

Chokolade^{mmm}

CHRIS GRANT - Bio

Choreographer/Performer



Chris has a major talent as well as an interesting backstory: Born in the Bronx NY, before the age of 21 Chris Grant had achieved goals that some could not even imagine. He is a born performer and his ultimate goal was always to become an artist. After an appearance on "Making the Band", by way of famed choreographer Frank Gatson, Chris was personally chosen by the hottest female performer to date, **Beyoncé Knowles**, as Assistant Choreographer for her riveting "I AM... SASHA FIERCE" World Tour.

Chris's dreams were realized when he was hand picked by the King of Pop, **Michael Jackson**, to perform on his much anticipated "THIS IS IT" Tour. Out of thousands who auditioned Chris's intense personality and talent shone through to the greatest international star of our time. That experience taught him so much and inspired him to keep pursuing his dreams.

In 2010 he was taken on by Chokolade Records/Management and recorded 3 demo tracks in L.A.

2011 came to a Stellar Start when Chris landed a role as Assistant Choreographer to Frank Gatson as well as a cameo in **Jennifer Lopez'** much anticipated music video "On the Floor".

Chris has already captivated millions of viewers with his singing and dancing on MTV's "Making the Band 4" (Finalist), MTV's "America's Best Dance Crew", BET's "106&Park" and "The Ellen DeGeneres Show".

In 2010-2011 he also choreographed and danced in **Alex Gaudino FEAT. Kelly Rowland** video for summer smash "What a Feeling" and toured the US and UK with **Beyonce** as

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choreographer & dancer on her promotional blitz for her **Album "4"** working on high profile shows such as **Glastonbury**, **"Good Morning America"**, **"T in the Park"** and the **VMAs 2011**.

In October 2011 he took centre stage as Michael Jackson in the long awaited **MJ tribute in Cardiff "Michael Forever"**.

He also worked with **Beyonce** on her "Revel Show" in Atlantic City, performed at Don King's birthday party and choreographed for **Keyshia Cole** at the **Essence Awards** as well as **Brandy's** Whitney Houston tribute at the **Bet Awards '12**.

All this time Chris was also writing and producing songs and released his first electro pop single 'Good Night' which he also co-wrote in Oct 2012. 2013 was another phenomenal year for Chris he continued his choreography work with Country Band **'The Band Perry'** and transformed their performances into stunning show pieces on shows like **American Idol, The CMAs, The ACMs and The Billboard Awards**.

Chris was also a major part of Beyonce's return to the stage after the birth of her daughter. He was one of the main choreographers for her infamous performance at the Super Bowl which saw her reunited with **Destiny's Child** and rehearsed with her in NY in preparation for her sold out **Mrs Carter World Tour**.

He also teamed up with brand partner Pepsi for her Mirrors Commercial and her fan video competition in Aug 2013 which he also choreographed and featured in interviews about it on MTV.

In 2014 Chris started working with **Jennifer Lopez** on her live performances and choreographing and dancing for her show at **Caesar's Palace in Vegas**, featuring in **CNN special 'Ones To Watch'** and choreographing for **Beyoncé and JayZ's 'On the Run Tour'** and her shows at **Made in America, Global Citizen Awards** and **Tidal** concerts. The next chapter for Chris was a career changer as one of the main choreographers for **Beyoncé's Lemonade** project. He choreographed Beyoncé's infamous **'Formation' video** which won him his **first MTV award for best Choreography**. He then went on to choreograph her iconic performance at the **Superbowl with Coldplay** which also led to working on the awesome **Formation Tour** and ultimately her **Grammy performance in 2017**.

Mega brand **Target** had also approached him for their **Spring Collection Campaign Commercial** and he had also choreographed and danced for Empire star **Jussie Smollett** who was supporting **Mariah Carey** in Hawaii. Chris then moved in front of the camera and appeared on **America's Next Top Model** as a guest choreographer to coach the models on dancing and movement.

After choreographing **Beyonce's Coachella 2018** performance, Chris is currently looking after the choreography of the **Beyonce and Jay Z 'On the Run II Tour'**.

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