

Sir Ari

Award Winning Billboard Top 10 Recording Artist **SIR ARI** is that rare artist who with every song, every video and every album unfolds a wholly original story never seen or heard before in quite the same way. **People Magazine** says his music “takes the listener to fresh places” and music legend **Clive Davis** says he “writes from the heart.” His latest single, “Make My Body Rock” from his fourth studio album *Between the Spirit & the Flesh* debuted at #1 on LOGO making him the artist with the most #1’s since the networks launch in 2005. His **Billboard Top 10** and **#1 Sirius/XM Radio** dance hit, “Where The Music Takes You” from the critically hailed *Transport Systems* was voted LOGO’s **#1 Video of the Year** and is the **Grand Prize Winner** (in all genres) of the *12th Annual USA Songwriting Competition*.

Sir Ari Gold was born and raised in an Orthodox Jewish household in the Bronx, and now resides on the lower east side, making him the 4th generation from his family to live in a the historically and artistically rich neighborhood. His auspicious career in show-business started at the tender age of five when he was discovered singing at his brother’s bar-mitzvah. By six years old he had recorded a CBS Children’s Record **Pot Belly Bear: Songs & Stories** and made his national network television debut on the legendary **Joe Franklin Show**. He went on to sing on over 400 TV jingles including voices for characters on **Jem and the Holograms**, **Cabbage Patch Kids**, and singing with **Diana Ross** on her **Swept Away** album. Ari also recorded many Jewish children’s music like **613 Torah Avenue** and **Uncle Moishe**. He released his self-titled debut album in 2000, receiving critical attention from **Billboard**, **HITS** and **VIBE** for being the first openly gay pop singer who was out in his music from the beginning of his career.

His sophomore album *Space Under Sun* spawned features on **HBO**, **IFC**, **BBC**, **Radio I**, **WOR**, **FOX News**, **NPR**, **MTV** and **VH-1**, while gracing the cover of countless magazines around the world, establishing Gold as a bonafide gay icon. He’s toured Europe, Canada and in over 50 cities across the US alongside **Chaka Khan**, **Debbie Harry**, and **Cyndi Lauper** as well as performing in his hometown at Summerstage, Lincoln Center, BAM and Joe’s Pub. Ari’s coffee table book and remix CD, released in 25 countries, includes contributions by **Boy George** and **RuPaul**. *The Remixes* features the Billboard dance hit, “Love Will Take Over” which bumped Madonna out of LOGO’s top spot, marking the first time an out artist debuted at #1 which lead to the “Because You Deserve an Award” Nomination on the NewNowNext Awards where **Lady Gaga** made her national television debut. Ari is an **Independent Music Award Winner** (Best R&B Song, “Love Wasn’t Built In a Day” featuring **Dave Koz**), a **2x Outmusic Award Winner**, one of the **25 People That Make Us Proud** by *Metro Source*, one of Genre’s **Men We Love**, an **OUT100 Most Influential** by *OUT Magazine*, and received a “Decade Of Achievement” by the LGBT Expo.

Ari attended **Yale University** and graduated with honors from **NYU**. He gives talks across the country at community centers, synagogues and universities about growing up gay and orthodox and is a contributing writer to the anthology **CRISIS: 40 Stories Revealing the Personal, Social, and Religious Pain and Trauma of Growing Up Gay and Religious in America**. Sir Ari received his Knighthood at the 24th Annual Night Of 1000 Gowns by the Imperial Court of New York for his commitment to LGBT issues and HIV/AIDS. Ari’s activism and charity work also includes the HRC, UJA, Soulforce, Ali Forney Center, ACLU, Bialy House, amFAR, Live Out Loud and GMHC on HIV/AIDS awareness and research, homelessness and human rights.

