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Southfield entertainer to launch music video

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SOUTHFIELD — She wants Grammys and she wants Oscars — she wants to be the greatest entertainer who ever lived.

Katrina Carson, 18, a recent graduate of Southfield-Lathrup High School and a student at Wayne State University, dreams of making it big.

“People laugh at me, but you just have to strive high,” said Carson, who works as an R&B singer, an actress, a model, a cocktail host and a dancer.

The Southfield resident started her career doing pageants when she was 3 years old, has sung backup vocals for a P. Diddy and Ciara record, performed at the recent Michael Jackson tribute at Chene Park and now is about to launch a music video for her song, “Beautiful.”

At 6:30 p.m. Sept. 17, Carson will debut her video at the Garden Court Condominiums, located at 2900 E. Jefferson in Detroit, where the video was shot. The public is invited to attend the launch party. An RSVP to (248) 855-6777, ext. 116, is required.

The teenager has been juggling her career with school, extra-curricular activities and a social

life since she can remember.

“It’s very challenging, but you just got to do what you got to do — you just got to work it out,” Carson said. “You just keep it moving.”

Carson performed the lead in her high school plays the last three years at Southfield-Lathrup. She was on the dance team and in the choir. Meanwhile, she has produced three albums, having written her own music. She has opened for various artists, including Ne-Yo, J. Holiday, Al Hudson, One Way, The Contours and The O’Jays. She has also performed with the Whispers and Howard Hewitt.

She was nominated for the Detroit Music Awards in 2006 for Best Hip Hop Artist and Best Music Video. She won the 2006 High School Music Icon Search sponsored by Baby Mike Music Production and Mike Winans Jr.

“I love performing and entertaining people,” Carson said.

Her song “Beautiful,” from her yet-to-be-released latest album, was selected to be made into a music video filmed at the Albert-Kahn designed Garden Court Condominiums and at locations along the Riverfront downtown, including They Say, a jazz club and restaurant.

The Farbman Group, which manages the condominiums, saw Carson perform two years ago at a concert downtown.

“We were so impressed with how talented she was,” said Andy Farbman, president and CEO of Farbman Group. “We are always looking for new ways to market the condos.”

The company is also interested in showing off the neighborhood.

“We showcase areas around Garden Court and the beautiful images of the city and local restaurants,” Farbman said. “In general, our company is a big promoter of

the city of Detroit — we’ve been around for 30 years, and one of the things that’s driven a lot of employees here is we’re dedicated to doing deals that are not only good for us, but also for the city.”

The venture with Carson may turn into a charitable one, depending on its success.

“The idea is that we’ll release the video after this (launch party) through YouTube and the normal routes that we have, and she and her handlers will release it to MTV and VH1 and all the industry routes,” Farbman said. “We’re hoping for a major success, and if it gets over 500,000 hits (on

YouTube), we’re going to make a donation to the Detroit Riverfront Conservancy, whose job it is to make the Riverfront beautiful. It’s such a nice walking district over there.”

The company is also thrilled to be helping Carson with her career.

“She is going to be a superstar, and we’re so pleased to be a part of that,” Farbman said.

For more information about the event, visit www.whoisbeautifuldetroit.com.

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