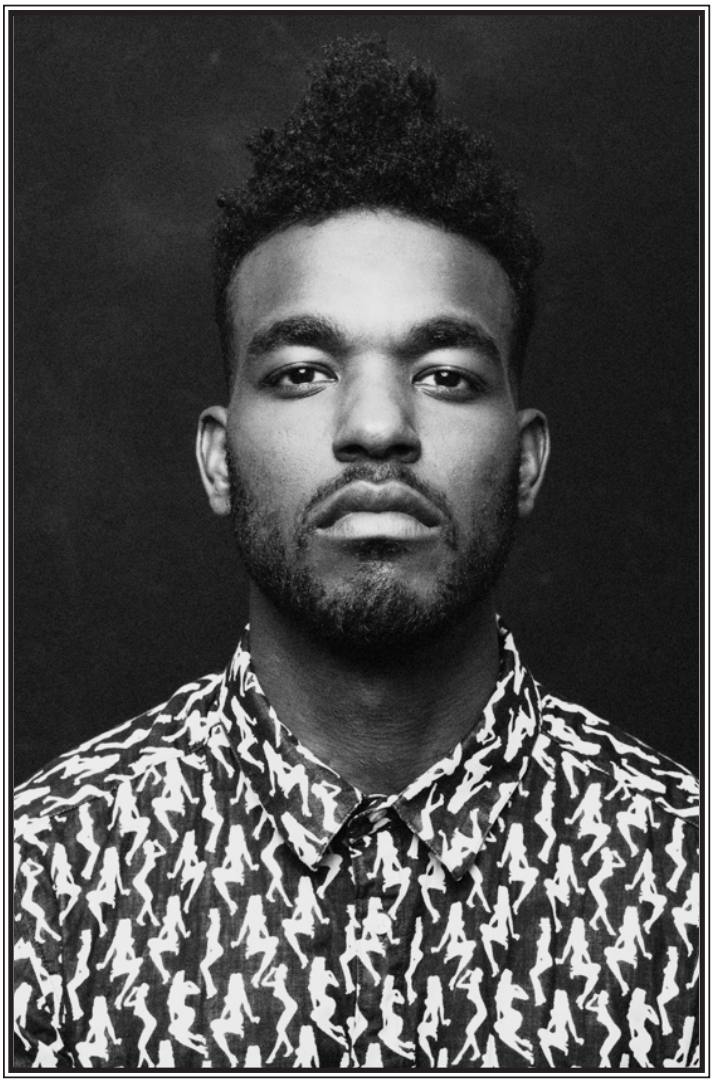
“To really know him is to love him!!
He taught me that it’s ok to control my destiny!”

-Rosero McCoy







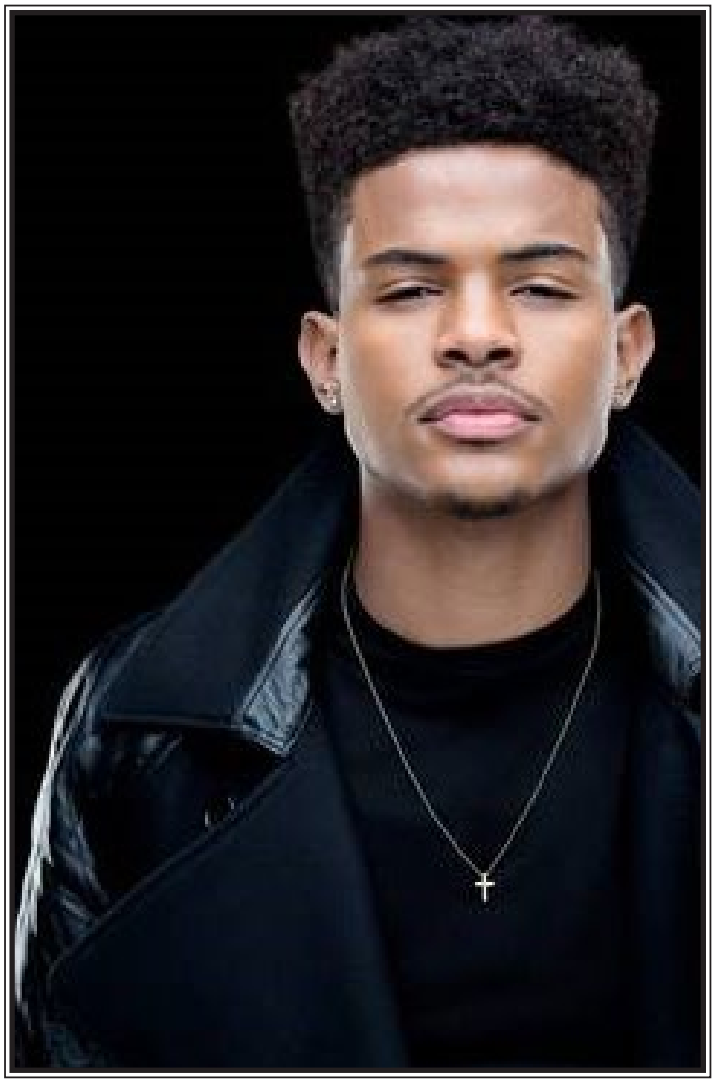


## CELEBRATING FRANK GATSON, JR.

*"His vision, insight, and **knowledge** of the business are everything. And it has been so **beneficial** to my **development** as an artist."*

# LUKE JAMES

**Frank Gatson has been a big part of my career from the beginning. I met him when I was in high school**, when my singing group and I were backstage at a concert in New Orleans, our hometown. We were hoping someone would notice us -- and Frank did! He asked us to sing; he liked what he heard and suggested we move out to L.A. And that's exactly what we did right after we graduated! As the group dissolved and I pursued a solo career, Frank has been in my corner every step of the way: as a manager, a mentor, an uncle-figure, and a friend. When he has your back, he has your back—the good and the bad. His vision, insight, and knowledge of the business are *everything*. And it has been so beneficial to my development as an artist. Even in our sometimes creative differences, I know he is challenging me to be honest and the very best I can be. It's the same gift he has shared with other artists in addition to me. The talent he has seen and cultivated—well, his roster speaks for itself. Anyone fortunate enough to work with Frank Gatson will get a 100-percent *truthful*, no-nonsense, but fun experience from one of the industry's *true creative greats!*



**i was *Blessed* to *WORK* with Frank Gatson...**

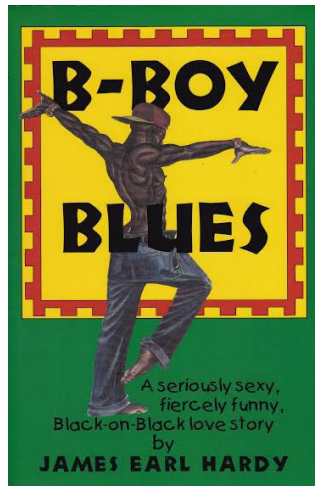
# Trevor Jackson

**I was blessed to work with Frank Gatson recently on a music video with Kelly Rowland.** Frank is a veteran in the dance world, and I was honored to work with him on that project. His resume is every dancer's, choreographer's, and creative director's dream. I mean, he danced with MJ in "Smooth Criminal", choreographed many of Beyoncé's videos, and so much more. He is legendary! I can't wait to see what is next for him, and I look forward to collaborating again in the future.