What press and industry are saying about the music of Ari Gold:

“Ari wrote a very personal album and the lyrics attest to the battles that he’s been through...he writes from the heart.”
- **CLIVE DAVIS**

“Gold takes the listener to fresh places [and] evokes another openly gay artist George Michael.” **PEOPLE Magazine**

“Ari Gold combines everything we ever loved about Michael and Janet...and *Transport Systems* is pretty much his Thriller—a musically and lyrically ambitious tour de force of modern sexuality, as concerned with turning heads as it is torsos. Its the kind of exuberant soul boogie George Michael once made...and it gives

us hope for the future of sexy pop.”
- **INSTINCT Magazine**

“Ari Gold stands out from the pack...specializing in R&B electro dance sounds that are a pleasant surprise.”
- **ALL MUSIC GUIDE**

“Gold’s music is both a declaration of love and a passionate rendition of identity politics. Luckily, *Transport Systems* is also ridiculously catchy, locking Gold’s themes into another firm R&B tradition — sneaking in the subversive lyrics through smooth vocals and clean production.” - **The FORWARD**

“A pop music masterpiece.” – **OUT & ABOUT, Nashville**



ARI GOLD RAKE
Gold, whose music has always been independently produced, has long rejected the idea that the only suitable gay pop star is a neutered one. Featuring his signature blend of queer sex and politics, *Transport Systems*, Gold's new album, is his most personal—addressing gender identity, sexual exploration, and breakups.



Music

by Chuck Arnold



After a shocking hospital error, the star and his wife, Kimberly, keep it together as their 3-week-old newborns struggle to recover.

...at, even when it misses captures the spirit of a party. The Haitian-born es the flag for his fellow s while creating a musical t, with Caribbean, Indian sounds uniting with pop, ip-hop to defy genres and geography.

DOWNLOAD THIS: "Fast Car," a wistful reflection on mortality with Paul Simon

QUICK CUTS

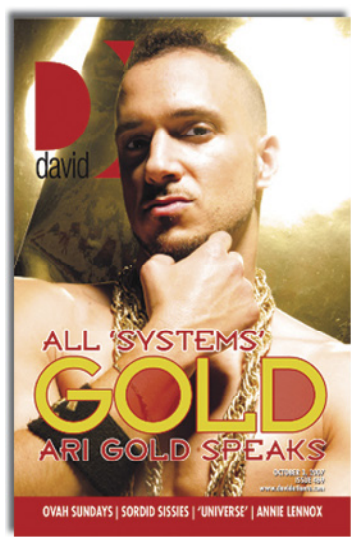
MATT WHITE *Best Days*
The debut album from this singer-songwriter is solid but a little too safe. Still, no matter how predictable his VHT-friendly pop-rock gets, there's no denying the catchiness of tunes like "Miracles" and the title-track single. ★★★

LITTLE BIG TOWN *A Place to Land*
This coed quartet brings to mind a country version of Fleetwood Mac on harmony-laden highlights like "To Know Love" and "Lonely Enough." Like the Masters, they even switch up on lead. ★★★★★

ARI GOLD *Transport Systems*
With his R&B flavored pop, this New York scenester occasionally evokes another openly gay artist: George Michael. Matter-of-factly acknowledging his sexuality in his lyrics, Gold takes the listener to fresh places. ★★★★★



"Ari wrote a very personal album and the lyrics attest to the battles that he's been through... he writes from the heart."
— **Clive Davis**



OUT

SEPTEMBER 2011

front

FALL PREVIEW LUXE LIFE

24-Karat Queer

AN R&B SEX SYMBOL RECORDS THE GAYEST ALBUM EVER.

After self-releasing three records, starting in a read-up coffee-table book by gay-media magazine Bruno Gmindler, and appearing in fashion shows for V&A and H&M, Ari Gold should be inching to compare Top 40 radio Justin Timberlake-style. But the painfully attractive R&B crooner is content preserving his DIY reputation and serving his gay fan base. "I did everything in an alternative way," he says. "If I had listened to the industry professionals who told me to be in the closet, then maybe I would have had a huge mainstream career—but I have a story I need to tell."

