



SHOW BUSINESS

How the talented Nick Cannon balances entertaining with entrepreneurship

Text by KEITH GORDON

Nick Cannon is a worker, a grinder, a hustler. In the world of social media, insta-celebrity and shortcuts to fame, Cannon, *Maxim's* Entertainment Adviser, is old-school, working across the industry from TV and film to music. He's as likely to appear in a boardroom or pitch meeting as he is on stage or in front of a camera, and it's this diversity of abilities and need to be in constant motion creating something new that makes him such a rare breed. We managed to get the multi-hyphenate superstar to slow down long enough to discuss what keeps him driven and how he maintains the same energy and enthusiasm that cemented his fame more than a decade ago.

On Choosing His Projects: Really [it's] whatever's intriguing to me at the time... I don't do anything unless I enjoy it. I've kind of been blessed enough in my career at this point that I only do stuff that I get excited

about. Whether it's a film [or] music, if I'm passionate at the moment about songwriting or producing something, then I'll do that.

On Finding Success Behind the Scenes: I think as I've gotten older I've lost the excitement about wanting to be famous — being seen, and being in front of the camera. I get more intrigued by the creative process. So I try to do more behind the scenes.... The entrepreneur in me and the content creator is just really excited about anything that I can produce, or fund, or finance, or direct. That stuff I feel like has a lot more longevity, and it's a lot more lucrative much of the time. Once you have ownership and you're branding and you're producing something,

On His Career and Passions: I don't even see [what I do] as a job or multiple jobs. I see it as it's like I'm an entertainer [and] I'm a creative. Being a creative, you do it on every

level. So whether it's a writer, a performer, an actor, musician, even someone who's a business person in a state of entrepreneurship, it all comes from a place of creativity. So I just feel like I have many different avenues and vertices to be creative on. I've even created a new word for myself called "entreprenainer," which is just somebody who's like, "My business hat is always on, even when I'm entertaining."

On Keeping His Drive Despite Success: I feel like there's an internal ticking clock. I almost feel like, really it's a miracle that I'm here, and I feel like at some point the floor's gonna drop out, and they're gonna take it all back. I feel like I gotta keep cooking while the pot is hot. You know that's just a drive and a hustle that's been in me from day one. I was a kid who grew up in Section 8, in government housing.... So the fact [is] that I've been blessed to do all of the things that I've been doing.



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THE MAXIM BIG GAME EXPERIENCE DREW A WHO'S WHO OF ATHLETES, ARTISTS, CELEBRITIES, MODELS AND VIPS TO MAXIM'S ANNUAL PRE-SUPER BOWL EXTRAVAGANZA IN ATLANTA.

The crowd went wild for killer performances by Future, Jamie Foxx, Diplo, Zaytoven and Yo Gotti plus DJ Ruckus, DJ Rootsqueen, Ariana Gavrilis and Barachi on February 2, 2019.

Model Camille Kostek hosting the red-hot red carpet. This iconic evening paid homage to Atlanta royalty with unique activations including Zaytoven's Basement Studio, presented by AKG, which incorporated all aspects of the multi-platinum legend's original Mama's Basement studio courtesy of Familiar Territory Records.

Guests enjoyed an open bar featuring Chivas Regal® Scotch Whisky and additional Pernod Ricard brands plus delicious bites courtesy of local Waffle House® restaurants. Las Vegas hotspot APEX Social Club of the recently renovated PALMS Casino Resort took over the ultra-exclusive celebrity-packed balcony at the event.

Guests checked out the flavor lounge courtesy of blu, a pioneer of electronic cigarettes. Online retailer Amuze featured designer fashions. Guests were gifted by Boom Cups, Liquid IV and Som Sleep with Gentil Bandit making custom bags for VIP guests. The Maxim Big Game Experience is a partnership between Maxim and Lagardère Sports and Entertainment, and was produced by Rooftop2 Productions.