

## FROM IDEA TO INCARNATION ... “I AM WHAT I AM”

### Robert “Flames” Collins: Artist Bio

*“I decided to learn as much as I can about the music business and then blaze my path.” - Robert “Flames” Collins*

As an artist, promoter, producer, and songwriter, **Robert “Flames” Collins** “is what he is today” because of what he once was. With an *“I Am What I Am”*



mantra, and hard work, he has used his trials and tribulations into the talent that fuels his fire. Over the last decade in the music business, **“Flames”** has blazed a distinctive path all his own. He now sits poised to take any inspiration from idea to incarnation.

**Robert “Flames” Collins** is one of those rare creatives who know the ins, outs, and in-betweens of the entertainment world. In his own words, he describes himself as a "DIY dynamo", being self-taught when it comes to making and promoting music. Collins isn't limited, he offers, "Like an athlete that plays every position, my goal is to master every style that lights me up and make it stand out."

While **Flames** is steadily spreading to new creative avenues, his current stylistic blend is one centered around rap, hip-hop, and R&B. He's released a series of mixtapes that feature underground artists from all over the world. These works include his 2010 debut, **Mr. Do It Myself**, and the **Best Of Both Hoods Vol.1** in 2011. He's worked together with **Mic Jord'n** on **City In Flames Vol. 1 & 2** and **Street Ties Vol. 1 & 2**. His latest album, **I Am What I**



**Am**, displays his arsenal of artistic gifts, which range from label management and

promotion, to singer, songwriter, and video producer.

**Flames** will openly admit that he is a “creatively combustible” person and that passion is what makes him stand-out today. That trait stems from a victory over his volatile youth. A devoted, creative and loving single mom raised **Robert Collins** in and around Baltimore. “We were under constant financial stress ... constantly on the move. I’ve seen all sides of life growing up,” he recalls. He continues, “But, the experiences help me see things from all angles today.”

Collins learned early on how to play the saxophone, piano, and drums - all by ear. His family also introduced him to acting and singing, and drama. When his Chorus teacher grouped him with students singing a country song, a whole new world opened. “I loved the resulting sounds from a collision of country, rock, and R&B.” Robert’s early musical influences range from **Luther Vandross** and **Boyz II Men** to **Jay Z**, **Notorious B.I.G.**, and **Jadakiss**.

**Flames** entered the world of music in his late teens, starting a label, which led to the one he currently owns, called **Empire**. His business has grown to numerous bands that include **Crown Ain’t Safe Battle League (C.A.B.L.)** and **Fam Empire**.

Now, as a solo artist and manager, he also works in close cooperation with **Focus Music Entertainment**. Collins explains, “I’m starting to focus on my official label **Focus On the Crown (F.O.C.)** with Sir Bishop as my first signed artist.” He also continues to work on such labels as **Wyld G’s**, **DIYC**, **MFG**, and **FAM Ent**.

**Focus Music Entertainment** now plays a central role for **Flames** who recounts, “I started out as a youngster with **Cito G**, also part of **FME**, and now we’ve all come together as a team, as a family. Being around **Chad Focus** and **Raeliss** has made me want to be a performing artist for the first time in my





life.” Indeed, **Robert “Flames” Collins** is now “Focused” in more ways than one. With the comradery of artists like **Mic Jord’n**, **Sir Bishop**, **Tate Kobang**, Collins has evolved his sound. Robert will openly admit that those around him may have purer God-given talents but he aims to work harder than anyone.

As 2018 approaches, **Flames** plans to reach new heights in his career. He will marry his fiancé on his birthday next summer, and continue his vision quest through the music industry. Over the years, **Robert Collins** has learned not to be destroyed by trials and tribulation. In turn, he is motivated and inspired by his struggles in life which fuel the fire of **Flames’** best work. **Robert Collins** says it best, “*I Am What I Am*,” sure. But, it's what I will become learning from who I once was.”

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