

# ROB GONZALEZ

## Awards/Honors/Quotes:

- 2007 New York Times – Emerging Artists Series
- "Exquisite... the talent is there." – The Boston Globe
- #1 Music Act – NACA National Convention 2004
- Debuted at #17 – CMJ AAA radio chart 2001
- Peaked at #95 – CMJ Top 200 radio chart 2001
- Cover story: La Crosse Area Magazine March 2007

**Rob Gonzalez** is a nationally known US recording artist & world class performer with broad, all-ages, cross genre, multi-racial appeal. In recording artist terms, Gonzalez is the real deal—a supremely gifted pianist, singer, songwriter, and performer with a unique sound all his own. He is an artist like "career artists" of days past (consider: **Ray Charles**). Like Charles, Gonzalez has paved his own path through endless touring and recording, a "pay your dues" journey starkly contrasting today's overnight success "*American Idol*" type artists.

His voice is earthy and unadorned, recalling **Jackson Brown**. His songs are rich and complex, and yet instantly memorable, an effortless mix of jazz, blues, rock, and folk in a manner similar to vintage **Van Morrison**. His elevated style of piano playing draws serious comparisons to **Elton John**. With all that in his musical arsenal, Gonzalez has been slowly building a solid reputation, earning fans of all races and ages (TV actor Larry Hagman [*I Dream of Jeanie, Dallas*], is a fan). He's winning them over the old-fashioned way, touring across the United States. Gonzalez is becoming known as "America's Next Piano Man."

Gonzalez's story is compelling. Born gifted, he took his first professional music job at 19. But instead of spending his twenties living the "LA gossip mag" life of excess, Gonzalez dealt with serious life tragedy. At 21, his younger brother died in a plane crash. A few years later, he suffered another personal loss—the failure of his long-time relationship to the girl that had helped him cope with his brother's death. The loss of his brother and the failed relationship left Gonzalez seeking answers and at the age of 27 he went back to college, attending Stonehill College in Massachusetts to study philosophy. He now credits his study of philosophy as the source of his "deeper, more meaningful" song lyrics.

Having found a sense of resolution after college, Gonzalez was ready to single-handedly take on the music industry, despite being considered old by industry standards. At age 30, Gonzalez recorded, produced, and self-released his first solo album, entitled *Wresting Athena*. The album was critically praised. Gonzalez never looked back.

Within five years, he was considered one of the top touring acts in the US college circuit (**#1 Music Act, NACA Nationals 2004**, according to *Programming Magazine*). The circuit has exposed successful artists like **Dave Matthews** and more recently, **Howie Day**. The huge demand for Gonzalez's performances created an exhausting and grueling schedule. Despite the lack of a record label to help him along the way, Gonzalez met the demand, racking up hundreds of performances on the road. The concerts gave him a chance to fine tune his performing skills.

His college touring success put him on the radar of the music industry. In March 2005, he was offered a production deal with **Sting's** former A&R man, **Mark Mazzetti**. Gonzalez pitched on his own behalf and raised almost a half a million dollars to create and co-produce the album of his dreams—a one-of-a-kind major label-type project, made without any label involvement. The album, entitled *All Is Right With The World*, features a stunning list of LA studio musicians—including band members of **Paul McCartney**, **Elton John**, **Sting**, and **Ben Harper**.

Shortly after finishing the album, sensing the pending decline of the major labels, Gonzalez pulled a bold, somewhat risky move. Inspired by the philanthropy and volunteerism of his parents, and committed to using his talents to "make a difference," Gonzalez left LA for his home state of Wisconsin and founded **Music Equals Love, Inc.** The company is Gonzalez's attempt to reinvent the music industry by making the music about "giving back," rather than excess.

In February 2007, the new company launched Gonzalez's brainchild: **Melvinares.com**. The endeavor aimed to combine easily accessible music downloads and the effort to raise money for deserving charities. The web venture has struggled to take hold, but the dream of changing the industry for the better is still the motivation behind Gonzalez's music. In the meantime, Gonzalez is still performing concerts and benefit shows, and still winning over new fans.

For more information please email [info@robgonzalez.com](mailto:info@robgonzalez.com).

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