



## Bio and Selected Media Placements and Reviews



**Contact:** [makeclassicsrock@gmail.com](mailto:makeclassicsrock@gmail.com)

**972-54-4414594**

**Official Website**

<http://www.giladsmusic.com/>

Gilad is an Israeli Indie singer and songwriter releasing his 3rd album, *As Time Goes By*. Gilad has created his own musical genre combining his two loves; 70's rock and a passion for classical poetry. His previous album *Hidden Flame*, combined Gilad's unique music style with poems by, Christina Rossetti, Edgar Allen Poe, Hemmingway, Kipling, John Dryden among others. He started out as a cover band in the '90s and later added his own material to the setlist.

Gilad has since gone on to perform on prime-time TV, received national radio exposure, wrote 3 musicals, and to top it off received a personal thank you letter for his work from US President Barack Obama. His music is quoted as being a beautiful mix of Pop, Rock, Light Soul, and a bit of Jazz.

*Avigail's Song* is Gilad's first release from his new album which he dedicated to his 2-year-old daughter.

The song is available on Spotify and all other digital platforms.

## Personal Letter from President Barack Obama



A small, stylized signature of Barack Obama, consisting of a circle followed by a horizontal line.

THE WHITE HOUSE  
WASHINGTON

March 20, 2013

Mr. Gilad Hesseg  
Ms. Ruthi Navon  
Ms. Adi Cohen  
Maestra Maya Shavit  
and the Efroni Children's Choir  
6 Shlomtzion Street  
Haifa  
Israel 344606

Dear Friends:

Thank you for sharing your beautiful composition. I was moved by your talent, enthusiasm, and spirit of friendship.

In uncertain times, the words of Frances E.W. Harper remind us of the common dreams that connect all humanity. Over the next four years, I look forward to strengthening the enduring bond between our peoples.

Thank you, again, for your kind gesture. I wish you all the best.

Sincerely,

A large, handwritten signature of Barack Obama in black ink, featuring a prominent circular flourish at the beginning.

XUNEMAG (Internet Portal)

<https://xunemag.com/gilad-annabel-lee-review/>

*One thing I can't help but praise this track for is it's captivating lead guitar solo and various lead guitar parts throughout. The vocals on the track give off a classic sound, especially when the background vocals appear. 'Annabel Lee' boasts plenty of depth and layers and fully feels like a journey from start to finish*

## 16TH ANNUAL GREAT AMERICAN SONG CONTEST



My Song Annabel Lee was selected as a finalist in 2013.

**The Marker Café** (Internet Portal, 3-5 hundred thousand views a day):

<http://cafe.themarker.com/review/2792255/>

*I thought nothing could surprise me anymore but I'm happy to say I was wrong, big time. I love a good surprise and Gilad's concert was absolutely amazing. A new concept executed to perfection, great music, what can I say – Perfect!*

*Rudyard Kipling combined with light Rock and Roll, who would have believed it?*

*The music is melodic and catchy, with brilliant arrangements.*

**Yoval Harel's Blog** (500-800 views a day):

<http://yuvalerel.wordpress.com/2012/12/06/%d7%94%d7%90%d7%a9-%d7%94%d7%a0%d7%a1%d7%aa%d7%a8%d7%aa-%d7%a9%d7%9c-%d7%92%d7%99%d7%9c%d7%a2%d7%93/#more-10688>

*There is something magical and undefined about listening to Gilad singing contemporary Rock music using lyrics of Classical Poetry. It's as if two worlds combined together.*

**Richard Coffee/Artistic Dir./Connecticut Choral Artists, Inc.**

<http://www.giladsmusic.com/reviews.html>

*Dynamic, fresh, and engaging, marked by a youthful vigor and passion that are hallmarks of the poems themselves.*