## AUTHOR OF B-BOY BLUES

**Author of the bestselling** novel, ***B-Boy Blues,*** praised as the first gay hip-hop love story (the stage adaptation had its Off-Broadway debut in 2015).




ON SALE NOW

# James Earl Hardy

I've been a fan of Frank's for years, so I'm more than excited about his directing ***B-Boy Blues.*** A story like it doesn't fit into one genre or box. And, unlike previous directors attached to the project, Frank really gets that. From our first conversation, he recognized and understood why the novel made history and why the film will, too. And why wouldn't he? Throughout his career, he's been a visionary, someone with unstoppable passion, a fearless artist who creates without limits, and is always breaking new ground. He's a legend, and it's a blessing to have such a titan as the captain of this ship."

# SWV

## STILL



"**We were very shy when we first met Frank. Little did we know he had it all** mapped out for us to be superstars! That road can be extremely terrifying if you're not prepared, but Frank walked us through it. And once we began accomplishing our goals, it became extremely gratifying. As an artist, at times, you run into limitations, but Frank showed us there were *no limitations.* Every young artist should know that. Frank should have his own artist development school for artists, managers, and choreographers. He is a true gem to the industry, and we are grateful for him. "

***Thank you, Frank!***



## MATTHEW ROLSTON [CREATIVE] INC

"**I began working with Frank Gatson** and some of his colleagues early on in my video directing career. I think our first project may have been "My Lovin' (You're Never Gonna Get It)" with girl group, En Vogue. The idea of glamour and elegance was somewhat new to the world of hip hop and pop music at that time. Glamour was, and will always be, one of my greatest interests. But learning to translate my 'director language' into a physical language that performers could understand, well, no one is a better translator than Frank Gatson.

# Matthew Rolston

Portrait of Matthew Rolston by Davis Factor. Copyright © Davis Factor Photographer and Director, Inc. 2016. All rights reserved.

Frank has a natural instinct for glamour and drama anyway, which is probably why we have always enjoyed working together so much. Frank and I must have worked on over 50 projects; I've lost count. In this business, we all teach each other things. What I learned more than anything from Frank was the power of a fully committed performance, and I'll never settle for anything less than full commitment. I can remember Frank literally lying on the floor during a take, just beneath the camera, yelling instructions and motivation, and really just pouring his energy into those performers. The results were electric. Since those early days, Frank has continued to innovate, bringing glamour, power, and style to an entire generation of pop music."

***-Matthew Rolston, Director***



## PERFORMANCE ENVIRONMENT DESIGN GROUP

I am the owner of a company called ***Performance Environment Design Group.*** We are a creative agency that designs for the live experience, be it concert, TV, brand promotion… basically anyone looking for a cohesive, thoughtfully designed, innovative performance space.

# Justin Collie

***-Lighting Director-***

When I first met Frank, I was an independent lighting designer and we met on, I believe, a Toni Braxton tour in, I want to say the late eighties (*I have the short term memory of a gold fish*). We clicked on a visual level right away, and he soon asked me to light for his R Kelly tours. Eventually, he introduced me to Beyoncé, which started a seven year relationship with her, contributing greatly to the reputation of my then fledgling company, for which I will always be indebted to him. As I said before, we have worked on dozens of shows in the intervening years that I have always been very



## DANCER - CHOREOGRAPHER

**To say that Frank Gatson is a phenomenal** choreographer/visionary wouldn't do him total justice. I will try to shed light on just how special this man is to me, and how iconic he has become to the world of dance. Frank is a teacher of technique, a sensei of sexy, a guru of groove, and a master of movement. His ability to push his performers to be their absolute best is matched only by his desire to put the best possible product on stage. Frank is a firm believer in using rehearsals to break in your performance heels, so we would rehearse full-time.

For example, during our rehearsals for a tour with Destiny's Child, whenever Beyoncé, Kelly, and Michelle wore heels in rehearsal, we dancers had to wear heels too. We are talking at least 8 grueling hours of rehearsal a day and no sneakers could be worn. That was a firm rule Frank had : No sneakers! He is a perfectionist, and like most perfectionists, he doesn't believe that 'practice makes perfect', but rather 'perfect practice makes perfect'. We rehearsed for weeks in L.A. with even more rehearsals on tour. Rehearsals, rehearsals, rehearsals! We rehearsed in the mornings and during sound checks to perfect choreography.

# Kyausha Simpson

There were times that we'd be so exhausted from long travel days and he'd just continue to say that we need to rehearse to make things tighter/cleaner; or, he would add new choreography for us to quickly learn. He didn't care about how tired or sleepy or how much our bodies were hurting. LOL. He'd constantly say to us, "Do you know how many dancers in L.A. want this job?" At that moment, you didn't wanna hear that, but he used fear and 'tough love' to achieve perfection. Looking back on it now, those are the types of memories with Frank that make me smile. However, I'm quite sure that I wasn't smiling as much about it back then. Another Frank-ology is his belief that WOMEN should dance from their YONI. He would say that all the time! Revealing your sexiness, while remaining classy is the balance or harmony that he instructed us to achieve. There is nothing more visually stimulating than an attractive woman in some bad ass heels, working the shit out of a sexy routine. Frank is definitely into the overall look of the product on stage. Your body, hair, attire, and technique have to be on point or he will let you know. He takes honest critique to the ultimate limit because at the end of the day, we dancers are a representation of him and his work. He will demand excellence from you because he demands it of himself. These are merely some of the fundamental principles that Frank ingrained into all of the people that have worked for him. I can honestly say that I love this man for all that he has done for me. Thank you!!!



