
CONTEMPORARY
UKULELE



ALEX MARK



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BRITTN PAIVA

At 23 years of age, Brittni Paiva (pie -VAH), already a multi award-winning instrumentalist, is known for her stunning articulation of what she can do on the ukulele going from slow and moving, to rapid-fire, classical-ballet, to ancient Japan, translating forms of jazz, world



beat, pop, Flamenco and Latin, and filter these styles through her 4-string ukulele. Brittni and her ukulele are a brilliant match: Both are humble in nature, small in size, and very powerful with proper delivery. Brittni and the ukulele in general have gained notoriety, no longer confined by stereotypes about the instrument. There's a global resurgence in the instrument's popularity and she is part of the trend.

Brittni and her ukulele are a brilliant match. Both are of the same lineage. The ukulele originated in Portugal and was "imported" to Hawaii by Portuguese immigrants in the 19th century. Both are humble in nature, small in size, and very powerful with proper delivery. Brittni and the ukulele are gaining notoriety in a variety of circles, without being confined to America's stereotyped perception that ebbed and waned during the late 19th and early 20th centuries during the height of the Tinpan Alley and jazz eras. George Harrison, of The Beatles, was an avid 'ukulele player and contributed to the instrument's rise in popularity toward the end of the 20th century.

The 21st century is seeing a global resurgence in the instrument's popularity and Brittni Paiva is contributing greatly to the ukulele's widespread appeal. Radio play, comments, and requests for Brittni's work have come from all corners of the world including United Arab Emirates, Spain, France, Israel, Portugal, Europe, and Japan.



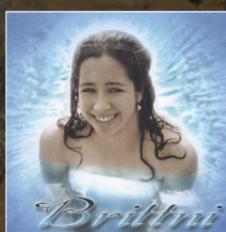
Tell You What (2012)



Four Strings: The Fire Within (2009)



Brittni (2006)



HERB OHTA JR.

For ukulele fans who prefer unpretentious technical proficiency over theatrics, Herb Ohta Jr. is the undisputed master ukulele instrumentalist of his generation. Son of the legendary ukulele artist, Ohta-san, Herb Ohta Jr.'s natural talent, knowledge, technique, and speed are unsurpassed. He is a master ukulele performer, teacher, composer, recording artist, and producer. Herb creates unique arrangements of new and familiar tunes and makes each song breathtakingly fresh and definitely his own.

Recognizing his inborn talent, Herb's

grandmother taught him his first ukulele song at the age of three. His father, Ohta-San, started his early formal instruction on the ukulele and Herb continued to study music in high school. Inspired by listening to the Makaha Sons of Ni'ihau and others he became a devotee of Hawaiian music and the ukulele.

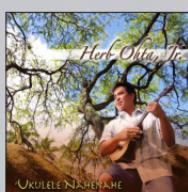
The ukulele is in his genes and Hawaiian music is in his blood. Herb enjoys listening to all types of music, Classical, Jazz, Pop, Rock, Country, Hip-hop, Rap, Latin, Salsa, and Reggae. But Herb's favorite songs to perform are anything Hawaiian and any types of ballads. He feels that Hawaiian songs and ballads bring out the natural purist sound of the instrument. Herb's style is reminiscent of his father, but distinct and recognizable as his very own. There is a graceful "Nahenahe" quality that is very Hawaiian, reflecting the inspirations



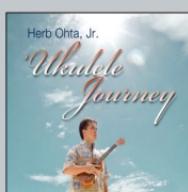


of ukulele virtuoso's Eddie Kamae and of course Ohta-San.

As a teacher, composer, recording artist, entertainer, and producer, Herb Ohta, Jr. solidly establishes himself in the company of musicians who promote the Hawaiian instrument in the music landscape today. It is Herb's goal to share the beauty of Hawai'i's music, its culture, and the ukulele to people all over the world. Herb has performed throughout the state of Hawai'i and has traveled overseas to Japan and the mainland USA. Herb Ohta, Jr. is certainly a vanguard in this new generation of ukulele players.



