



ENDORSEMENTS & REVIEWS

LOS ANGELES TIMES (Kenneth Herman)...

“A new breed of Mariachi, José Hernandez is expanding the Mariachi idiom into symphonic Mariachi repertoire.”

JOSÉ FELICIANO...

“Mariachi Sol de Mexico de José Hernandez is one of the finest Mariachi ensembles to be found anywhere. In fact, I do know that they are one of the best, if not THE best ensemble with which I have ever had the pleasure to perform. Their founder, Maestro José Hernandez, is a dear, dear friend of mine and I am proud to have had the opportunity to work with him on numerous occasions. I look forward to the next invitation to work with José again as he presides over a highly skilled group of musicians who are very professional and good people. I wish for them only the very best.”

BILLBOARD MAGAZINE (Ramiro Burr)...

“Mariachi Sol De Mexico is one of the most prolific recording Mariachis in the world – [and has] evolved into a versatile top performing troop.”

VIKKI CARR...

“It has been an honor and a joy to work with Mariachi Sol de Mexico de José Hernandez. José’s innovation of bringing Mariachi into every genre of music from Big Band, Broadway, Symphony, Classical, Beatles, Pop Songs and even Rap, is to be commended. He is a consummate professional who is not afraid to breathe new and exciting life into a classic or traditional song.”

SAN FRANCISCO SYMPHONY...

“Incredibly easy to work with... everyone in the group are fantastic, high level, music-making musicians... We had a great time.”

LOS ANGELES TIMES (Enrique Lopetegui)...

“Mariachi Sol De Mexico a show stopping performance led by Maestro José Hernandez, he is responsible for taking Mariachi music to unprecedented heights a cross-breeding of Mariachi Styles.”

Mariachi Goes Majestic

Jose Hernandez realizes a longtime dream: performing with a symphony orchestra

Mariachi veteran Jose Hernandez has performed with some of the biggest names in music. Last year, for example, he and Lady Gaga belted out a heartfelt mariachi version of "Born This Way" in a little downtown L.A. nightclub where the pop singer celebrated her birthday.

For Hernandez, the experience proved once again that mariachi is one of the most versatile genres of Latin music. He hopes to take that message across the globe with his new album *La Musica*, featuring his renowned band Mariachi Sol de Mexico.

"I'm hoping this record will open doors for us internationally," Hernandez says. "I don't see why it would be impossible for a mariachi to play a concert with the Moscow Symphony or the London Philharmonic."

Hernandez may soon get his wish, especially since his arrangements, compositions and long-established recordings have made him one of the most highly sought-after producers of mariachi music. On the album he also performs with La Sinfonica Nacional de las Americas, an 80-piece orchestra, to produce a sound he's been searching for during the 30 years he's been involved in Latin music.

"I grew up listening to mariachi music my whole life," says regional Mexican singer Jenni Rivera, who worked with Hernandez on the album *La Gran Señora*. "Jose brings an elegance to the music no one else does, and that's why he's lasted in the business for so many years. He genuinely has love for this music."

"It's really about a musical

and cultural movement," says Alejandro Carballo, a trombonist for Luis Miguel who participated on the new album. "Jose is really good at coming up with concepts. When you add a symphony to the equation, it takes it to a whole other level."

On *La Musica*, Hernandez produced 11 tracks—a mix of such classics as Armando Manzanero's "Te Extraño" (I Miss You) and his own music including "Mi Triste Violin" (My Sad Violin). Balancing the mariachi sound with a symphony orchestra was a tall order that Hernandez hopes people will appreciate for many years to come. One way of guaranteeing that is by introducing mariachi to young music students in Los Angeles and New York, among other major cities.

"I'm a mariachi, my father was a mariachi, and my



JOSE HERNANDEZ recorded his new album with La Sinfonica Nacional de las Americas.

nephew is a sixth-generation mariachi," Hernandez says. "I founded the Mariachi Heritage Society in 1991, and through the years we've worked with thousands of students."

At a recent album release party, Hernandez played his new album for friends, family and industry insiders. The marriage of mariachi with a full symphony orchestra was a long time coming, he concedes. But it's just one of many chal-

lenges he's tackled. He also operates a restaurant (Cielito Lindo) in El Monte, Calif.; manages several bands; makes numerous TV appearances; and maintains a hectic touring schedule.

"I really dream big," says Hernandez, who will continue playing alongside symphony orchestras whenever possible. "Mariachi music should be on the most important stages in the world."

—Justino Águila

AUGUST 4, 2012
www.billboard.com
www.billboard.biz



EN ESPAÑOL: All the great Latin music coverage you've come to expect from Billboard—in Spanish. Go to billboardenespanol.com.

