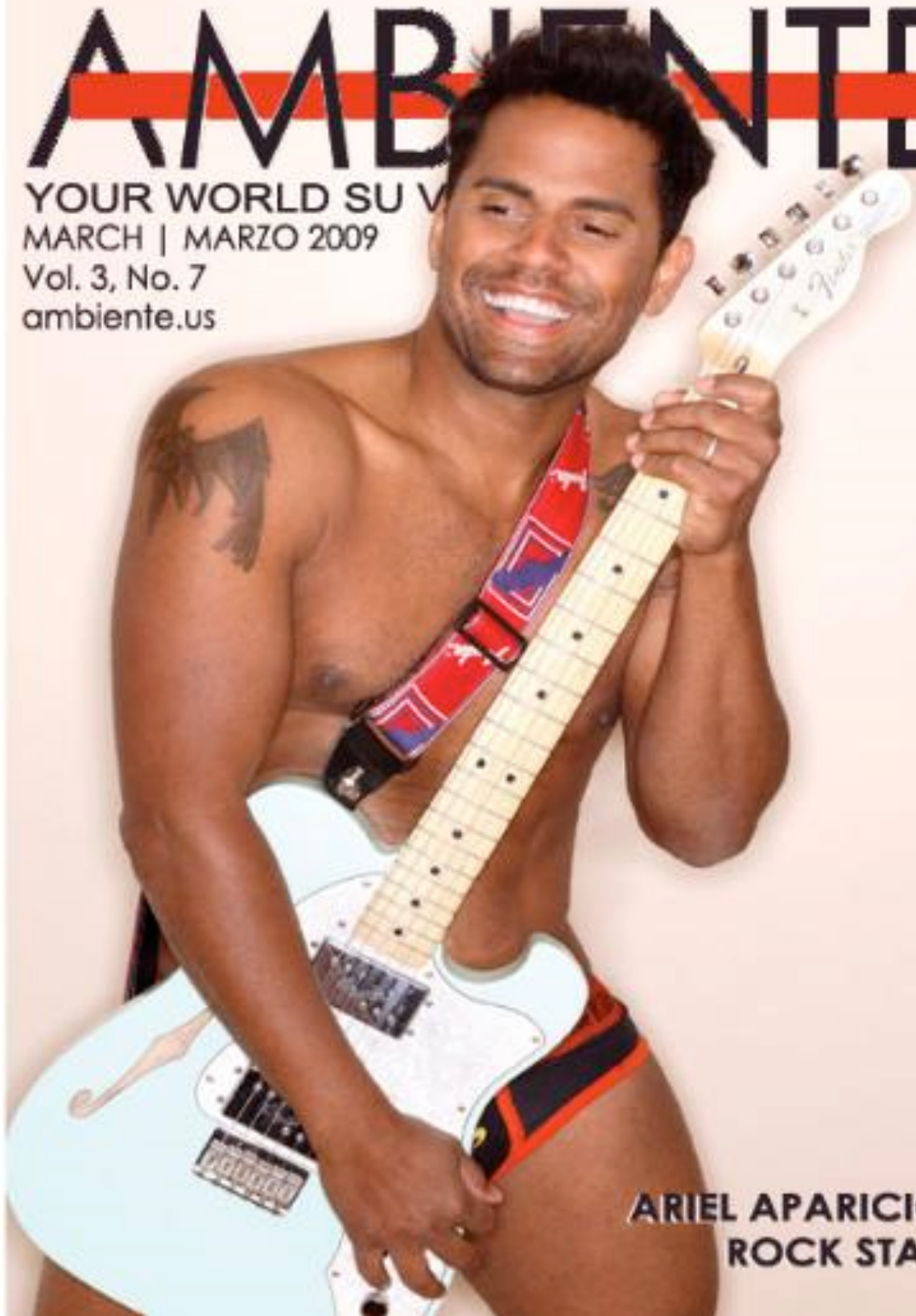


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**ARIEL APARICIO
ROCK STAR**

Brilliant Things are Happening to ARIEL APARICIO

by JC Alvarez, Exclusively for AMBIENTE

ARIEL APARICIO is a new kind of emerging artist...Ariel is one of a thriving breed here in New York City, the underground vocalist that is making waves on the nightclub music circuit. Traversing the alternative music scene that was once dominated by the likes of more familiar names like Blondie and Oingo Boingo; characters that frequented haunts like CBGB and Max's Kansas City and opened up for Patty Smith or The Pretenders. If these names are unfamiliar to you, imagine the audiences that Ariel is drawing into these crowded, sometimes subdued and often times impossible to locate venues...these kids who are feasting on his sound weren't even around to familiarize themselves with the likes of those legends! Thank God they've got Ariel around to give them a taste of what it was once like.

On the heels of the release of his latest album project ALL THESE BRILLIANT THINGS Aparacio hopes to reinvigorate the NYC club scene -- but not the one that you're probably thinking needs his help. We might often associate the "club scene" of interest to a gay artist the hot, hard-thumping kind, filled with shirtless, sweaty bodies and gyrating hips. Aparacio is setting his sights on a much more ambitious (if much more fickle) audience. He's interested in focusing his attention to what some may consider a dying art in the urban jungle. New York City was considered the music epicenter for a very longtime, giving birth to American punk rock and some would even argue was the genesis for rap and hip-hop. All those emerging artist came out from the underground punk scene that seemed to have died with the advent of pop -- after all video killed the radio star so what chance was there for something so obscure as punk.