# Larry Sims

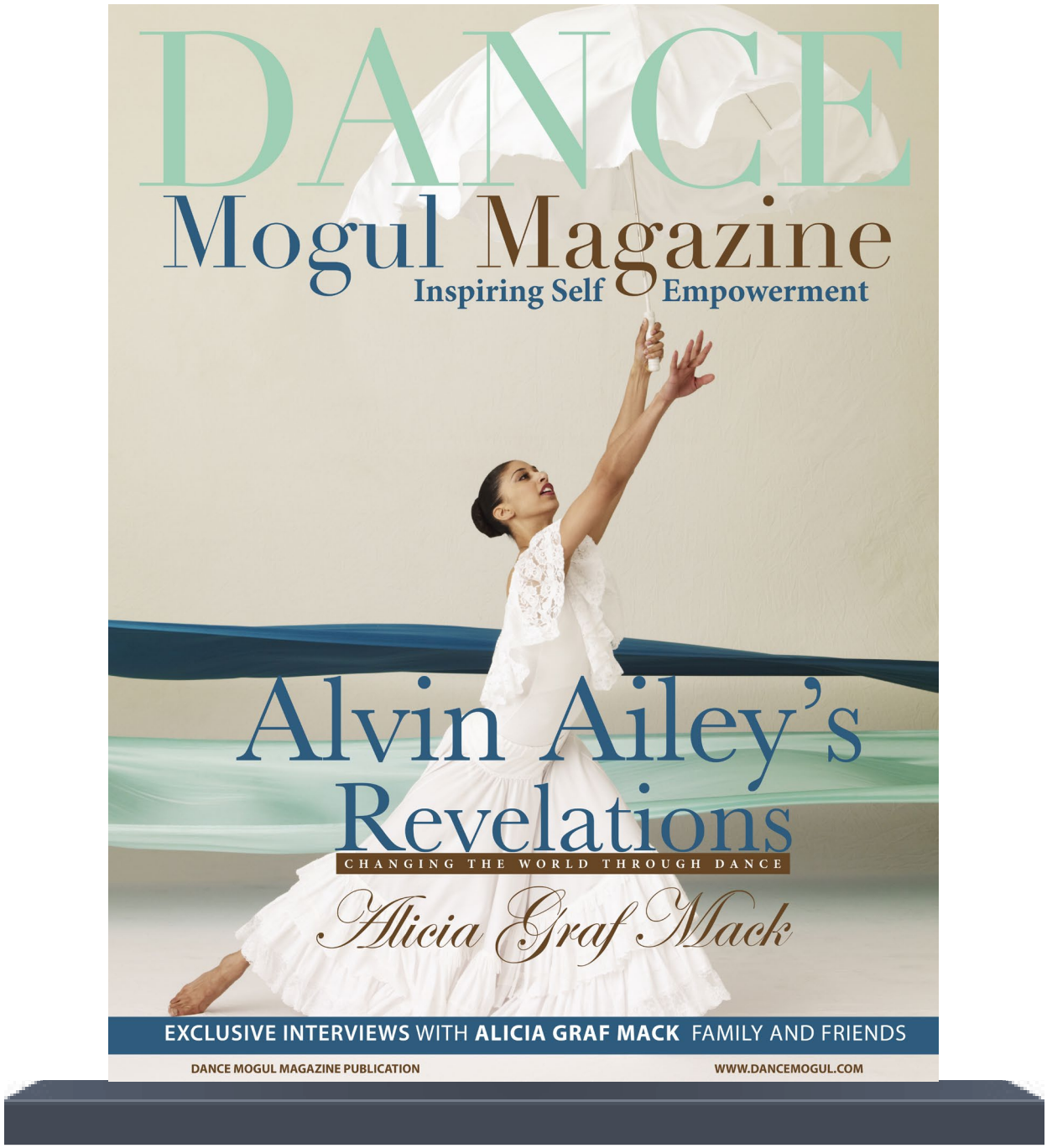
WWW.LARRYSIMS.COM STYLIST TO THE STARS

*Frank taught me a valuable lesson as a young dancer. His motto is: "Less is more. Keep it simple. Keep it classy." Because of that lesson, I've made instrumental choices that have made me the man I am today.*

***Thank You, Frank!!!***

# ADVERTISING OPTIONS

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# Rodney Chester

CEO TRIO TALENT AGENCY

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www.triotalentagency.com



# Aisha Francis

**Artist Movement & Performance Coach/Choreographer**

Working with Frank Gatson was the best and the worst time of my life. My relationship with him is one of love and hate. He is charismatic and calculating. A great coach, and a ruthless manipulator. A person of principles and an ego maniac.

Frank would stop at nothing to make the best product and put on a great show. He has an instinct for performers and knows how to extract their full potential... if he doesn't break them down and burns them out of the industry before their time. Looking back, the saying, "comfort zones are where dreams go to die" seemed like a staple of his coaching style. Pitting dancers against one another, and bringing in groups of 'potential replacements' to learn the choreography were two of his favorite tactics. Through it all, he didn't just manipulate the situation to create constant pressure, he knew how to leverage that pressure to get the best out of us.

He was so eccentric and his antics were sometimes ridiculous, sometimes hilarious but never forgettable. There was the dancers' strike he staged at the Grammy's over a missing laminate. There was the fight he started for us to have better pay and better accommodations. There was the the fight on a commercial flight to Sweden that led to him chanting/yelling (this is true) "We NIGGAS FROM AMERICA!" LOL

I was a die hard soldier in the Frank Gatson Revolution. I looked up to Frank, I loved him and trusted him. He was like a dad to me. Looking back, I feel grateful Frank came into my life. He is part of the reason I am the artist I am today. He pushed me, believed in me, fought for me, and gave me my shot. He put my name in lights and gave me credibility in the industry. He taught me to play the Hollywood game and navigate business situations. I don't dance anymore, and I also have Frank to thank for a large part of that. That said, I have no regrets. and I would do it all over again. What I've learned from those years gave me the tools to get results when I am teaching or coaching, while keeping dancing fun.



# Jake Nava

Frank is one of the most passionate choreographers I've ever worked with. We collaborated on "Crazy In Love", "Naughty Girl", "Baby Boy", and "Single Ladies", to name but a few. (Also, Frank danced in MJ's "Smooth Criminal" – music video gold!) Frank inspires the dancers and pushes them to find an emotional connection with their performance. He's a big character with masses of vision, and I hope to work on something great with him again soon!