**Stanley Sperber/Dir. of Choral Music/Jerusalem Academy of Music and Dance**

<http://www.giladsmusic.com/reviews.html>

*Highly dramatic and poignant compositions... an artistic triumph!*

**Reuven Bardah's Blog** (500-200 views a day):

<http://www.mynet.co.il/articles/0,7340,L-4329018,00.html>

*Gilad knows that in order to write and sing in English you need to be - English and that's why he chose some of the best known texts in the English language by poets such as: Hemingway, Poe, Kipling and others.*

*Gilad's voice reminds me of Adam Levine from Maroon 5. His music is a beautiful mix of Pop, Rock, Light Soul, a bit of Jazz and Celtic music.*

**The Times Of Israel** (Internet Portal, 3-5 hundred thousand views a day, around the world):

<http://www.timesofisrael.com/topic/gilad-hesseg/>

The screenshot shows the homepage of The Times of Israel. At the top, there is a red banner for a promotion: "PROMOTION: Nefesh B Nefesh Best Job Contest | Win your dream job in Israel! ENTER NOW >>". Below this is the site's logo "THE TIMES OF ISRAEL" with the tagline "Fair, fresh and fast". A search bar is located on the right. The navigation menu includes: HOME, ISRAEL & THE REGION, JEWISH TIMES, ISRAEL INSIDE, OPS & BLOGS, THE JEWISH PLANET, and START-UP ISRAEL. The main article is titled "Obama gets Israeli kudos, set to song" with a sub-headline "A DIFFERENT HAIL TO THE CHIEF". The text of the article reads: "Israeli musician Gilad Hesseg puts music to the words of abolitionist poet Frances Harper in a tribute to the US president as he starts his second term". The byline is "By JESSICA STEINBERG | January 15, 2013, 12:43 pm | 2". Below the article are social media sharing buttons for Twitter (5), Facebook (41), and a "submit" button. There are also buttons for "Email", "Print", and "Share". To the right of the article is a sidebar with a green advertisement for "M.B.A. במנהל עסקים אפריל 2013" (M.B.A. Business Administration April 2013) by Ono. Below the advertisement is a section titled "THE TIMES OF ISRAEL CURRENT TOP STORIES" with a photo of a group of people outdoors.

**Israel Today** (The circulation is currently 350,000 a day for the daily edition):

Israeli composer recorded a Tribute Song to the lyrics of poet Frances E. W. Harper, in honor of President Obama's inauguration ceremony.

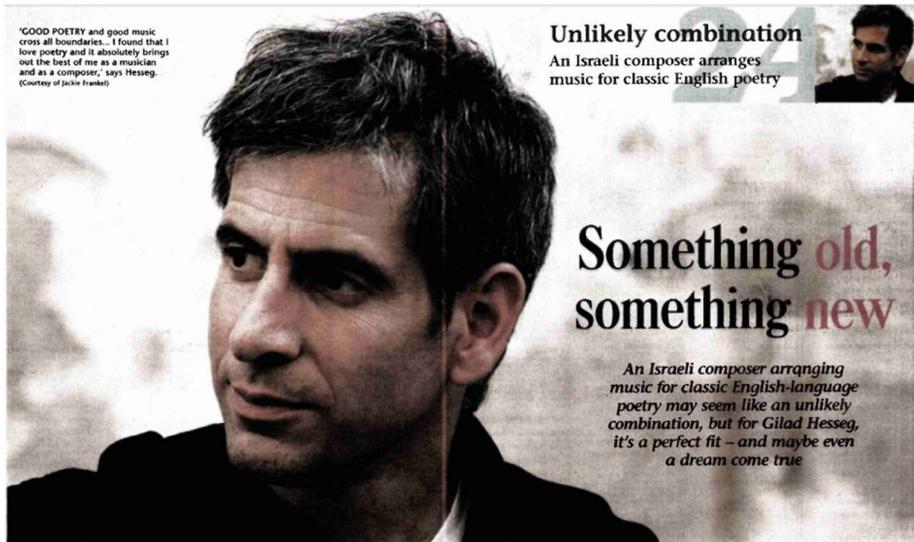


Israeli Foreign Ministry – video interview :

