



YOUNG, FLY & AFFLUENT

PURE DOPE

AUGUST ALSINA – The DOPE MAG Interview

By [Admin310](#) on September 9, 2013



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photographed in Atlanta by Nadia Moseley

At the heart of the streets and in the midst of the music industry is fresh-faced R&B singer **August Alsina** – the unadulterated definition of a cool Yungin’ and wise man walking as one. While Aug doesn’t wear all he’s been through on his sleeve, his story is deeply rooted in each of the obstacles he has overcome. The singer selflessly shares his experiences in song. Loved by most and respected by many, the refreshingly modest 21-year-old with the leading man looks and lead-guard height (6-1) carefully unfolds his story before us one radio smash, club banger, and underground anthem at a time. With each intricately laced line, August’s struggles and triumphs – the lowest point being the tragic loss of his brother to street violence and the highest his signing to Def Jam Records – come to life. Mr. Alsina has chosen stage

presence over street politics as a career choice. The move is paying off for both he and his city.

The New Orleans-bred vocalist is running major numbers on the Louisiana leader board for bringing attention and good intentions back to a city rich in musical history, one nearly destroyed by a hurricane and its disastrous aftermath (\$100billion in damages). For centuries, the Big Easy held it down from Blues and Jazz to Hip-Hop and R&B; Louis Armstrong to Juvenile. Now a new generation of talent is sweeping the city, restoring its reputation and adding to its history. August went from being homeless to performing nationwide, life is now good. He has an even stronger commitment to his God-given abilities. The talented songwriter is a living testament to a timeless adage: when the going gets tough, the tough get going. The street soul singer is representative of a *new* New Orleans – after Katrina is Alsina.

August's hit song, "I Luv This Sh!t," currently plays in every major U.S. market and his follow ups "Downtown" and "Let Me Hit That" have continued the momentum. A month before his 21st birthday, and the day before the release of his Def Jam debut EP "Downtown: Life Under The Gun", the Yungin' took a break from a hectic performance schedule for this exclusive **DOPE** cover shoot and convo with [Arionne Alyssa](#).

Written by [Arionne Alyssa](#) & **ToneSwep**

Photographer: [Nadia Moseley](#)

Creative Director: [Arionne Alyssa](#)

Grooming: **John Douglas for FADEOLOGIST**

Location: [Moseley Studios](#) in Atlanta, GA.

Date: **August 19, 2013**

[Read an Excerpt from the Full Length Interview](#)

(Arionne Alyssa: AA) The grind, working hard has really paid off. Have you had any time to enjoy the fruits of your labor?

(August Alsina: August) Nah, not really. But in a way, yes. You enjoy what you do, but I haven't really had time to sit down and say, "Damn, I'm really making some noise finally." Just as fast as it can happen, it can go just as fast and stop happening, so you gotta keep it movin'.

(AA) Your EP is dropping tomorrow. What was your mindset when you were creating it?

(August) I'm happy that you asked that because I don't want people to get it twisted. It's not my album. My album is finished, but this is just to get you prepared. It lets you walk through my hood with me, takes you on a journey through my sh!t through my eyes, what I live through. "Downtown: Life Under The Gun" – it takes you through downtown New Orleans, basically. I just wanted to kinda let you get a feel of where I come from.





(AA) And your song “Downtown” is so hot. It is dedicated to your older brother.

(August) Thank you. Yes, my brother. And my whole hood, Kenner City, New Orleans, Uptown, the world really. It’s for anybody that’s ever lost somebody. No matter where you’re from, it’s the same sh!t going on really. It’s for the people who live real life, who are real themselves, and are living real experiences. They can relate to the loss.

(AA) We talked a little bit about your brother before and how you have three nieces who you look out for, his daughters. We got the opportunity to see their pretty faces in the Downtown video. How do you and your family honor his memory?

(August) It’s a struggle every day. Sometimes, when sh!t like that happens you kinda try to run away from it. I think for a long time, I tried to push it off like it wasn’t real, but eventually I had to come to reality. I know that my way of coping with it is doing exactly what I’m doing right now. It’s another way of mourning. I thank God that I found another way to mourn and put it in my music because everybody doesn’t have that outlet so I do it and try to help others that are going through the same thing. I know my mama struggles with it every day. No mom is supposed to bury her son. It’s just not supposed to happen. But, you know what, you gotta live. Life goes on and as life goes on, I make sure that my brother lives through me.

photographed by Nadia Moseley ★ creative direction by Arionne Alyssa

(AA) After putting in work and reppin' for New Orleans, what kind of response have you been getting from your hometown?