---

*Celebrating Mr. Frank Gatson, Jr.*





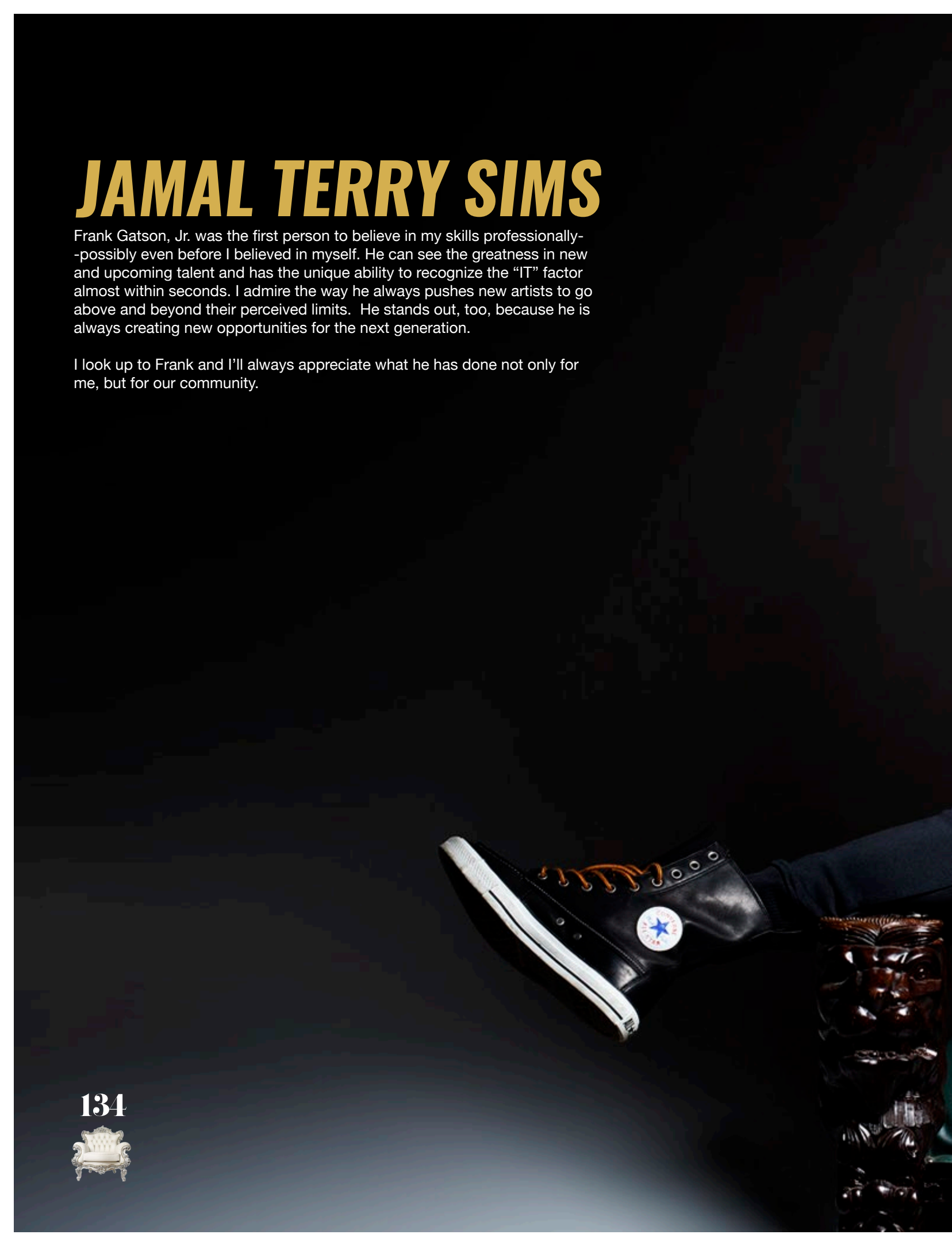


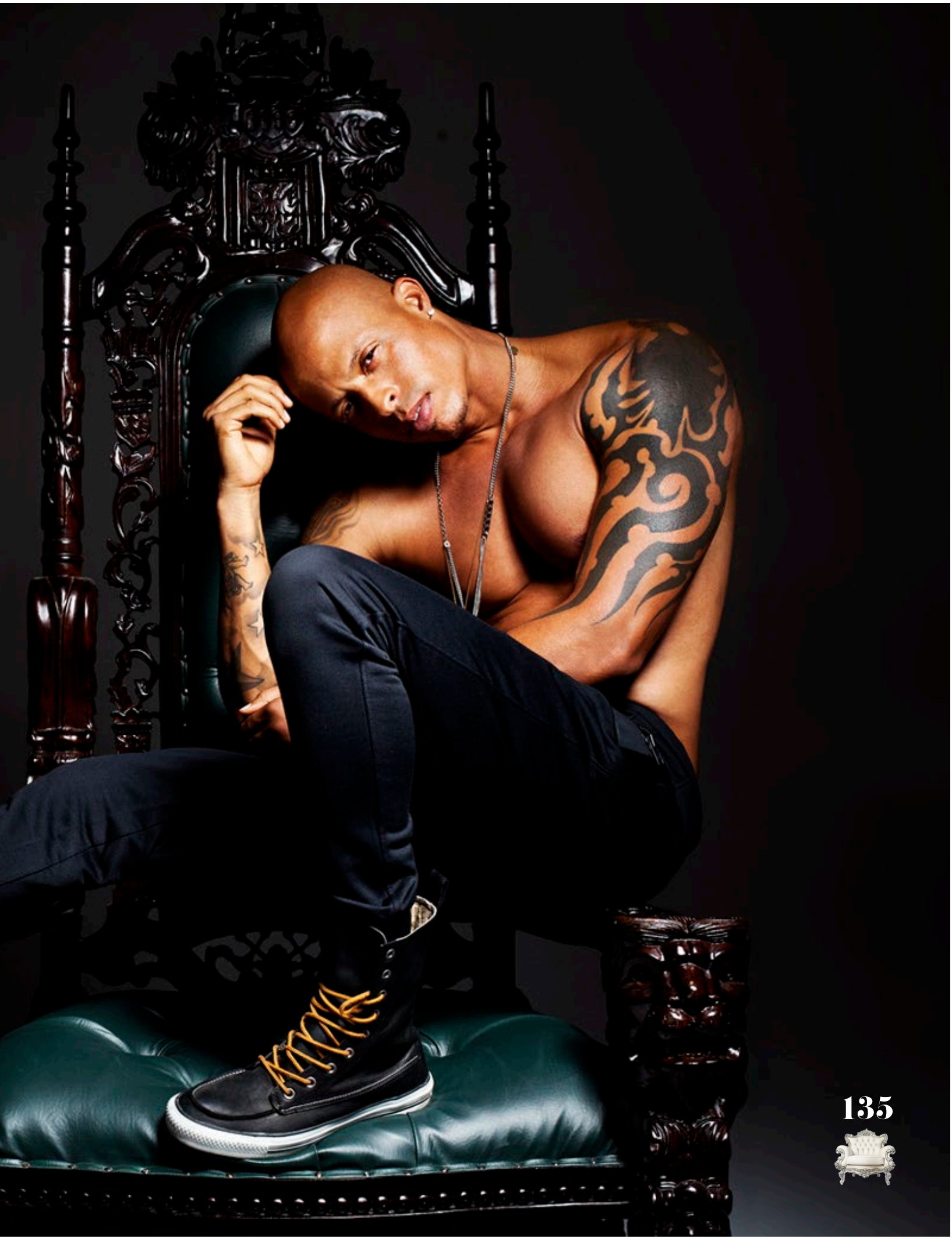

Jake Nava

# JAMAL TERRY SIMS

Frank Gatson, Jr. was the first person to believe in my skills professionally--possibly even before I believed in myself. He can see the greatness in new and upcoming talent and has the unique ability to recognize the “IT” factor almost within seconds. I admire the way he always pushes new artists to go above and beyond their perceived limits.  He stands out, too, because he is always creating new opportunities for the next generation.

I look up to Frank and I’ll always appreciate what he has done not only for me, but for our community.





DANCE
MOGUL
EXCLUSIVE
*FRANK GATSON, JR.*



Dance Mogul Magazine CEO/Founder Basil Harris with the Legendary Mr. Frank Gatson Jr. Preparing for an Interview.





Dance Mogul Magazine CEO/Founder Basil Harris with Legendary Mr. Frank Gatson, Jr. & Executive Editor Flo Jenkins.