Raised in the Bronx, N.Y., Gold started performing when he was 5. After singing commercial jingles and voicing a young Vietnamese girl character on the cartoon *Low and the Holyghost*, he graduated to backup singer for Diana Ross. Proud of his past accomplishments but also remarkably unassuming and playful, Gold has an infectious giddiness as he discusses his upcoming fourth release, *Transport Systems* (September). Gold, 36, a soulful, brass-laden showman to the core, says: "I think it's the gayest album ever. There's nothing un-gay about it—behind the scenes, the content, me." Gold collaborated with gay record producer Ine Hogue (a.k.a. *Jojobo*) on four tracks and recruited saxophonist Dave Koz for the jazz-flavored "Love Wasn't Built in a Day." But he is concerned about isolating certain listeners with his unequivocally queer subject matter: "When Marvin Gaye and Stevie Wonder were singing about civil rights and being black, did we say, 'Why are you so focused on being black and civil rights?'" Gold replies. "There's no reason why other people can't relate to the struggle we're going through." **JASON LAMPHIER**

40 OUT SEPTEMBER 2011

PHOTOGRAPHY BY DANIELLE ST. LAURENT



CHANNEL
109 SIRIUS
OUTQ

NEWS, INFORMATION, AND
ENTERTAINMENT FOR THE GAY
AND LESBIAN COMMUNITY.

FREE ONLINE TRIAL

TELL A FRIEND

sirius
OUTQ
HOT 20

Saturday, October 20th

| Pos. | Artist | Song |
|------|-----------------|--|
| 1 | Ari Gold | Where the Music Takes You (f/ Sasha Allen) |
| 2 | BARTON | Don't Stop (Josh Harris Radio Mix) |
| 3 | Magnus Carlsson | Live Forever |
| 4 | Jacinta | Can't Keep It a Secret |
| 5 | Neil Cohen | Day Off (Bill Marquez Mix) |

The World's Leading
International Songwriting
Competition

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2007 Results >>>
Winners of Past Years
2007 - Ari Gold, Joe Hogue & Sean Petersen

USA Songwriting Competition would like to thank all entrants, judges and sponsors. Here is the Winners' list of the 2007 Competition:

OVERALL GRAND PRIZE: Where The Music Takes You - Ari Gold, Joe Hogue & Sean Petersen; New York, NY.

OVERALL 2nd PRIZE: The War Was In Color - Barry Privett (Carbon Leaf);

OVERALL 3rd PRIZE: Cliché - Jules Anna Jones; De Witt, MI

FIRST PRIZES IN 15 INDIVIDUAL CATEGORIES

1st Prize - Rock/Alternative
Cliché - Jules Anna Jones; De Witt, MI

1st Prize - Country
I Can Live Without You - Mary Danna & Troy Verges; Minnetonka, MN

1st Prize - Folk
Ballad of Bowser Macrae - David Francey; CANADA

1st Prize - Pop
Where The Music Takes You - Ari Gold, Joe Hogue & Sean Petersen; New York, NY

1st Prize - Pop
Where The Music Takes You - Ari Gold, Joe Hogue & Sean Petersen; New York, NY

"Pop music masterpiece." - Out In Nashville



Audioreview by Robbie Daw, John Hobbie, and John Linero

instinct
10 YEAR TIME CAPSULE
LOOK BACK AT A DECADE OF GAY POP CULTURE
WE'RE TRIPPIN' CRUISING THE GALAPAGOS ISLANDS
DASHING OFF TO DÜSSELDORF
CÉLINE DION FINALLY CASHES OUT
OLIVIA NEWTON-JOHN BELIEVES IN MAGIC
AND
IT'S A HOLLYWOOD CHAMPION HORSE

Shucking the...
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NYC scene-maker Ari Gold combines everything we ever loved about Michael and Janet Jackson into one fabulous song entry, and *Transport System's* pretty much his Thriller. Well, OK, his *Velvet Rope*—a musically and lyrically ambitious tour de force of modern sexuality, as concerned with turning heads as it is torsos. It's the kind of exuberant soul boogie George Michael once made ("Ride To Heaven"), and it gives us hope for the future of sexy pop.