Ukulele Nahenahe (2010)



Ukulele Journey (2007)



Ukulele Island Heart (2005)

JAKE SHIMABUKURO

Jake Shimabukuro's mother gave him his first ukulele lesson when he was 4. Ever since, he's been experimenting with innovative techniques and sounds that cross-cut funk, jazz, rock, classical, even flamenco. From gigs at a local Honolulu café, Jake has swept onto the international stage. With his light-speed fingerwork,





he plays original pieces and covers songs by artists ranging from Bach to Michael Jackson.

In his young career, ukulele wizard Jake has already redefined a heretofore under-the-radar instrument, been declared a musical “hero” by Rolling Stone, won accolades from the disparate likes of Eddie Vedder, Perez Hilton and Dr. Sanjay Gupta, wowed audiences on TV (Jimmy Kimmel, Conan), earned comparisons to Jimi Hendrix and Miles Davis, and even played in front of the Queen of England.

With his new record Grand Ukulele, Shimabukuro’s star may burn even brighter. An ambitious follow-up to 2011’s Peace,

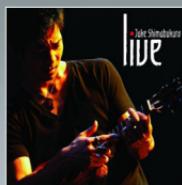
Love, Ukulele (which debuted at #1 on the Billboard World Charts), the Hawaiian musician’s new record finds him collaborating with legendary producer/engineer Alan Parsons, best known for his work on Pink Floyd’s Dark Side of the Moon, The Beatles’ Abbey Road and his own highly successful solo project. To Jake Shimabukuro, the ukulele means more than grass skirts and loud shirts. He’s on a mission to revolutionize our perception of the four-string, two-octave instrument.



Grand Ukulele (2012)



Peace Love Ukulele
(2011)



Live (2009)

JAMES HILL

Worlds are about to collide. With the release of *Man With a Love Song*, James Hill, who has earned a reputation as Canada's foremost – indeed one of the world's foremost – players of the often-underestimated ukulele, stands poised and ready to take his place in the ranks of today's best young songwriters.

Barely into his 30s, Hill has already made a career out of knocking worlds against each other. His technical prowess on ukulele is achieved through attacking what is mostly regarded as a lowly folk instrument with the seriousness and

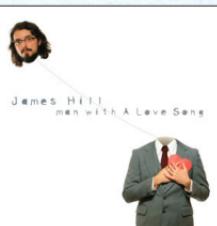


nuance of technique usually associated with the highest levels of virtuosity on, say, classical violin or piano. His entertaining and unpredictable solo concerts have a world-wide audience that would be envied by many wannabe rock stars and his inspirational music seminars have made him something of a ukulele-based motivational-speaker. Anyone lucky enough to have seen one of Hill's recent live shows might also be familiar with his hip-hop influenced forays into heavily percussive, beat-driven prepared-ukulele "sound sculptures": John Cage meets Chalmers Doane via Kid Koala.

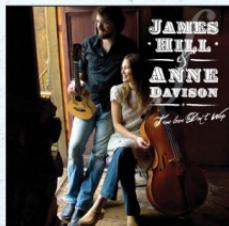
A seasoned performer with an ever-growing fan base in North America, Asia and Europe, James has garnered wide acclaim for his ground-breaking approach to the chronically-underestimated ukulele. Over the course of his first three genre-defying albums - Playing it like it isn't... (2002), On the Other Hand (2003) and A Flying Leap (2006) - he re-wrote every rule that had previously kept the ukulele in the realm of novelty and obscurity. Then came the Canadian-Folk-Music-Award-winning True Love Don't Weep (2009, Borealis Records), his collaboration with cellist/singer Anne Janelle, an album that pushed the budding singer/songwriter into new territory, topped



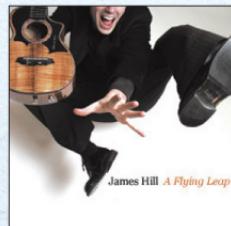
folk radio charts in North America and opened doors to festival stages across the continent.