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## FRANK GATSON, Jr. - Resume

Director/Artist Visual Developer

Creative Director/Choreographer



**VIDEO DIRECTOR**

-Kelly Rowland “Dumb”

-Luke James “Make Love To Me”

-Kelly  Rowland “Down For Whatever”

-Kelly Rowland “Lay it On Me” 2011

-Kelly Rowland “What a Feeling” 2011

-Beyonce 2009 I AM.. Tour

– London O2 Concert DVD

-Esmee “Outta Here”

-Beyonce “Ego”

-Beyonce featuring Kanye “Ego Remix”

-Beyonce ‘I Am… Sasha Fierce’ Video Tour Elements

-Beyonce 2007 “The Beyonce Experience” Video Tour Elements

-Destiny’s Child 2005 “Destiny Fulfilled Tour” Video Tour Elements

-Destiny’s Child 2005 Video Tour Elements

-R. Kelly “Down Low Top Secret Tour Elements”

-R. Kelly “Get Up On A Room Tour Elements”

-R. Kelly “Trade In My Life”

-R. Kelly “The Big C” (a Cartoon)

-R. Kelly T.P-2 Tour Elements” -Smooth “Summertime”

-Trisha Covington “Slow Down”

-Maliek Brit “I’m The Only Player”

-Se Deuce “Don’t Waste My Time”

-Cherise Arrington “Down With This”

-Kenneth Mangram “Whats Yo Name”





**TELEVISION / FILM / CHOREOGRAPHY**

-2016 BET "Chasing Destiny" – Featuring with Kelly Rowland
-2016 Black Girls Rock -Brandy "Beggin & Pleadin"
-2016 BET Honors -Jussie Smollett
-2016 American Idol -Jussie Smollett and Yazz-"Never Let it Die"
-2015 Soul Train Awards – R. Kelly – "Backyard Party"
-2015 Teen Choice Awards -Jussie Smollett – "Empire" ft. Bryshere Yazz Gray
-2015 BET Awards -Jussie Smollett – "Empire" ft. Bryshere Yazz Gray
-2015 Skin Wars – Guest Judge – Rupaul and Rebecca Romijn
-2015 Spirit Awards -Destiny's Child
-2015 Grammy Awards – Jessie J Performance
-2014 American Music Awards-Jennifer Lopez
-2014 Fashion Rocks-Jennifer Lopez
-2014 ACM Awards-The Band Perry
-2014 Grammy's Beyonce' and Jay Z
-2013 Billboard Awards-The Band Perry
-2013 ACM Awards-The Band Perry
-2013 Super Bowl - Beyonce' -2013
-2013 Beyonce' Mrs. Carter World Tour
-2013 Luke James -Mrs. Carter Tour , Europe + USA
-2012 A. Country Music Awards @ MGM Las Vegas -The Band Perry – CBS
-2011 Michael Forever Tribute – Latoya Jackson/Chris Grant/Beyonce'
-2011 Beyonce' TV Special – ITV Channel UK
-2011 European Promo Tour – Beyonce' Album '4'
-2011 American Idol Finals -Beyonce' "Run the World"
-2011 Billboard Awards @ MGM Las Vegas -Beyonce' "Run the World"
-2011 Oprah Winfrey Farewell Show – Beyonce' "Run the World"
-2010 BET Awards-Monica – "Everything to Me"
-2010 52nd Grammy Awards – Beyonce' "If I Were a Boy"
-2010 National TV Awards UK – SYTYCD Pop/Jazz Routine (Arlene Phillps)
-2010 So You Think You Can Dance UK -Alexandra Burke "Broken Heels"
-2010 So You Think You Can Dance UK -Pop/Jazz Couple + Group Routine
-2009 X Factor UK Final – Alexandra Burke+JLS "Bad Boys + Everybody in Love
-2009 Cheryl Cole Show ITV -Alexandra Burke "Broken Heels"
-2009 Royal Variety Show -Alexandra Burke "Broken Heels"
-2009 MTV EMAs Berlin '09 -Beyonce' "Sweet Dreams"
-2009 X Factor UK Opening Show – Alexandra Burke "Bad Boys"
-2009 MTV EMAs Berlin '09 -Beyonce' "Sweet Dreams"
-2009 X Factor UK – Alexandra Burke "Bad Boys"
-2009 MTV VMAs – Beyonce' "Single Ladies"
-2009 BET Awards – Beyonce' "Ave Maria" - Michael Jackson Tribute
-2008 50th Grammy Awards -Beyonce' & Tina Turner
-2008 Performance of Fantasia-American Idol
-2008 BET Awards w/ EnVogue & Alicia Keys
-Brandy 2008 – TRL
-Brandy 2008 -Nov 3, 106th & Park (Live)
-Beyonce' 2008 – American Music Awards (voted best live of 2008)
-2008 Kennedy Center Honors – Barbara Streisand Tribute
-2007 BET Awards w/ Kelly Rowland & Beyonce'
-2007 Kennedy Center Honors-Diana Ross Tribute-30th Anniversary
-2006 Pink Panther (starring Beyonce' & Steve Martin) release date February
-2006 Kelly Rowland – MTV Asia
-2006 Kelly Rowland – MTV Japan
-2006 Saturday Night Live w/Nelly Furtado & Kevin Spacey
-2006 BET Awards Beyonce' & Jay Z
-2006 BET Awards Ne-yo -2005 Destiny's Child BET Awards
-2005 DC Fashion Rocks -2005 DC World Music Awards
-2005 MTV VMA's w/ R. Kelly
-2005 Usher, Babyface, Rihanna, Tiara Marie & Amerie World Music Awards
-2005 VH-1 Hip-Hop Honors w/ Salt 'n Pepa & EnVogue
-2005 Creative Director – Chris Brown 3rd Annual Vibe Awards
-2005 Kennedy Center Honors/Beyonce' Honors Tina Turner





-Beyonce w/ Usher In Puerto Rico-Showtime Special-2005
-Usher f/ Beyonce-Showtime Special
-DC Radio Music Awards 2004
-Essence Awards-2003 (Beyonce)
-MTV Awards – 2003 (Beyonce "Baby Boy/Crazy In Love Performance
-All TV Appearances with Beyonce since April 2003
-Michelle Williams Soul Train Award -2003
-Soul Train Awards – 1993 – 2003 (Beyonce, Michael Jackson, EnVogue, Usher, Isley)
-Dick Clarke 50th Anniversary w/ Michael Jackson
-Blue Brother 2000 (Aretha Franklin's Respect Number only)
-1997 American Music Awards – (Opening Number w/ Toni Braxton)
-Lady Of Soul Awards-1997 Chorographer
-1997 Billboard Awards w/ Usher Raymond
-American Music Awards – 1993 (Michael Jackson)
-MTV Awards – 1993 (EnVogue)
-Apollo-Tevin Campbell
-Essence Awards – 1992 (EnVogue)
-Tops of Pops – (Destiny Child, Diana King, Beyonce, EnVogue, Usher)
-Saturday Night Live-(Beyonce, EnVogue, Destiny Child, Nelly Furtado)
-Bro. R. Kelly. Toni Braxton, Carl Thomas)
-35th Annual Grammy Awards (EnVogue)
-39th Annual Grammy Awards (R. Kelly)
-Soul Train Awards (executive choreographer for show)
-Don't Be a Menace to South Central
-Soul Train Weekly show (my own dance company name "The Gatson Co)
-Hercules (Disney Features Animation)
-Oprah Winfrey -Featured Choreographer
-Living Out Loud" – w/ Danny Devito, Holly Hunter & Queen Latifah
-BET and Soul Train -Tamia
-Kennan Ivory Wayans Show – (Usher, EnVogue, Queen Latifah, SWV)
-Mariah Carey-Europe MTV Awards
-Jagged Edge – Soul Train Awards
-Wayne Brady Show
-Billboard Awards w/ R. Kelly-VIBE TV Show, (Usher, Destiny Child)