Billboard
JASON ALDEAN SETS A DIGITAL RECORD
NAS SCORES A SIXTH NO. 1 ALBUM
LATIN RADIO HAS A BILINGUAL MOMENT

2007 America's Premier Mariachi

SOL DE MEXICO® DE JOSE HERNANDEZ

Part of the romance of Mariachi songs is that all things are possible. The humor, the spirit, and even the bittersweet, inspire us to a world where we live out our dreams.

In that same way, much of the excitement of Jose Hernandez' Mariachi Sol de Mexico® is that all things mariachi are possible. While his family tree is rooted in five generations of Mariachi musicians that hail from La Sierra del Tigre region of Jalisco, Jose built on that foundation to grow mariachi music in new lands, in new musical genres, and in the hearts of new audiences.

Unprecedented, unrivaled and uninhibited, the impact of Jose Hernandez and his Sol de Mexico® on mariachi and all music is undeniable. After forming Mariachi Sol de Mexico® in 1981, Jose's charismatic arrangements and signature trumpet playing made the group an instant and lasting success:

Sol de Mexico® has played to sold out halls from New York's Lincoln Center to Viña del Mar in Santiago, Chile. Not only were they the first Mariachi group to play concerts in Beijing, China, and Pyongyang, North Korea, the shows were sold out. He has also played for four U.S. Presidents (Ronald Reagan, George H. Bush, Bill Clinton and George W. Bush) including performances at the White House!

Right from the start, Jose has been an innovator, as evidenced by creating a cohesive collaboration with symphonies throughout the United States. The marriage of the styles is so seamless that it seems natural now. "Everybody in Latin America serenades their girlfriend or their wife with mariachi music – because they see it in the movies. But it has evolved so much over the last 20 years it's almost like a classical art form." Jose says.

Indeed, the theatrical aspect of Sol de Mexico®'s performances have been an attraction to Hollywood for soundtracks, where he has provided music since the 1980's. In fact, Sol de Mexico®'s

music recently was featured in the movie "Glory Road" and in Academy Award nominated "Seabiscuit."

Also under Jose's guiding hands, the art form has taken on many other successful, fun and creative styles – bringing more generations into the mariachi family. He created Reyna de Los Angeles, America's first all-female mariachi ensemble. In 1991 he formed a children's music foundation, the Mariachi Heritage Society, because the importance of maintaining the spirit of culture is only equaled by the importance of giving children the tools for success in any endeavor.



The versatility of Sol de Mexico® to expand to new audiences has led to fabulous, unexpected collaborations, such as with the Beach Boys and Willie Nelson. Within the world of Latin music, Sol de Mexico® has played alongside stars such as Vicente Fernandez, Selena, Jose Feliciano and a record-breaking

concert tour with the one and only Luis Miguel. His records have been nominated for Grammy awards and it is a tribute to the impact of Jose that Sol de Mexico® was invited to play at the inaugural Latin Grammy Awards.

But more than awards and credits, it is the passion and love of the mariachi tradition that courses through Jose's veins into audiences' hearts. Although he has played for heads of state, it is not surprising to see Jose perform at his famous mariachi restaurant, Cielito Lindo. Arranging and writing mariachi music is a legacy that Jose respects and loves.

"I am a fifth-generation mariachi musician – my dad came here in the 1940s when there was one place in Los Angeles that had mariachi music and the band had to pay the restaurant owner 25 cents per song to make up for the lost jukebox quarter. But my father always said that the day mariachi music is work is the day you die."

...Que Viva Mariachi indeed!



In addition to performance appearances at the:

Auditorio Nacional, Mexico City
Viña del Mar, Santiago Chile
Mandalay Bay, Las Vegas
Hollywood Bowl
The Dorothy Chandler Pavillion
Cerritos Center for the Performing Arts
Greek Theatre
Universal Amphitheater
86th Academy Awards

**Sol de México has shared the stage with some
of the most brilliant performers as:**

Jose Feliciano
Lola Beltran
Vicente Fernandez
Willie Nelson
Juan Gabriel
Selena
Guadalupe Pineda
The Beach Boys
Luis Miguel
Vikki Carr
Rocio Durcal
Brian Adams
Lucha Villa
Maria Conchita Alonso
Paloma San Basilio
Emilio Navaira

Sol de México has also assisted Hollywood in the soundtracks for:

Sea Bisquit
The Old Gringo
American Me
Don Juan de Marco
Disney's: The Wonderful Ice Cream Suit
A Million to Juan