Man With a Love
Song (2011)



True Love Don't Weep
(2009)



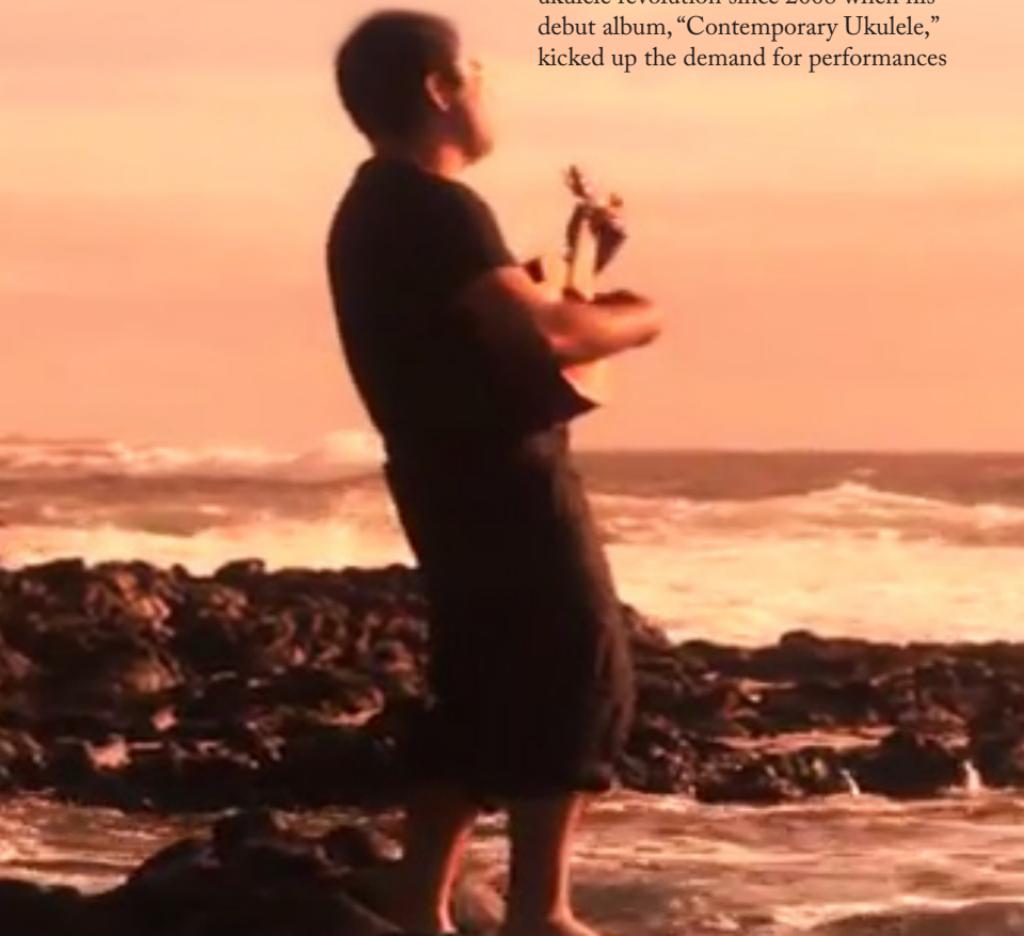
A Flying Leap (2006)

KALEI GAMIAO

Wielding his ukulele like it will one day rule the world, Kalei Gamiao mesmerizes audiences with imaginative musicality and flawless execution. This soft spoken young man can silence a talkative crowd as he delicately picks or fires away at his simple four-stringed instrument. Captivated by his skill and the ukulele's versatility, expressions like "I was floored" or "he had me at the edge of my seat" are familiar responses from first time listeners

who eagerly fall under the power of Kalei's ukulele. His ability to create sounds that are incredibly rich and full are even more amazing when you consider he only has two octaves to work with. Award winning ukulele master, Herb Ohta, Jr., summed it up best when he declared, "Kalei's music and ukulele prowess will take the ukulele to new heights!"

