



Pictured left to right are Brittney Kelley with husband Brian Kelley of Florida Georgia Line, magician Justin Flom with wife Jocelynn Flom, and Tyler Hubbard of Florida Georgia Line with wife Hayley Hubbard.



Justin Flom

WOWING CONCERT CROWDS WITH ARENA-SIZED MAGIC

By Melonee Hurt

After being asked to open for country superstars Florida Georgia Line on their Anything Goes tour last year, magician Justin Flom quickly won over discerning fans with one magical gesture: He picked a fan seated way up in the nosebleed seats and made front-row tickets appear in her mouth.

"I opened with that, and then I refilled someone's beer," Flom says, via phone from his home in Las Vegas.

That pretty much did it for anyone who was uncertain whether a magician could fire up an arena crowd awaiting an action-packed country music concert.

"I knew going into this that country music audiences would be difficult for a magician onstage doing card tricks," he says. "So I made sure the first few things I did would win people over. From there, people were with me and on my team."

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That's about how he scored the gig to begin with. After spending some time backstage with FGI's Tyler Hubbard and Brian Kelley, the two were so impressed with Flom's magic they invited him, on the spot, to join them on tour.

"Just like the name of the tour, *Anything Goes*, a magician just seemed to fit," Hubbard says of his spontaneous offer. "Justin blew us away the first time we saw him, so we knew the FGL fans would like it!"

Flom calls Nashville his second home. He's in town monthly; his manager, Ron Smith, is Nashville-based; and he has a sister and a brother who live here. So why not just make the move as well?

"Just as songwriters need to be in Nashville, where all the other songwriters are, for my business, all of the inventors and magicians live in Vegas. For me to be productive, I have to be a stone's throw from all the magic and inventors," he says.

In addition to his jaunt across the country with FGL, Flom has performed at Nashville's Country Radio Seminar (CRS) for artists such as Maddie and Tae, Kelsea Ballerini, Tyler Farr, and Thomas Rhett.

He even busted in on a label meeting completely unannounced and stunned Trace



Adkins by making a glass water pitcher shatter in his hands.

"Nashville is my people," he says. "My brand of entertainment isn't the chosen brand for Hollywood. My people are Middle America. Magic is something they don't usually see in their community of artists."

But Flom does more than just perform when he's here. He loves to shop and eat.

For shopping, he frequents older thrift stores and places that offer a style he can't find in Vegas or L.A. Favorites include The Label in the 12

South area (coincidentally, owned by country artist Gary Allan) and Pre to Post Modern clothing and vintage on 8th Avenue South.

"The things I like to wear, I can't find in the bigger cities," he says. "The places where I get all of my necklaces and bracelets are all in Nashville. I love that old, Americana feel."

For eats, you might find Flom enjoying The Pfunky Griddle, Puffy Muffin or First Watch—if he's not shopping, or interrupting meetings and scaring the crap out of record executives with his alarming magic skills.