



NEWS RELEASE

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“Love Matters” Revisits a New York Musical Gallery

Omaha, Neb. -September 3, 2014 - “Love Matters”, a compilation of previously released and unreleased tracks from Paul Serrato & Co. is now released and available on Serrato’s Graffiti Productions Jazz label.

With Serrato on piano, “Love Matters”, his eighth album, includes five unreleased tracks from his New York workshop archives, as well as live performance and studio recordings. The tracks provide a panorama of music with the musicians who assembled over time in his studio. “I was lucky to have some of New York’s most exciting club musicians to play with,” says Serrato. The work often found its way into the band book. Tracks were informally recorded on cassette decks of the time, Sanyo, Toshiba. “I’d simply count off and press the play button,” says Serrato. The music was what mattered, not technology. “The musicians contributed their own creativity, giving my ideas the ultimate shape and character heard here. That’s jazz. I’m like a playwright. Musicians are the actors.” In the case of “The Way It Is”, both workshop and live performance tracks are included.

The flow of Serrato’s cd releases continues as Graffiti Productions enters its third decade. The label launched in 1991 with “Nexus”, an album of edgy, original compositions. It included “Street Smarts,” included here, a jazz sound collage of the gritty New York of the period and garnering attention by Barbara Marsh in The Wall Street Journal.

Serrato was composer, musical director and arranger for Downtown New York club acts and Andy Warhol Superstars, as well as performer and house manager at Art d’Lugoff’s legendary multiplex jazz emporium, The Village Gate.

With degrees in both jazz composition and urban education, Serrato continues to share his urban jazz attitude with new listeners, striving for a musical poetry reflective of urban diversity. Inspiration for the music in “Love Matters” was occasioned by New York, itself like jazz- in a state of perennial improvisation and mood swings. “Easy Woman”, included here, might even be considered a metaphor.

Love does matter, asserts Serrato: in music making as well as in life. Love for music itself; love for playing music; love for musicians, and love for sharing the endeavor with the community.

“Love Matters” is the real romance of love and the city, without the fuzzy edges; a black and white photo by Weegee; a film noir that swells into color. It’s music that addresses its listeners, implicating them in its content of urban landscapes and universal human vistas; a synthesis of chromatic moods and impressions. “I want to make people connect with their emotions, their senses, their feet, and with each other.” The work of this veteran New York musician has been variously described as “free jazz to mainstream and blues” and “music that swings with a big heart’ from “a pianist with chops to spare.” Paul and Graffiti Productions are now based in Omaha, Neb.

The CD’s art is from the portfolio of the extraordinary Emil Cadoo, former Life Magazine photographer and friend of the artist.

“Love Matters” is available from CDBaby.com. For additional information please visit www.paulserrato.com, <https://www.facebook.com/pauljazz1>, or contact Paul Serrato at 402 505 3489, or email ppaulblues@aol.com.

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