



## **Fatima Robinson**

**Creative Director/Choreographer/Producer**

### **FILM CHOREOGRAPHY**

The Color Purple Musical  
Coming 2 America  
Dreamgirls  
The Harder They Fall  
Space Jam: A New Legacy  
Public Enemies  
Save the Last Dance  
Ali  
Romeo Must Die  
Anchorman 2  
This Is the End  
Sparkle  
Megamind  
Confessions of a Shopaholic  
Charlie Wilson's War  
Norbit  
Meet Dave  
Miami Vice  
Be Cool  
Collateral  
Lackawanna Blues  
Miss Congeniality 2  
Their Eyes Were Watching God

Coleman Domingo, Taraji P. Henson  
Eddie Murphy, Arsenio Hall  
Beyonce, Jamie Foxx  
Idris Elba  
Don Cheadle, LeBron James  
Johnny Depp  
Julia Stiles  
Will Smith  
Aaliyah  
Will Ferrell, Steve Carell  
Seth Rogen, James Franco  
Whitney Houston, Jordin Sparks  
Brad Pitt  
Isla Fisher  
Tom Hanks  
Eddie Murphy  
Eddie Murphy  
Colin Farrell & Jamie Foxx  
John Travolta, Uma Thurman  
Tom Cruise, Jamie Foxx  
Directed by George Wolfe  
Sandra Bullock  
Halle Berry

Warner Bros / Blitz Bazawale  
Paramount / Craig Brewer  
Dreamworks  
Netflix / Jeymes Samuel  
Warner Bros / Malcom D. Lee  
Universal / Michael Mann  
Paramount/MTV Films  
Columbia/ Michael Mann  
Warner Brothers  
Paramount  
Columbia / Evan Goldberg  
Columbia/Salem Akil  
Dreamworks / Tom McGrath  
Touchstone / PJ Hogan  
Universal/Mike Nichols  
Dreamworks/ Paramount  
20<sup>th</sup> Century Fox  
Universal  
MGM  
Dreamworks/ Michael Mann  
HBO  
Warner Brothers  
Harpo/Oprah Winfrey

### **CREATIVE DIRECTING/PRODUCING**

Grammy Awards (2021, 2022, 2023)  
UEFA Champions League Opening Ceremony – Black Eyed Peas  
The Voice – 2 Seasons  
America's Most Musical Family  
Ceelo Green "Loberace"  
Black Eyed Peas Tour  
Fashion Rocks  
Movies Rock  
American Idol  
Teen Choice Awards  
Brit Awards  
Nickelodeon Kid's Choice Awards  
VH1 Hip Hop Honors  
Taking The Stage

Producer / CBS  
Creative Director, Choreographer  
Segment Producer  
Assoc. Producer / Nickelodeon  
Show Director & Choreographer  
The Beginning / The End  
Choreographer/Consulting Prod.  
Associate Producer  
Black Eyed Peas, Jordin Sparks, Jennifer Hudson  
Black Eyed Peas, Nelly Furtado  
Black Eyed Peas, Snoop Dogg feat. Pharrell, Outkast  
DJ Khaled, Black Eyed Peas  
Executive Producer 2015  
Executive Producer

### **TELEVISION CHOREOGRAPHY**

Super Bowl - Halftime Show (2011, 2022)  
Academy Awards

Grammy Awards (2016, 2017, 2019)

Queens  
American Soul  
America's Most Musical Family  
Black-ish - Multiple Episodes  
Grown-ish – Multiple Episodes  
The Bobby Brown Story  
Whitney

NBC  
Beyonce (2022)  
Mary J Blige (2018)  
The Weeknd (2016)  
Pharrell (2014)  
Best Song Nominees (2009)  
Show Choreographer (2007)  
DJ Khaled, Pharrell Williams, Kendrick Lamar,  
Common, John Legend  
ABC  
Assoc. Producer/Choreographer BET  
Choreographer Nickelodeon  
Choreographer ABC  
Choreographer ABC  
BET / Kiel Adrian Scott  
Lifetime / Angela Bassett

Tel: 323.954.7730

Email: [blocassistant@blocagency.com](mailto:blocassistant@blocagency.com)



Snowfall  
The Wiz Live  
The Tonight Show With Jimmy Fallon  
Ellen Degeneres Show

America's Got Talent  
American Idol  
Brit Awards  
UK X-Factor  
iHeart Radio Music Awards  
MTV Movie Awards  
Billboard Music Awards  
VH1 Divas  
Saturday Night Live  
Dancing With the Stars

HBO - "We Are One: The Obama Inaugural Celebration"  
Playboy Club  
American Music Awards

Victoria's Secret Fashion Show Special

So You Think You Can Dance  
Soul Train Awards

BET Awards

Jimmy Kimmel Live  
The Oprah Show – Academy Awards Special  
MTV Video Music Awards

