

Herb Alpert

Profile

For more than fifty years, Herb Alpert's persistent artistic vision reverberates, as one note comprised of three simultaneous chords: curiosity, integrity and excellence. Creator and innovator, musician and producer, artist, entrepreneur and philanthropist, Herb Alpert is one of this generation's true Renaissance men, with a profound passion empowering his every endeavor.

Born Herbert Alpert on March 31, 1935 in Los Angeles, the future trumpeter came of age in a house filled with music: his father played mandolin, his mother violin, his sister piano and a brother who played drums. He attended Melrose Elementary School where, at the age of eight, he was drawn to the trumpet in a music appreciation class. "I was very fortunate that I had that exposure to music and was encouraged to stick with it. Years ago, when the arts programs were cut out of our public schools so many kids stopped having that kind of opportunity." With his desire to bring the arts back to all young people, the Herb Alpert Foundation is helping to change that educational environment in his native city.

With more than 40 years of continuous philanthropic activity, Alpert has established a legacy that reflects his firm belief that music can make a difference in the lives of each of us, and possibly even change the world. A new school of music at UCLA, focused on cross-cultural experimentation and musical diversity, bears his name and is probably the finest example of Alpert's grand vision for the transformative power of music.

A legendary trumpet player, Alpert's extraordinary musicianship has earned him five #1 hits, eight GRAMMY® Awards, fifteen Gold albums and fourteen Platinum albums. Herb Alpert & The Tijuana Brass propelled Latin sounds into the pop music limelight, at one point outselling the Beatles two to one. In 1966, they achieved the since-unmatched feats of simultaneously having four albums in the Top 10--and five in the Top 20.

The Brass' fourteen Top 40 singles include the GRAMMY®-winners "*A Taste Of Honey*" and "*What Now My Love*," and the #1 hit "*This Guy's In Love With You*." Alpert's most recent #1 single was his solo classic, "*Rise*." Shout! Factory recently released deluxe remasters of the entire TJB catalogue plus Lost Treasures, a new compilation of vintage rarities, and Rewhipped, a new album featuring hot remixes of every track from Whipped Cream & Other Delights ('65). In all, Alpert has recorded over thirty albums with the Brass and solo, and produced for many other artists, including five

albums for Sergio Mendes & Brasil '66 and four for his wife, GRAMMY winning vocalist Lani Hall.

As an entrepreneur and industry leader, Alpert's commitment to artists with personal vision (with partner Jerry Moss), guided A&M Records from a Hollywood garage operation into the world's largest independently owned record company. Stars including Janet Jackson, Cat Stevens, Supertramp, The Carpenters, Carole King and The Police, to mention a few, are evidence of the consistent quality and diversity of the A&M Records family. In 2006, Alpert and Moss were inducted into the Rock and Roll Hall of Fame in recognition of their accomplishments.

Herb Alpert has continually explored other artistic ventures, always acknowledging a connection between music and visual art in his creative process. A painter for four decades, Alpert's bold, color-saturated abstract expressionist canvases have been exhibited internationally. A sculptor for over three decades, his most recent body of work, *Spirit Totems*, was recently shown in NYC and Los Angeles. Broadway theater is another arena in which Alpert has enjoyed success. His producing credits include the Tony Award/Pulitzer Prize-winning production of Tony Kushner's *Angels in America*, *Jelly's Last Jam*, Arthur Miller's *Broken Glass*, August Wilson's *Seven Guitars* and *The Boy from Oz*.

Herb Alpert's most serious contribution may yet be his greatest. The Herb Alpert Foundation, which he oversees with his wife Lani Hall Alpert, recently made a major gift to UCLA Arts to support a new school of music, named in his honor. The UCLA Herb Alpert School of Music will emphasize music and influences from around the country, around the world, and throughout time, in an effort to prepare young musicians to succeed in a world far different than the one he knew starting out. The Herb Alpert Foundation also supports educational, arts and compassion oriented programs dedicated to serving young people and helping them lead positive, fulfilling lives. In all of these ventures, there is a harmony not unlike Alpert's music, a flowing of energy and sound, a dedication to quality, which sustains everything Alpert does.

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