

Exclusive look inside Glasses Malone's Glass House

NEW YORK, NY, USA, January 20, 2015 /EINPresswire.com/ -- Charles Phillip Ivory Penniman, was birthed into a world where crime and chaos swiftly became what he knew as his family. Between the neighborhood borders of Watts and Compton, California.

Deep within the heart of an illegal drug trade, that also being the livelihood for his daily existence, and independent of one's maternal forebearer, Charles was on his own.

Over the next few years, Charles became known as Glasses Malone. With the popularity and overwhelming success of his first two mixtapes, 'The Crack Mixtape' and 'White Lightning', orchestrated the commencement of what was to unfold. Def Jam, Atlantic, and Aftermath entered into an exorbitant bidding war among the major labels.



Glass House

Malone in the fall of 2005, accepted and signed a cool \$1.7 million dollar distribution deal with Sony Records for his Blu Division imprint.

Unfortunately, Sony underwent massive restructuring the following year, which included eliminating the label's entire urban division and Glasses was released from his contract within 2007. Charles, whom now was dealing with his own personal crossroads in life, decided to opt out of the family legacy to pursue a dream in music.

His mother Olivia, whom had been in and out of the criminal justice system throughout his formative years and well into adolescents. Eventually received her last conviction and sentence. Becoming what essentially would be her last stint in prison. Olivia was sentenced to serve the next 25 years of her life behind the deteriorated brick wall of a federal prison, within the confines of a six by eight cell , on charges related to cocaine.

In the midst of returning home from being on tour in 2011, Glasses received word that his mother, Olivia, just four years into her current 25 year sentence, had unfortunately passed away as a result of cardiopulmonary arrest within the walls of the California correctional system.

"Moms deserved a Purple Heart Medal. I just couldn't believe she died. Still can't. I never saw my mom show weakness while I was growing up. Not even a cold. She seemed invincible" -Malone

Glasses, who had been previously denied visitation with his mother Oliva over the years, solely based on his associations, and relationships with the multiple notorious LA Crip gang leaders. Cash Money and Westside Connection Mack 10, approached Malone in less than one weeks time, when they heard the news, securing Glasses a joint deal with their label. His first proper single "Certified", with mega star Akon, began making its way onto national radio rotation. Despite the momentum, Malone's first album hit more snags until it was finally released as Beach Cruiser in August 2011.

The problem was Cash Money Records CEO, Bryan 'Birdman' Williams, had different plans for Glasses' career than former partner and Co-Executive Producer, Dedrick 'Mack 10' Rollison. Marketing, and artistic directions always seemed to play the major hand and eventually caused conflict within the deal.

"Birdman trusted me musically. He believed in my vision. On the other hand Mack 10 had little faith in my creativity." -Malone

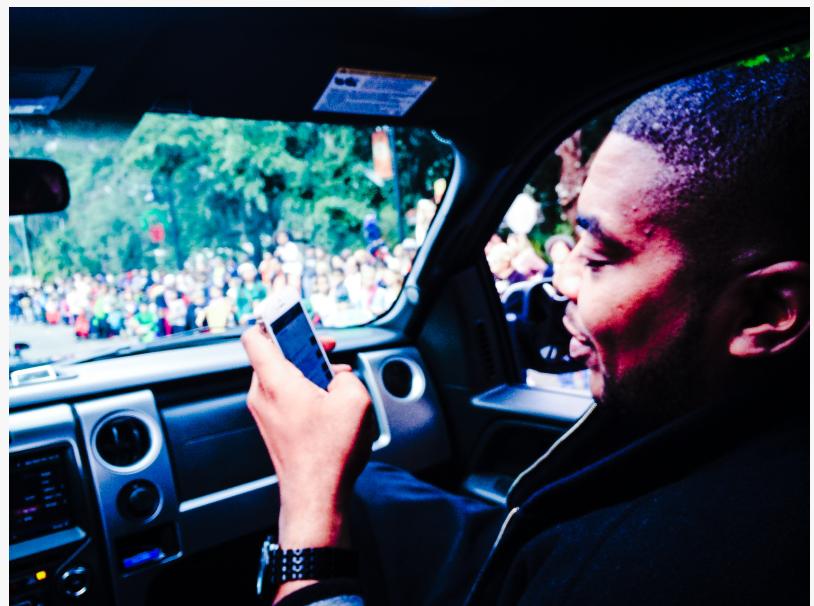
Never seeing eye to eye, Malone had enough. Glasses after years of strife and confusion, he ultimately decided to

remove himself from the congested situation, by asking Birdman to release him from his contract. Bird granted Glasses his freedom, and even agreed to help as needed.

In the interim, Mack 10, felt slighted by Malone's decision, and much-needed personal wish for his own artistic freedom.

Finally, after years of attempting to take flight on his own, Glasses was finally free. Independent to express himself creatively, on his own terms. It hadn't been, since the critically acclaimed release of the album 'White Lightnin', with rapper The Game, that he had felt so much artistic freedom. The musical direction of 'White Lightnin', combined with unique marketing campaigning the original dichotomy for Malone's talent.

In a blink of an eye, record labels were offering deals, outpour of much respect and praise were



offered to Glasses for his decision to walk. The music industry's biggest players, movers and shakers showed support to Glasses. Including the multi platinum selling Hip Hop mogul Jay Z, extended his hand in hopes of signing Glasses. Producers to label executives, from the likes of Dr. Dre, Steve Rifkind, were the first to reach out to Malone, even crossing over to Universal Records legend, Jim Uri.

"When I depend on GOD and the abilities he gave me, winning is inevitable." - Malone

Glasses Malone vowed to learn all there was to learn first hand about the music industry, he began to educate himself rigorously on musicianship and marketing.

A self-made boot camp of sorts, Glasses went to skool, including producing to engineering studying along with learning from the production techniques of Dr. Dre, Quincy Jones, even extending his craft to mastering the bass guitar.

"How could I be in the music business and not be able to make music. Being a vocalist was not enough.

I wanted Barry White's success , he's a legend, He could do everything." - Malone

"If the streets couldn't beat me, How could I allowed the industry to beat me?" -Malone

Walking down his road of life of Compton, 117st Watts Crips, and surviving to see the tender age of 25, was an accomplishments in itself.

Glasses Malone, was presented with the opportunity, some might call it a second chance at life, removing himself through the opportunities that presented themselves, he was spared a life within the streets, the same streets that claimed his mother.

Malone is more determined, more than ever, to share with the world his musical messages.

"Give the youth something real to listen and learn from." - Malone

Forming the almighty "DMC" Glasses is now looking to drop bomb after bomb, hit record on the world.

"They need to hear the truth from a real soldier." Malone

Malone has hand-picked, and built a brigade alongside Aaron 'DJ Hed' Drake, Troy 'Big' Steele, along with legendary music executive Mydel Paschel. This now puts Glasses being in control of everything; production, publishing, distribution, and media.

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