**COMMERCIALS/CHOREOGRAPHY**

-Target Style Denim -#OOTD Campaign 2015
-L'Oreal 2015 -Karlie Kloss
-Pepsi -Beyonce -Mirrors
-H&M -Beyonce
-L'Oreal 2011
– Beyonce/ Jennifer Lopez
-L'Oreal 2007 – Beyonce
-Beyonce "Diamonds-Armani"
-Beyonce Samsung
-Beyonce American Express
-Beyonce "Direct TV"
-L'Oreal Beyonce Spots -Feria
-Beyonce Tommy Hilfiger – "True Star"
-Beyonce Tommy Hilfiger -"True Star"-Gold
-Mariah Carey's "Pepsi Cola"
-I.W. Harper
-Reebok "Cross Training"
-The Gap
-McDonald "Doors
-Nisseki Gas Co.
-Virginia Slims-Japan
-Shusediio Makeup – Japan
-McDonald "Doors"
-Converse-Kevin Johnson and EnVogue
-Soft 'n Dry – Yasmine Bleeth

**MUSIC VIDEO / CHOREOGRAPHY**

-Jennifer Lopez/ Iggy Azalea – Booty
-Beyonce' -Visual Album
-Brandy -Put it Down
-R Kelly -Feelin Single
-ColdPlay "Charlie Brown"
-Beyonce' "Countdown"
-Beyonce' " Love on Top"
-Kelly Rowland "Motivation"
-Beyonce' "Run the World"
-Jennifer Lopez "On the Floor'
-Duffy "Well Well Well"
-Rihanna "Only Girl"
-Jennifer Lopez "Take Care"
-Jennifer Lopez "Good Hit"
-Corinne Bailey Rae "Closer"
-Alexandra Burke "Broken Heels"
-Alexandra Burke "Bad Boys"
-Jade Ewen "My Man"
-Melanie Fiona "Give It To Me Right"
-Mini Viva "I Left My Heart In Tokyo"
-Richgirl " He Ain't With Me Now Tho"
-Beyonce' "Broken Hearted Girl"
-Beyonce' "Halo"
-Beyonce' "Diva"
-Beyonce' "Single Ladies"
-Beyonce' "If I Were A Boy"
-Michelle Williams "The Greatest"
-Jazmine Sullivan "Bust Your Windows"
-Brandy "Right Here" (Departed)
-R. Kelly "Skin"
-Ushers's 'Love In This Club'
-Michelle Williams "We Break The Dawn"
-Jazmine Sullivan "Need U Bad"
-Mary, Mary "Get Up"
-Beyonce' f/ Shakira "Beautiful Liar"
-Monica "Dozen Roses"
-Beyonce' "Freakum Dress"
-Beyonce "Kitty Kat"
-Beyonce' "Get Me Bodied"
-Beyonce' "Upgrade U"
-Beyonce' "Suga Mama"
-Fantasia "Hoodboy"
-Beyonce' "Greenlight"
-Beyonce' "Irreplaceable"
-Beyonce' "Ring Da Alarm"
-Monica "Everytime the Beat Drop"
-Beyonce "Déjà vu"
-Ne-Yo "Sexy Love"
-Luke & Q "My Turn"
-Nelly Furtado "Maneater"
-Rihanna "Unfaithful"
-Rihanna "SOS"
-Beyonce "Check On It"
-Destiny's Child "Girl"
-Mario "Here We Go Again"
-Destiny's Child "Soldier"
-Destiny's Child "Lose my Breathe"
-Destiny Child's "Cater 2 U"
-Christina Milian "Dip It Low"
-Beyonce "Me, Myself & I"





-Beyonce “Baby Boy”
-Beyonce “Crazy In Love”
-Jackie O-Nookie
-Toni Braxton “Hit The Freeway”
-Tyrese, Ginuwine & RL“The Best Man I Could Be”
-Tyrese “Baby Boy”
-Tyrese – Criminal Mind”
-Tyrese-“How You Gonna Act Like That”
-Tyrese – “Signs Of Love Making”
-Tyrese “Nobody Else”
-Usher “You Remind Me”
-Carl Thomas “I Wish”
-Usher “My Way”
-EnVogue “Riddle”
-Maxwell – Matthew Rolston – Director
-Destiny Child “With Me”
-Destiny Child “No, No, No, Part I”
-Destiny Child “No, No, No, Part II”
-SWV “Rain” -EnVogue “Too Gone, Too Long”
-EnVogue “Whatever”
-Debra Cox “Things Ain’t Just The Same”
-Usher Raymond “You Make Me Wanna”
-Lori Carson
-Keith Sweat “Just A Touch”
-Rupaul “A Little Bit Of Love”
-The Braxtons “Only Love”
-EnVogue “Don’t Let Go Love”
-Yo, Yo “Everyday”
-For Real “Like I Do”
-Diana Ross f/ Rupaul “I Will Survive”
-Shai “I Don’t Want To Be Alone”
-Terry Ellis “Where Ever You Are”
-Assante “Look What You Done”
-Faith “Soon As I Get Home”
-Intro “Funny How Time Flies”
-Deborah Cox “Sentimental”
-Lisa Moorish “I’m You Man”
-Trisha Covington “Slow Down”
-Adina Howard “My Up and Down”
-Hami “Good Thangz”
-Vanessa Williams “The Way You Love Me”
-Chante Moore “This Time”
-Mary J. Blige “I Going Down”
-Diana King “Shy Guy”
-Chante Moore “Old School Lovin”
-Trisha Covington “Play Me Out”
-TLC “Creep”
-Drama “Not Today”
-Brandy “I Wanna Be Down”
-Seal “Kiss From A Rose”
-Brand New Heavies “Brother Sister”
-F-Mob “The Vibe”
-Shai “A Place Where You Belong”
-Jon Secada “If You Go”
-Eternal “Just a Step From Heaven”
-Shai “Yours”
-N.K.O.T.B. “Never Let You Go”
-EnVogue & Salt And Pepa “Whatta Man”
-EnVogue “Runaway Love”
-Shai “Baby, I’m Yours”
-Charles and Eddie “House Is Not A Home”
-Joe Public “This One’s For You”

