

Ari Hest

*mesmerizing guitar licks and smoky vocals;
straightforward melodic folk*



"Now I'm not usually one for singer-songwriters, but Ari Hest may be one that changes my opinion. Most musicians of this ilk tend to bore me; most of the songs just tend to run together without a whole lot of variation musically. But Ari Hest is different and to be honest, listening to his CD was rather refreshing. Most of the tunes here are on the more mellow side, but Hest's voice is solid and really easy on the ears."
— *Shakefire.com*

"'Sunset' becomes Ari Hest's sunrise . . . Now he is independent and making the best music of his career. Hest's voice has matured and so has his songwriting."
— *The Register-Guard*

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The release of *Sunset Over Hope Street* on March 1, 2011 marks **Ari Hest's** first full-length album of new material in four years. That's not to say he hasn't been busy in the years in between.

After releasing *The Break-In* on Columbia Records in 2007, **Ari** decided it was time to take more creative control over his music and parted ways with his label. Utilizing all the technology available to him, in 2008 he launched his highly successful 52 project, a web based subscription service that found him writing, recording, and releasing a new song every Monday for an entire year. For those keeping track, that's 52 new songs in 52 weeks! Performing Songwriter called these songs "high-caliber and heartfelt." At the end of the year, the subscribers were asked to vote for their 12 favorite songs from the project and the ones that got the most votes were then reworked and digitally released in the form of the album *Twelve Mondays* in early 2009. The Washington Post wrote "An urbane folk-rocker with a sonorous baritone, **Ari Hest** sounds like a man out of time" and said *Twelve Mondays* was "skillful, pretty and straightforward."

52 helped **Ari** explore different genres and experiment with new instrumentation. And even with 40 unreleased songs under his belt after the release of *Twelve Mondays*, Ari kept on writing and experimenting. The end result, *Sunset Over Hope Street*, is a slight departure from his previous work. Ari expressed his self-challenging nature by taking his guitar parts and seeing if another lead instrument, like a piano, could take the guitar's place. The album is also awash with a variety of string arrangements and unique percussion parts.

Unlike previous albums, *Sunset Over Hope Street* was created over a protracted period of time - more than a year. Because of this, **Ari** was really able to take time, listen back and edit - a luxury that on previous albums had not been afforded him. There were vocals, drums, guitar parts, and even full songs that wound up being scrapped and others added as the album evolved. His patience paid off and the result, despite this different approach, is unmistakably **Ari Hest**.

Ari has built his career the old fashioned way, doing 150 dates a year for the better part of the last decade. In the past 24 months, he has added Europe into the mix through multiple tours in Ireland, Czech Republic, Germany and Belgium. Film and television has also expanded **Ari's** fan base. His music has been licensed numerous times to shows such as "Private Practice" and "One Tree Hill", and he scored the film "Dreamriders", which won numerous independent film awards, and also featured several of **Ari's** songs.



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