Ariel isn't particularly defined or limited by what's currently popular. His music is inspired and dictated by a higher order -- it's generated by pure adrenaline and is kinetic in the same way that made David Bowie a presence on the stage and a voice that swirled around you and transported you beyond the limits of your 9 foot long headphone cord. When Ariel Aparicio lets loose with the primal force inside his soul, sharing his music, it sears you to the core and cauterizes you with his guitar licks. His audience is held hostage by the glamour in his movement, the roll of his thighs as they wrap around a mic stand and his swagger of the stage -- his lyrics ring true with the studied substance of an artist aware of where he's standing and especially where he's been and anxious about where he's going.

All these brilliant things are apparent. "I was 3 when my family came to the States. It was pretty wonderful growing up exposed to both cultures. I'm sure it must have been quite challenging for my parents but for us, the children, we knew no different. Plus, we were in Miami so it was almost like being in Cuba." Ariel immigrated from Cuba to the States and as a youth grew up listening to the music that most of us who are Latino couldn't escape no matter how hard we tried! "We grew up surrounded by music, so it was such a part of our lives. My mother was singing all the time. Either at home while doing the dishes or at any of the many house parties that would occur several times a week complete with a salsa band."

We can all relate to this story, but Ariel who always wanted to be a singer, has turned his inspired dreams into a hard-core reality.

JC - I love your rock sound and feel, especially on All These Brilliant Things. It reminds me of several rock genres -- there's a very 60's hippie-like revolutionary vibe to these tracks. What were some of the inspiration behind the songs?

Ariel Aparicio - The core of the inspiration for the sound and feel of this record, is more early 70's. I used as my template 2 very important records for me - DavidBowie's DIAMOND DOGS and Iggy Pop's RAW POWER. I wanted to combine the pop brilliance of the former and the punk rawness of the latter. I do like that you got this 60's "hippie vibe", as you said, though. I definitely love that period too. If you heard that...fantastic!

JC - Yes...that they influenced you is wonderfully obvious! It's great how you channel from everyone like Iggy Pop to Robert Plant. Why these musical role models?

AA - I am a big fan of music. There are many, many influences, but when you say "role models" there are 3 very specific people - Bowie, Richard Butler from The Psychedelic Furs and Chrissie Hynde. Ms. Hynde has probably had the biggest impact on my artistry and musicianship. I really do want to be her!!! Way, too cool. Yeah, Pop and Plant are there too.

JC - In this day and age of overly processed studio sounds in pop and even hip-hop – does punk and rock have a solid footing still on the musical spectrum?

AA - Yeah, I think so. There will always be guitars and people who want to play them. So therefore, there will always be rock and punk and different variations of that.

JC - How did your Latino culture influence you as an artist? As an individual?

AA - My Latino culture is part of who I am and I think music is a big part of our culture, so it remains and has always been, a big part of my life. You know, the first concerts I saw were some of the Giants of Latin music...El Gran Combo, Tito Puente and the queen herself, Celia Cruz. Wow, what a superstar. She was bigger than life on stage and always the utmost professional. Before I wanted to be Chrissie Hynde, I wanted to be Celia Cruz.

JC - There's nothing like performing live in front of you audience – is that where your music mostly comes to life? Do you prefer the live forum to the studio experience?

AA - Yes...I prefer the stage. The studio - not so much. When I'm there I just want it to be over as soon as possible! I do love the songwriting process, though. Especially with my band. I love bringing a song to them and watch it develop and take a life of it's own. I think that's really my favorite part.

JC - I'd love to here you do a duet with Christina Aguilera or even Justin Timberlake. Who would be your dream collaboration with?

AA - Well of course there is the obvious...Chrissie Hynde. How many times have a mentioned her name in this interview already? Actually, we do this awesome version of "American Life" -- I would love for Madonna to do it with me! That's an open invitation to Her Madgesty!

JC - From Havana, to Little Havana...now you've landed yourself in Brooklyn! Of all the NYC boroughs everyone associates Brooklyn with arts and culture and certainly pride. What is it about the borough that sets it apart?

AA - All the lesbians...I'm in Park Slope! Actually...look around! The best bands around today are from Brooklyn...plus the best Thai food in the world - JOYA and SONG - both restaurants owned and run by me and my partner!!

JC - What else is it that keeps you so busy?

AA - Facebook!

JC - (LOL) OK...that's not what I'm referring to, but I'll go with it! Among perhaps your greatest achievement is that you recently became a father. How has fatherhood changed your perspective musically and personally? Your little one must give you all sorts of new inspiration.

AA - By far the thing I'm most proud of in this world!!! Being a parent just puts everything in perspective. That extra day of rehearsal isn't really that important. Changing the "specials" at the restaurant isn't really that important. Sleep isn't really that important. Yes, he inspires everything I do now.

JC - You're latest singles are "Pretty in Pink" and "I'm the One". "I'm the One" is so powerful! It's very timely and encapsulates the times we're living. Is it also perhaps a Valentine's to fatherhood?

AA - Sure, why not. A Valentine to Fatherhood!!!!

And so very fitting! In an era where we've embraced and encouraged change, Ariel Aparicio takes the time to pay homage to a musical movement that undoubtedly still thrives in the heart of the city, for it has beat in the soul of a Cuban immigrant who danced to Celia, bopped to "Holiday" and at the end of the day finds solace in the embrace of a family that he's made his own.

For generations to come Ariel Aparicio will be the template of the new punk-rock legend and the sound that reinvigorated the underground club sound and he will be some new artist's inspiration -- he may yet get his wish and one day be someone's Chrissie Hynde.

You can check out Ariel Aparicio's latest album ALL THESE BRILLIANT THINGS (including the new single "Pretty In Pink") on iTunes, Amazon and CD Baby. When in New York City, check out the Thai restaurant experiences JOYA and SONG -- both are located in the borough of Brooklyn. Also, check out Ariel Aparicio's interview on my cable access show TALKING ABOUT (in the NYC Metro area)