FX  
NBC  
Giveon, Major Lazer  
Will.i.am, Becky G, Meghan Trainor,  
Pharrell Williams, Mark Ronson, Kendrick Lamar,  
Jennifer Hudson  
Will.i.am, Janelle Monae  
Ellie Goulding  
Pharrell Williams  
Pharrell Williams, Major Lazer  
Selena Gomez  
Will.i.am, Selena Gomez, Fergie, Nelly  
Show Choreographer  
Black Eyed Peas, Outkast  
Will.i.am, Selena Gomez, Sade, Raphael Saadiq,  
Robin Thicke, Usher, Dreamgirls  
Choreographer  
NBC  
Will.i.am, Black Eyed Peas, Leona Lewis, Fergie,  
Mary J. Blige, Nelly Furtado, Shaggy  
Black Eyed Peas  
Show Choreographer (2005 & 2003)  
Black Eyed Peas, Fergie, Hilary Duff  
Show Choreographer –  
Bruno Mars/Silk Sonic,  
Janelle Monae, Andra Day, Lil Baby, DMX Tribute,  
Fergie,  
Nelly, Stevie Wonder  
Pharrell Williams  
"Jai Ho" Choreographer  
Pharrell Williams, MTV Europe Music Awards,  
Nelly Furtado, Snoop Dogg, Nelly feat. Pharrell  
Williams, Whitney Houston

#### **COMMERCIAL CHOREOGRAPHY**

GAP - Katy Perry, Janelle Monét, Lenny Kravitz, Sarah Jessica Parker, Khaki Soul  
J Crew - Tracee Ellis Ross  
Chanel - Pharrell Williams  
Target - Gwen Stefani, Black Eyed Peas  
Macy's - Heidi Klum  
H&M – Lana Del Rey  
Capital One - Samuel L. Jackson, Spike Lee, Charles Barkley  
Motorola - Julia Garner, James Earl Jones  
Covergirl – Janelle Monae  
Swarovski - Karlie Kloss

#### **THEATRE**

Trading Places (2022) Alliance Theater Atlanta, Kenny Leon dir  
Radiant Baby (2003) NY Public Theater, George C Wolfe director

Tel: 323.954.7730

Email: [blocassistant@blocagency.com](mailto:blocassistant@blocagency.com)



## **Fatima Robinson**

**Creative Director/Choreographer/Producer**

As the New York Times notes, Fatima Robinson is “one of the most sought-after hip-hop and popular music choreographers in the world”. Fatima is a three time Emmy Award nominee for choreographing the highly regarded Beyonce performance “Be Alive” at the 2022 Oscars/Academy Awards and as a producer for both the 2021 and 2022 Grammy Awards. Fatima’s film resume reads like a who’s who of Hollywood having choreographed the critically acclaimed *Dreamgirls*, *Coming 2 America 2*, *The Harder They Fall*, *American Gangster*, *Public Enemies*, *Ali*, *Confessions of a Shopaholic*, *Space Jam 2* as well as working with stars like Will Smith, Halle Berry, Eddie Murphy, Colin Farrell, John Travolta, Uma Thurman, The Rock, Sandra Bullock, Thandie Newton, Queen Latifah, and Academy Award winning directors such as Michael Mann, Mike Nichols, Ridley Scott, and the list goes on.

She has choreographed many memorable television performances including five different Academy Awards performances. Fatima’s television choreography has been featured on such popular shows as *Queens*, *Blackish*, *Grownish*, *American Soul*, *The Voice*, *Dancing with the Stars*, *So You Think You Can Dance*, *American Idol* and NBC’s live musical *The Wiz*. Fatima also notably choreographed the 2011 Super Bowl Halftime Show with the Black Eyed Peas and several Coachella performances including the Tupac Hologram, Kendrick Lamar, Major Lazer, Brockhampton, and Halsey.

Fatima’s unique vision expands beyond just the steps of the choreography and into the outstanding overall look of these events as producer. She recently executive produced “Taking the Stage: Changing America”, the concert honoring the opening of the Smithsonian National Museum of African American History and Culture. She was also invited to teach a master class at the White House to celebrate African American Women and Dance. Fatima has also been the creative director behind such notable events as Fashion Rocks, The BET Awards, The American Music Awards, and The Grammy’s. Renowned for her ability to blend classic dance-styles with her distinct hip hop flavor, Fatima has choreographed for notable spots including Gucci, Chanel, Burberry, Target, H&M, Pepsi, Gap, Apple, Nissan, Verizon, Motorola and Heineken. In addition, through her work with artists such as Britney Spears, Meghan Trainor, Pharrell Williams, Black Eyed Peas, Fergie, Gwen Stefani, Lana Del Rey, Usher, Sade, Prince, Rihanna, Major Lazer, Kendrick Lamar, and Mary J Blige.

Named one of Entertainment Weekly’s “100 Most Creative People in Entertainment,” she has received numerous MTV VMA nominations for Best Choreography. Her work as a choreographer and video director for the Black Eyed Peas earned her a win for Best Hip Hop Video for “My Humps” and Best Choreography for “Hey Mama”. Fatima was also the creative force behind artist Meghan Trainor and was the director of “All About That Bass” (over 2 billion YouTube hits and counting), “Dear Future Husband” and “No”. Fatima was also nominated for a Lucille Lortel Award for Outstanding Choreographer – Off-Broadway, for her theatrical debut, *Radiant Baby*, a musical based on the life of artist Keith Haring, produced and directed by George C. Wolfe at the New York Public Theater.

Recent highlights include the 2022 Super Bowl Halftime Show. Upcoming work includes the highly anticipated Warner Bros. musical *The Color Purple*.

Tel: 323.954.7730

Email: [blocassistant@blocagency.com](mailto:blocassistant@blocagency.com)