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MAGAZINE

# Love At Home

[For Jacob Latimore]

BRONZEVILLE WEEK 2022





MAYOR, CAVALIER JOHNSON & JACOB LATIMORE



**Creative “Genius” is not in short supply when it comes to the 414.**

There have been several Milwaukeeans to achieve success at the stardom level. [No need to name names. We all know who they are]. However, there have only been a select few who have kept ties to their humble roots, coming back home to see their families, going to public outings with their childhood homies, and even willing to have small chat with a young admirer, assuring them that they too can make their dreams come true.

**Clearly, Jacob Latimore is one of those impressive exceptions.**

On August 10th, 2022, the Milwaukee born, actor, singer, and dancer was honored with a special birthday celebration at America’s Black Holocaust Museum [401 W North Ave, Milwaukee, WI 53212] where he received a proclamation from Milwaukee Mayor, Cavalier Johnson, declaring the day, Jacob Latimore day.

The event became an emotional intergenerational experience as we looked across the room to see who had come for what was publicly programmed as a moderated community conversation with the talent and Milwaukee Film’s Chief Innovation Officer, Geraud Blanks for Bronzeville Week. As Jacob accepted the honor he became a bit teary-eyed, as the room of family, fans, media, community stakeholders, friends, and other Milwaukee-grown talent cheered him on.

Even his acceptance speech seemed sincere [sans ego], which is uncommon amongst those who have found their way “out” of what many believe is a city filled with crabs in a barrel. [Those are crabs saying that. We know it’s more like a small pond with rapid waves and multi-sized fish.]

So what makes Jacob’s story one to note?

As Gerard walked us through a series of questions that culminated Jacob’s career trajectory, on-screen experiences, music catalog, and cultural nuances, we learned that his support system, authenticity, and incredible work ethic have gotten him to where he is today.

While he is now most commonly known for his role as Emmett on SHOWTIMES, The CHI, he has also had notable roles in films such as The Maze Runner,

Collateral Beauty, Gully, Candy Jar, and Sleight. [He has been working his a\*\* off. . .Did we mention he is only 26 years old?]. Plus, he has had a series of music albums over the last ten years which is how he even got into film.

**JL: “I used to love watching good TV. . . Even in the music videos I was acting”.**

That comment kindled an eagerness to see if the statement held weight, understanding that those who study their craft show evolution over time. We watched several of Jacob’s music videos and movie trailers while writing this. [The judgment is in, he really has a passionate presence through practice and it’s just getting better. Go watch baby Latimore in Nothing On Me and then go watch Fashion (Official Video); You will see for yourself.]

When asked about his aspirations to win a Grammy or an Academy Award, he was dismissive in picking one over the other [just like a true creative] noting that both are accolades that any person with his talent would be honored to have and thus, should not limit one’s self. However, with the rapid change in the music industry since his debut a decade ago he did make sure to point out that his musical audience is not the masses.

**JL: “My music goals are still big. The way the music industry is now, I don’t have to be the biggest artist. I have my fans and that’s enough for me.”**

The lack of need to please all is a mature type of wisdom. Considering Jacob surrounds himself with people he claims to be smarter than him, he has to



## LOVE AT HOME [FOR JACOB LATIMORE]

have a deep resonance. The type that lets you use your creative talents not only to pay the bills but to help depict youthful archetypes of the Black experiences without the stereotypical lethargy of character building that polarizes us into just dumb and broke or just rich and anti-the rest of us.

We won't hold you up, but we would be remiss if we didn't point out what seems obvious to us but may not be to others:

Jacob plays relatable characters [Like Emmett] but he is not a type casting monolith [his roles have layers] Jacob said his role in Gully [Calvin] made him see the world through the character's eyes. as he had to live with being the character off the screen [Tattoos, silver tooth, and crazy hair]. A character can also change the way you navigate the world.

Jacob has had quite a diversion from his familial trajectory. [Yes, he is a "Latimore" but without the legacy, he still has real talent on his own].

Its an absolute understatement that Jacob Latimore deserves his own day [Well, he does have to share it with mom, Latitia Taylor, who was also given a proclamation for her contribution to this legacy], his flowers, and of course a birthday cake which was delivered with a room full of song.

There is nothing like getting love from where you came from, and there is no better gift than repping home!

Mil-town, Stand up!

**Lexi S. Brunson for /CW**

[S/O to Jasmine Tyler for the invite]



/CW TIFFANY BEAN, JACOB, & /CW LEXI S. BRUNSON





Bronzeville  
is steeped  
in a history of  
**African-American**  
arts, culture &  
commerce.