<http://www.facebook.com/giladsmusic#!/CultureBuzzIsrael?fref=ts>

Jerusalem Post – Back page (daily circulation of tens of thousands and also a very wide circle of readers all over the world):

<http://www.jpost.com/ArtsAndCulture/Music/Article.aspx?id=242885>



'GOOD POETRY and good music cross all boundaries... I found that I love poetry and it absolutely brings out the best of me as a musician and as a composer', says Hesseg. (Courtesy of Jackie Frankel)

**Unlikely combination**  
An Israeli composer arranges music for classic English poetry

## Something old, something new

An Israeli composer arranging music for classic English-language poetry may seem like an unlikely combination, but for Gilad Hesseg, it's a perfect fit – and maybe even a dream come true

• By REBECCA BASKIN

"It was many and many a year ago, In a kingdom by the sea, That a maiden there lived whom you may know By the name of Annabel Lee.

words just wowed me. I said, 'I have to have it.'" Hesseg's mother-in-law retrieved an old, brown booklet from which she studied English poetry as a teenager. "I took it home and I didn't have the courage to compose [music for *Annabel Lee*] at that point. It had just an effect on me – I said I wouldn't compose it

ten, for some reason, and my ambition is to bring them to life," he said. One of the poems that caught his eye was Ernest Hemingway's *Advice to a Son*. "Few even know that Hemingway wrote poetry but after reading 2000 poems, you find some things that have been lost along the way."

**Walla** (Internet Portal – 600,000 views a day):

<http://e.walla.co.il/?w=/202/2561840>

**Mako** (Internet Portal – 300,000 views a day):

<http://www.mako.co.il/music-news/singles/Article-4c31814b96c5c31006.htm>

**Habama** (Internet Portal – 150,000 views a day):

**A Powerful and gentle sound**

<http://www.habama.co.il/Pages/Description.aspx?Subj=7&Area=1&ArticleId=10514>

רכישת כרטיסים

המלצות • אירועים  
כרטיסים • מבצעים

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**08-8545143**

חיפוש על פי:

לוח האירועים 2013 אפריל

ש	א	ב	ג	ד	ה	ו	ש
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13	12	11	10	9	8	7	
20	19	18	17	16	15	14	
27	26	25	24	23	22	21	30
							28

נותנים במה לתרבות

**לוס ויואנקוס**  
ספרד  
5 במאי בשעה 20:30

ביקורת  
על ספה אדומה - כבוד למילים

שני אחים ושתי אחיות מגישים ביצירתיות ועם מעוף ביצועים חדשים לשיריה של רחל המשוררת

**צליל עדין ועוצמתי**

בדרך כלל קשה מאוד לתת ביטוי מחדש לשירים שכבר הפכו לנכס צאן ברזל בתרבות המוזיקלית שלנו. לפעמים נדמה כאילו הלחנים המוכרים כל כך מושרשים עד כדי כך שפשוט אי אפשר לשיר אותם בצורה אחרת.

ביום שיש האחרון הציגו משתתפי "על ספה אדומה" ביצועים מחדשים ושונים לגמרי לכמה משיריה המוכרים והאהובים של רחל המשוררת. לא את כל התוצאות אהבתי, אבל המעוף, היצירתיות והיכולת להפוך ישן לחדש-חדש קנו אותי.

הצוות של "על ספה אדומה" מורכב משני אחים – גלעד ותומר הישג, ומשתי אחיות – מעיין בוקריס ודקלה הישג (לשעור רהיטים). מורר ליחס המעטתתי מרבי "על ספה אדומה" מייצרים צליל ופלא ופלא ונדי ארל

**YouTube**

*"That was absolutely incredible!! Thank you"*

**YouTube**

*Our class looked at this video and it was truly mastered. You sang it perfectly.*

**YouTube**

*"Savrseno, perfect !!!"*