Gold Rush

by KEN KNOX

Following the release of his last album, 2004's *Space Under Sun*, singer-songwriter Ari Gold found himself at a crossroads in his life. Through the songs on that well-received disc, he'd dealt with finding his place in the world as a gay man and an out singer, but he wasn't sure where to go from there. "I really wanted to figure out, 'Well, how do we move forward?'" Gold says. "How do we move to a place where we're not simply there to make straight people look better?"

It took Gold three years to find his answer. After extensive touring and multiple appearances at Gay Pride festivals to promote *Space Under Sun*, two music videos that topped Logg's video charts and a coffee table picture book that featured glamour shots of Gold taken by friends like Boy George and RuPaul (among others), Gold set about recording his third album—this time with a firm vision of what he wanted to say. "This is the first time I have been able to conceive of an album from beginning to end," he reports. "On *Space Under Sun*, I had a title track that I felt really framed the album, but I didn't always know what it was going to be in the process. With [the new album], I always knew what I was doing."

Gold began writing new material for the record, and soon realized that a common theme was beginning to take shape. "These themes of transportation and transformation, movement, and progression started coming up in the songs," he explains. "Most of us grow up where we think it's not OK to be gay, and I think most of us still carry that pain with us, so it's about moving past that." He came up with the album title, *Transport System*, hopped up with Grammy-winning producer Joe Hobbie and eventually found his way back into the recording studio to lay down the tracks for the new disc. "The stuff was just pouring out of me," Gold says of the recording process. "Creatively, it could not have been better."

Working with the openly gay Hobbie helped Gold to follow his muse to the full extent—even when the struggle of putting the record out on his own label threatened to derail Gold's progress. In the middle of the recording process, Gold began to explore the option of releasing the disc on a few gay-specific record labels, only to have the door shut in his face. "They didn't really seem to care that much," Gold says. "One company said I was too niche for the gay community and to be cut and to not listen to all the record executives who told me to go in the closet so I could be a big mainstream star. And I've made all these inroads on my own and I've paved the way for other (openly gay) artists to come up, but now because of that, I was being bowed in and gipsyholed."

The rejection threw Gold into a depression, causing him to question the importance of the project for "a minute." Luckily, he'd already laid a solid-enough groundwork that he eventually found his way back to his goal—and his skinnish with the record companies only reinforced his belief in the project's worth. "Even though I'd already been writing and working with the theme of transportation when that was happening, the theme of the album was solidified because I did end up having to move forward on my own and do it for myself," he says. "That was a big lesson."

The fruit of Gold's labor—a decidedly more mature R&B album that finally allows Gold to shed the "one-man boy band" image that followed him around after the release of the less polished *Space Under Sun*—finds him in top form, tackling extremely personal subject matter and putting himself under a microscope in order to examine his own failings as a son, as a lover and as a human being. "There's a lot of healing on this record," he says. "Just through dealing with a lot of past stuff from my family and parents and ex-boyfriends." He says he doesn't worry about revealing so much of himself ("To put it out in the world and have other people be affected and have their own catharsis from listening to it is what I do it for"), and instead focuses on the record's message of personal healing.

"I'm more proud of this than I've ever been of anything I've ever done in my life," he states. "And I think that's really important, because it's not only about moving forward into greater acceptance and achieving equal rights as gay people. Internally, it's about how we feel about ourselves and we move forward to feel more powerful and empowered and how we treat each other. I think a lot of it has to come from within."

"This is my evolution," he adds of the new record. "It's my own progress. It's my own transport system. I feel like I've moved forward in a really big way. Now it's just about seeing where I can go next."