

Ari Gold: Pop Songs At The Pyramid & A Look At The New Urban Gay Male!



Aclaimed young gay pop singer / songwriter Ari Gold presents a series of weekly live concerts at the Pyramid Club. **Ari Gold: Live at the Pyramid** features Gold performing an eclectic blend of original R&B, pop house & soul compositions (including the ballad "Write Me A Song", the haunting house vibe of "Wave of You", and the garage sound of "Give Me All Your Love" along with his own covers of current pop hits. **Ari Gold: Live at the Pyramid** continues Pyramid's tradition of presenting live pop music - Nirvana, RuPaul, and Deee-Lite all played their first New York concerts on the Pyramid stage.

Ari's life has recently been filmed as a TV pilot by Columbia / Tristar. This new sitcom, titled "Good As Gold" was written by and stars Ari's old brother Elon Gold. The show centers around a "normal" middle child (Elon) growing up in a wacky Jewish family,

which includes a gay younger brother with dreams of a pop music career (Ari). Gold's parents are played by Mary Tyler Moore and Elliott Gould; Jonathan Silverman plays the clan's eldest son. Ari says that while ABC is attached to the project, he isn't personally playing himself in the show.

Born in the Bronx, and currently a resident of the Lower East Side, Ari has been singing since age six when he was the lead vocalist on the platinum-selling CBS children's recording "Pot Belly

Bear: Songs and Stories". As a child, Gold lent his voice to TV and radio jingles for Gatorade, Cabbage Patch Kids, M&Ms, McDonald's and Toys-R-Us as well as back-up vocals on Diana Ross' Swept Away. Recently, Gold appeared as a trashy pop star in the indie film Latin Boys Go To Hell. He has performed at venues including Mercury Lounge, China Club, Life, Eighty Eights, Bowery Bar and Meow Mix.

Following Gold's concerts, ticket holders were invited to stay for Pyramid Saturdays, the east village's newest gay dance party, featuring house music by DJ Austin Downey and performances in the Pyramid's basement lounge, The Wreck Room, hosted by Chitah Daniels Kennedy. Speaking to Ari after the show he was excited that many industry people showed up to catch his performance. He noted that it's unusual for that many industry types to gravitate toward an up and coming artist like himself. But Ari has a charisma and charm that draws people to him. The crowd that was screaming for him at The Pyramid was a testimony to his potential as a crowd-pleasing artist.

Ari's performances at The Pyramid will take him right up to Gay Pride weekend and Ari's thoughts about Gay Pride are as provoking as his performance.

"Gay Pride is definitely a day that we can celebrate but don't forget about oppression. Remember why we have a parade and straight people don't."

Ari is very positive about his representatives at The Spin Cycle and feels that they "truly respect the needs of the artist."

For our money, Ari Gold is that new breed of gay artist, confident, concerned and creative. We think that for Gay Pride month the beautiful shots that photographer **Stephen Borsuk** took of him represent the look of the powerful urban gay male. Ari Gold is a role model for gay men everywhere because of his ability to communicate through his music and his outspokenness about gay and human rights. How befitting that the first Gay Pride of the millennium should introduce us to such a good soul and a fine artist!

You go Ari!

Nirvana played their first New York concert here
RuPaul called it home. Now catch...

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"Healing a lot of Bruce Springsteen fans with a little Luther Vandross. Gold seems well on his way to a serious pop career..."

"He's cute and sings what more could an audience ask for!"

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