

Press release: Floww

Florian "Floww" Schmidt was born in the late seventies in Bochum. He grew up near Münster in Emsland with his adoptive parents. Then they went to the Bodensee, before he was stranded in Stuttgart. He would like to keep his private life out of the headlines.

Just this, "I have been around, seen a country here, seen a country there ... what can I say, I've seen a whole lot, and I know it's not important how good your life is, it depends on the intensity. With all of the ups and downs. "

After some ups and downs, Floww went the hard way, night school, community service, job and staying clean. "The time was hard, but it had influenced me positively."

Producing the beat mastermind came relatively late, when he met a fellow producer and wrote lyrics with him for a female singer.

"I found the whole studio, including atmosphere and equipment so fascinating, I was all over it, I've seen a lot of people who had stupid questions, but all were nice to me and so I slowly slipped into the position of a Producer. At some point, I assembled my equipment together and I could begin to live my dream."

Floww preferred working in the studio. "I must be on the stage and I do it, but that's not really my thing."

So goes the OWS (OneWayStreetFam) clan leader to find himself ,at some point, even more as a producer on all types of media."All in good time, at some point you have to say yes and nothing more right? "

His studio F also services normal customers from advertising to other business. "This is all money and finally, I want a life, not just to survive, I have had enough of just surviving."

However, his focus remains clearly on Hip Hop. "I love this music, since my first 1985 LL Cool J radio tape was in my hands." A Nerd?

Not really, but definitely someone with attention to detail."Success is important and a good cause but if it is not honest and heartfelt, it is not art, only an expensive rip-off. There is already enough of this type of people. Peace Out!"