Kalei's been at the forefront of today's ukulele revolution since 2008 when his debut album, "Contemporary Ukulele," kicked up the demand for performances

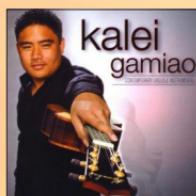


in the U.S., Japan and Thailand, exposing Kalei to thousands of ukulele enthusiasts. Their hunger for his music inspired him to create www.uketheory.com where fans from around the world can learn many of his challenging techniques. Social media sites and the web provide instant access for his fans to stay connected to his music, performance calendar, and the explosive world-wide popularity of the ukulele.

For Kalei, who says, “There is never a sad or dull moment when the ukulele is present,” the power of the ukulele goes well beyond his ability to dazzle an audience. During his travels, he witnessed the ukulele’s ability to bring people together in spite of obvious differences. Seeing these students of the ukulele happily strumming together in his workshops convinced Kalei that music has the power to inspire, heal, and create peace: “Music has the power to change the world. I’m just a messenger.” Kalei supports his belief in the power of music by actively promoting charitable organizations like the Music for Life Foundation which raises funds to provide musical instruments to Hawaii’s schools, and by offering ukulele workshops to students, in the same way in which he was mentored.



Redefined (2012)



Contemporary
Ukulele (2008)

KIMO HUSSEY

As a young boy growing up in Hawaii, ukuleles were all around Kimo. Yet, it wasn't until his Uncle Richard took him under his wing at age 5 that Kimo learned to play and love the ukulele—a love that has only grown over time. As Kimo says "Emotion is the key in nurturing ukulele because people around the world enjoy the instrument because it is fun, first and foremost, and therefore provides a moving emotional reward." His music is deliberately slow, a style that he is often sought out for as a teacher and instructor. For Kimo, however, he "grew up with this ukulele sound all around me. It was somewhat characteristic to all those local ukulele players to whom I ascribed a ton of respect."



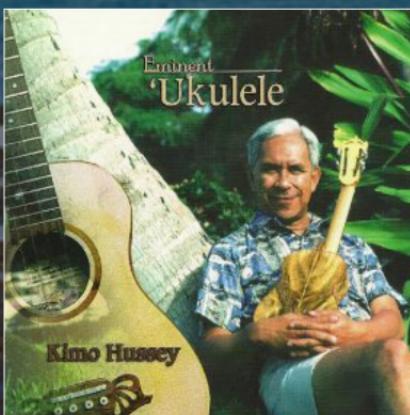
Kimo is also a much-sought after performer and teacher, traveling extensively to ukulele festivals and workshops around the world. He specializes in community service events, and has played in hospitals, senior centers, for blind children in Thailand, for children who were cancer patients and at hospice facilities. In all of these, the ukulele showed its magnificence in supporting those very real tenets of music therapy, a concept very important to Kimo. "The ukulele is NOT an end. It is a catalyst through which we facilitate music that soothes."

Kimo has recorded one solo ukulele CD – the sold out and much sought after "Eminent Ukulele" – and has participated in several other composite ukulele CDs. He is also an author of the multiple award winning Hawaiian songbook, *He Mele Aloha* which has sold millions of copies around the world and has been translated into other languages.

Kimo is currently conducting workshops and seminars around the world, with a plan to release a new CD late 2013. His goal is "to share as much of my knowledge of ukulele as possible. Years of



musical experiences teaching and playing throughout the world have consistently shown me what I most enjoy about music and ukulele is being a part of music's creative process. I have learned that I continue to learn about ukulele and so I never run out of things to share. The process massages the soul. It's a real joy and one big reason why I love doing workshops about anything that has to do with ukulele, sharing with others what has been shared with me."



Eminent Ukulele (1999)