(August) What's funny is that in New Orleans, I feel that we don't support each other enough. In Atlanta, as soon as an A-Town artist comes out they support them and they're on the radio. It took so long to get New Orleans behind me and that's just like with any other N.O. artist. Now, they phukin' with me. Now, they're on it and I'm grateful for that.



(AA) You're one of the few singers with a rapper's street cred. How does it feel to be respected in both the industry and the streets?

(August) You gotta respect me in the streets because I'm coming anyway. You don't have a choice but to respect me. You give respect to get respect and I give muthafuckas their respect so I expect you respect me back, and if not, we got a problem. But I ain't even on that. I'm on a

new page in my life and I'm focused on something. You gotta respect me though and what I'm trying to do for the people. Respect it or check it. That's what it is.

Follow [August Alsina](#) on Twitter

Watch his Breakout Hit "I Luv This Sh!t" f/ Trinidad James

Watch the Smash Single "Downtown" f/ Kidd Kidd

Purchase [Downtown: Life Under The Gun](#) on iTunes

Read [August's Full Length Cover Story](#) in [DOPE MAG's Fall Issue](#) – Available Worldwide 9.24

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MAN august is the stuff he is like so real with everything like i would love to talk too him he seems very streght up with things and i like that and love his music its amazing you work hard august keep doin what ur doin ur[really really really really CUTE/FINE/HOT/SEXY]

marilynn / December 20, 2013

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luv your pics and songs

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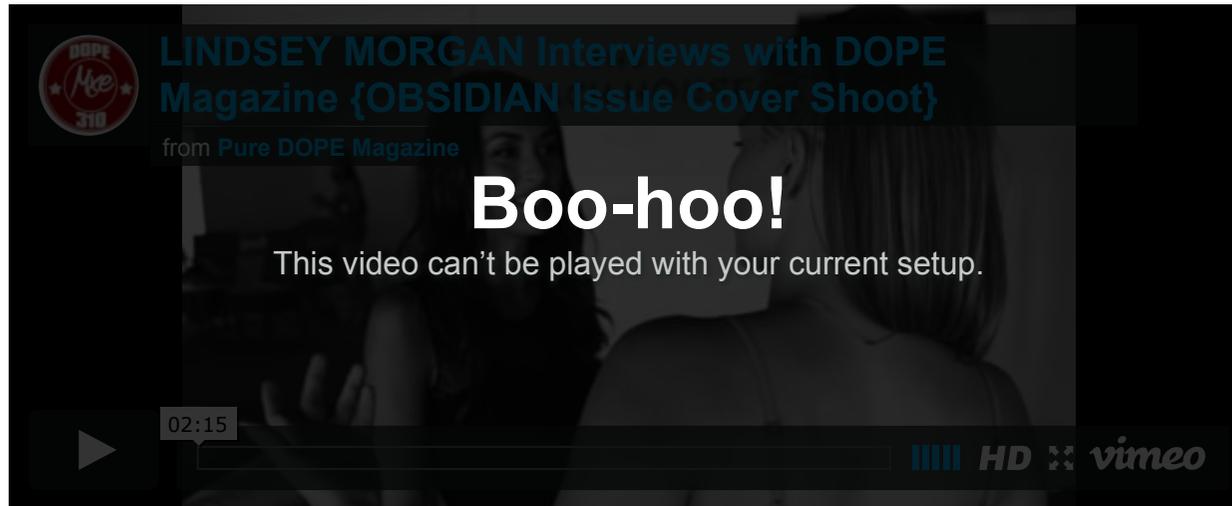
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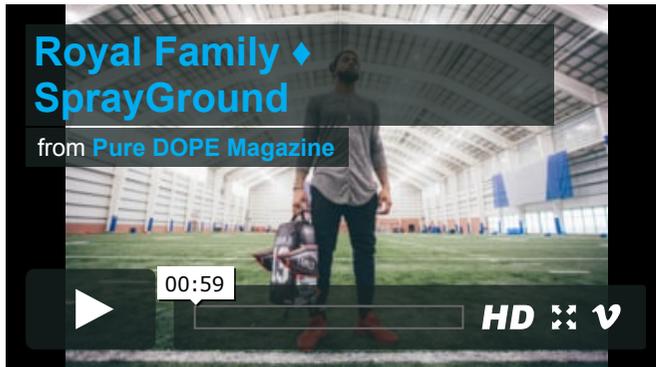
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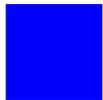
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