-Taylor Dayne “I’ll Wait”
-Trey Lorenz “Photograph for Mary”
-Sounds Of Blackness “Pressure”
-Force One Network “Spirit”
-EnVogue “Free Your Mind”
-EnVogue “Giving Him Something He Can Feel”
-Tevin Campbell “Strawberry Letter 23”
-Tevin Campbell “Goodbye”
-Charles & Eddie “Would I Lie To You”
-Michael Jackson “Remember the Time (Executive Choreographer)
-Tevin Campbell “Tell Me What You Want Me To Do”
-Tevin Campbell “Just Ask Me To”

**CONCERT TOURS / THEATRE / CHOREOGRAPHY**

-Yazz Bryshere “Empire”
– Drai’s Las Vegas 2016
-En Vogue – US & European Tour 2016
-Luke James/Jessie J 2015 UK Tour
-Jennifer Lopez-Caesar’s Palace, New Year’s Eve 2015
-Jubilee – Caesar’s Palace – Las Vegas 2014
-Mrs Carter World Tour – Beyoncé 2013
-Michael Forever Tribute – Latoya Jackson/Chris Grant/Beyonce’ – 2011
-Beyonce’ 2011 Roseland Ballroom New York
-Beyonce’ 2009/2010 I AM.. Tour – World Tour
-Backstreet Boys – European Tour ‘09
-Beyonce’ 2009 I AM… World Tour
-Brandy’s 2008-09 Promotional Tour
-John Legend 2008/2009 Tour
-Michelle William Promo Unexpected Promo Tour-2008
-Lyfe Jennings Tour 2007-08 Tour
-The Beyonce’ Experience Tour 2007
-Mario 2007 Promo Tour
-Fantasia Tour w/Jamie Foxx 2007
-Luke & Q w/ LL Cool J Summer Tour 2006
-Rihanna World Tour 2006
-Rihanna Promo Tour 2006
-Luke & Q Promo Tour w/Tyrese 2006
-Kelly Rowland Promo Tour 2006
-Luke & Q Promo Tour 2006
-EnVogue Tour 2004 to 2006
-Mario “Let Me Love You Tour” 2005
-Destiny’s Child Fulfilled and Lovin It Tour 2005
-The Original EnVogue Members Promo Tour
-Verizon “Ladies First Tour” w/ Beyonce’
-Beyonce’ 2003 Europe Tour
-Beyonce’ Promo Tour -2003
-Kelly Rowland Promo Tour 2002
-Tyrese Promo Tour 1998 –2002
-Tyrese w/ Brian McKnight tour – 2001
-Usher 2001 Promo Tour
-Destiny’s Child TRL Tour 2001
-Usher Raymond w/Mary J. Blige 1998 Tour –USA
-Destiny Child w/ Boys II Men 1998 Tour
-Usher Raymond w/ Puffy “No Way Out Tour”
-EnVogue Ev3 Tour
-Usher Raymond 97 & 98 Promo Tour

-Maxwell 97 World Tour
-Toni Braxton's 96 & 97 World Tour
-SWV World Tour '96
-Kelly Rowland Europe Tour
-Solo Promo Tour '96
-Into Promo Tour '95
-Mary J. Blige "My Life Tour" 95
-Diana King World Tour '95
-EnVogue w/ Luther Vandross
-EnVogue w/ Freddie Jackson
-EnVogue "Funky Divas" Tour
-The Wiz (Milwaukee)
-Dreamgirls (Milwaukee)
-Chorus Line (Milwaukee)
-Sparkle (adapted for Stage)
-Shai World Tour -Intro Promo Tour
-For Real Summer Tour
-Rupaul – Queen of Las Vegas-Sahara Hotel
-Portrait Promo Tour
-Adina Howard Promo Tour
-Brandy's Promo Tour
-Trisha Covington Promo Tour
-For Real w/ Stevie Wonder Show
-Terry Ellis Promo Tour
-R. Kelly Down Low Top Secret Tour (Director and Choreographer)
-R. Kelly Get Up on a Room Tour (Director and Choreographer)
-Eric Benet Promo Tour
-Carl Thomas Promo Tour
-Tamia Promo Tour

**CREATIVE DIRECTION**

-Beyonce "Suga Mama"
-Beyonce "Freakum Dress"
-Beyonce "Greenlight"
-Beyonce "Get Me Bodied"
-The Beyonce Experience DVD
-Tiffany Evans "I'm Grown"
-Usher' "Love In The Club"
-Usher' "Moving Mountains"

**AWARDS/HONOR**

-2011 MTV VMA "Best Choreography' Beyonce "Run The World"
-2009 MTV VMA 'Best Choreography' Beyonce's "Single Ladies"
-2007 MTV Awards Nomination Best Choreography "Beautiful Liar"
-2005 MVPA Nomination Best Choreography "Naughty Girl"
-2004 MTV Awards Nomination Best Choreography "Naughty Girl"
-2004 MVPA Award Best Choreography "Crazy In Love"
-2003 MTV Award "Best Choreography" Beyonce's "Crazy In Love"
-1994 MTV Award "Best Choreography" EnVogue/Salt N Pepa "Whatta Man"
-1994 MVPA Award ' Best Choreography"
-1993 MTV Award "Best Choreography" EnVogue "Free Your Mind"
-1992 MVPA Award "Best Choreography"
-1992 MTV Award "Best Choreography" EnVogue
"My Lovin" Gallery of the Greats-Portrait

## FRANK GATSON, Jr. - Bio

Director/Artist Visual Developer
Creative Director/Choreographer

Frank Gatson, Jr.'s directorial influence on the modern music scene cannot be overlooked. His background in dance paved the way for a deep understanding of how the medium can be expressed in all the visual arts, particularly moving images.

Frank has a long history of working both in front of, and behind, the camera. Armed with a Masters in Theatre and Dance from the University of Wisconsin, he toured the world with *Up With People,* appearing in several Super Bowl halftime performances.

As a 'dance captain', Frank began his directing career managing the show itself. He later moved to New York to study at the *Broadway Dance Center and with Alvin Ailey.*

Frank's directing career was influenced early on by his work with **Michael Jackson,** working with the King of Pop on his *Smooth Criminal video.* This led to many opportunities, mostly on the West Coast, where he would be tapped to choreograph video and live projects for the legendary **EnVogue**, particularly *My Lovin'* and *The Funky Divas Tour.* Frank has always been a passionate and enthusiastic artist, actively pursuing projects not only as a creative director and choreographer, but as a music video director, too.

As **EnVogue** exploded in popularity, Frank developed a unique directorial vision, the signature style of a true artist that caught the attention of **Sony Music**, who was in the early stages of developing **Destiny's Child**. Frank became their creative director and choreographer, and **Destiny's Child** became a huge success.

Frank also began directing music videos, quickly building an impressive resumé, which included **Trisha Covington**, **Smooth** and **R Kelly**. He has either choreographed or acted as creative director to such stars as **Vanessa Williams**, **Debbie Gibson**, **Maxwell**, **Seal**, **TLC**, **Mary J. Blige**, **Tamar Braxton**, **Ciara**, and has overseen the live stage performances of Fantasia, as well as several Kennedy Center Honors events. He has worked closely through the years, on various projects, with **Diana Ross**, **Usher**, **Tyrese**, **Toni Braxton**, **Debra Cox** and **New Kids On the Block** and, of course, the great **Michael Jackson**. To date, he has choreographed and directed over 300 music videos.

Frank has also managed to amass a substantial body of television commercial work, with brands as far ranging as **L'Oreal**, **Tommy Hilfiger**, **Armani**, **American Express**, **Samsung**, **Pepsi**, **Converse**, **The Gap, and Reebok**. This aspect of his career was jumpstarted by a 40 minute long center-stage feature on the *Oprah Winfrey Show*, an appearance for which Frank is particularly proud.

As a film director, Frank's personal dream is to bring back the movie musical on a grand scale, just as it was in the 50's and 60's. His understanding of the history of dance movement informs his deep creativity and love for the great musicals of the past. As a result, it only makes sense that feature films would come to embrace his talents. Some of the many movies he's collaborated on are *Living Out Loud*, starring **Danny Devito** and **Queen Latifah**, *The Blues Brothers 2000* (specifically the famous "Respect" number with **Aretha Franklin**), the **Disney** movie, *Hercules*, as well as the highly lauded independent film, *Leave It On The Floor,* with **Ephraim Sykes**.

Through his directing career, Frank continued to creatively develop **Destiny's Child** and, of course, **Beyoncé**, once she embarked on a solo career. Frank was there every step of the way, helping her transform her image from urban street act to glamorous diva. Frank's attention to detail is legendary, nothing escapes it; whether directing a music video, a huge national television commercial, or collaborating on a major motion picture, every creative detail is considered.

During **Beyoncé's** rising success, Frank also directed **Tina Turner, Mariah Carey, Christina Milian, Mario, Usher, Nelly Furtado, NeYo, Brandy, Monica, Kelly Rowland, Michelle Williams** and **Kanye West**. He choreographed several videos for **Rihanna,** including *SOS*, *Only Girl* and *Unfaithful*. These clips were so well-received, he was tasked with creating **Rihanna's** entire promotional tour.

After 15 years of working closely with **Beyoncé**, developing iconic gestures like the *'Uh-Oh Dance', 'To the Left, To the Left' and 'Single Ladies'*, Frank was asked to co-direct her *I Am Tour* in 2009, which went on to become the best selling music DVD of 2010, and for which he was *nominated for a Grammy Award in 2012*.

At the beginning of 2013, with **Beyoncé** in full promo mode for her new sold-out *Mrs. Carter tour*, Frank acted as **Beyoncé's** creative director for her amazing *Super Bowl Half-Time Show*, her legendary *H&M campaign*, and her award winning *Pepsi commercial*.

As a director, one of the many strengths Frank has honed over the years has been his curiosity and his adaptability to different genres. A perfect example is his involvement with the Grammy nominated country band, **The Band Perry.** Frank started working with the group in 2012, and the band's popularity has since grown exponentially, particularly fueled by their slick and polished live shows personally directed by Frank.

Frank became the first R&B/Pop creative to join the country music world, a world far removed from anything he'd done before. Because of his ability to adapt his skills to any talent and situation, he was able to put his stamp on **The Band Perry's** show-stopping performances at the best country awards ceremonies in North America: *Academy of Country Music Awards 2012/13, Country Music Awards 2012/13, Billboard Awards 2013, Country Music Television Awards 2012, American Idol 2013 and Canadian Country Music Awards 2013*. To top it off, **The Band Perry** just won a **Grammy** for Best Country Band in 2015.

Frank re-designed, from the ground up, the 30 year-running Jubilee Show in Las Vegas, acting as creative director, working with the very best and most enthusiastic performers out there. He also acted as chief creative director for **Jennifer Lopez** on her latest work with her Booty video and performance at the *AMAs, Fashion Rocks and her 2015 NYE Concert at Caesar's Palace*. Frank was also instrumental in **Kelly Rowland's** comeback with fresh RnB singles and videos for *Down for Whatever, Lay it on Me, Motivation*, and *What a Feeling*. He also worked closely with another major talent, **Brandy.**

Frank is also a manager, overseeing the career of recording artist, **Luke James,** currently signed to **Island Def Jam. Luke James** has been nominated for two *Grammy Awards* and two *Soul Train awards*, and has opened for **Beyoncé's** *Mrs. Carter Tour* in both Europe and the USA. He's also co-starred in a *Black Nativity*, a movie with **Angela Bassett** and **Forest Whitaker.**

Frank's work with developing talent is legendary in the business. In addition to Luke James, he's managed Tyrese Gibson, and was deeply influential in the early stages of Usher's career, developing his tours and conceptualizing many of his music videos, among them *You Make Me Wanna, You Remind Me* and *My Way*. Frank's passion and love of dance is only equaled by his unwavering commitment to the art of the moving image, and how it can capture the energy and vitality of the human form. As a director, Frank's vision of performance, dance, and storytelling through movement, is unequaled. Throughout his glittering directorial career, Frank has won *seven MTV Awards*, most recently for Beyoncé's *Run The World* video, and *three MVPA Awards* with both **Beyoncé** and **EnVogue.** He also worked with **Jennifer Lopez** on her video *On The Floor*, as well as **Coldplay's** *Charlie Brown* video. He was recently featured on the CNN special *The Ones To Watch* which aired before millions of people, and has had amazing feedback around the world. He is also currently featured on *Chasing Destiny*, a BET Network show with **Kelly Rowland** which began airing in April 2016.

Frank's influence on pop culture is wide and deeply felt. He has had a hand in so many influential acts, tours, clips, and performances that he has earned the reputation as a supreme professional, a world-class choreographer, and above all, a brilliant director. The talent he has nurtured, discovered and showcased throughout his career is legendary.




# MTV
## VIDEO MUSIC AWARDS

### *FRANK* GATSON, JR.
MTV VIDEO MUSIC AWARD 2011 FOR
BEST CHOREOGRAPHY!!!

CONGRATULATIONS TO FRANK GATSON, JR.
FOR BAGGING HIS 7TH VIDEO MUSIC AWARD
IN CHOREOGRAPHY FOR BEYONCÉ'S 'RUN THE WORLD - GIRL'



Beyoncé - 'Who Run The World (Girls)'

Beyoncé is back with her new single 'Who Run The World' that comes with such an epic video directed by superstar Francis Lawrence and Choreographed by Frank Gatson, Jr. Chokolate cast the 240 dancers and models which was shot over 3 days in L.A. Shout out to Sarah Amos and Chloe Tangney from the UK who were also in the video! Chokolate also sourced the Kwaito Mozambican Dancers W TOFO Mario and Xavier for B and Frank , who were the main inspiration for the movement in the video. It was a huge job and so very worth it!

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