

ADAM RAFFERTY

FUNKY FINGERSTYLE GUITAR FROM NEW YORK CITY

"The first time I heard the guitar I was still in my mother's womb." says Adam Rafferty.

Adam's father bought a Martin D-28 guitar to serenade his expecting wife....and the sounds of the guitar surely found their way into Adam's soul.

Adam was born and raised just south of Harlem, started performing fingerstyle blues guitar at age 6, played in a hard rock band at 12, was ripped off by a club owner on his first gig at 15, studied classical guitar at 16, and by 18 he was a rapper on a gold record overseas.

By age 20 he was playing as a jazz guitarist in Harlem with Hammond B3 organist Jimmy "Preacher" Robbins, who regularly threatened customers with a 10 inch kitchen knife.

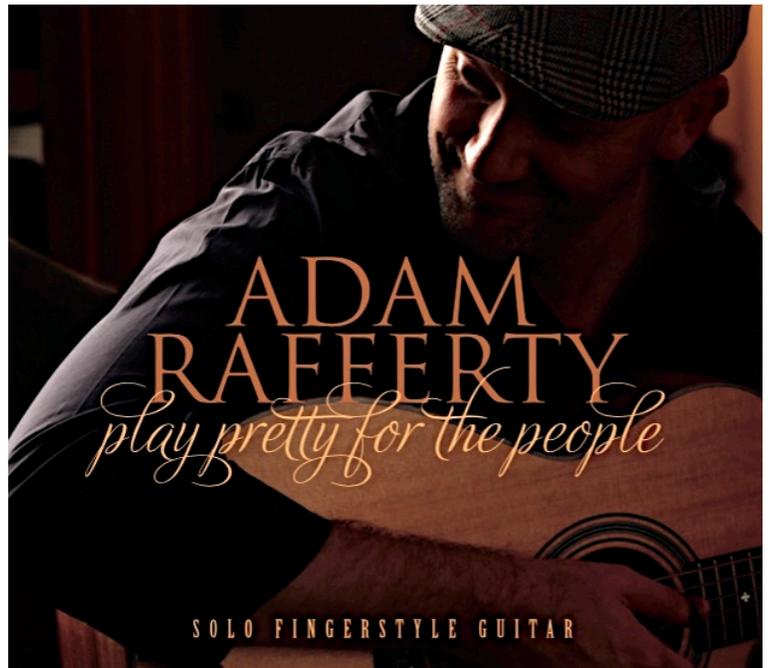
In his "Big Apple" jazz guitar period, Adam was a first call jazz guitar player in New York City for world class musicians like Dr. Lonnie Smith (Hammond B3 Organ Legend), the Dizzy Gillespie Big Band (led by Jimmy Owens), Bob Cranshaw (Bassist for Saturday Night Live and Sonny Rollins), Bennie Wallace, Alvin Queen (drummer for Oscar Peterson), and he's also played informally with George Benson, Gloria Lynn, Buster Williams, Lou Donaldson, Frank Wess and tap dancer Gregory Hines - to name a few.

But...in 2006 his musical life changed when he fell in love again with solo fingerstyle acoustic guitar. The electric guitar has not seen daylight since then.

In just a few years time, he became a YouTube guitar sensation, racking up over 15 million views and over 50,000 subscribers to his channel. His fusion of acoustic fingerstyle with jazz and funk "finesse" make him stand out from many of the standard fingerstyle guitar pickers.

Since 2008 he's been touring as a solo guitarist, performing main stages at concerts and festivals in the USA, Canada, Thailand, Malaysia, Singapore, Australia, Germany, Italy, Switzerland, Austria, Spain, Belgium, Luxembourg, Scotland, England, Russia, Finland, Estonia, Kazakstan, Czech Republic, and Serbia.

As his live show evolved, new material emerged. Eventually fans started asking for recorded versions of the new material they had heard live, so he knew it was time to record a new.



This long-awaited CD is called "Play Pretty for the People."

It's a mix of solo fingerstyle guitar, with hip hop human beatbox, vocals original songs, NYC street funk, slow blues, uptempo bluegrass flat picking, Harlem swing with walking bass lines and Brazilian grooves.

The eclectic mix of songs includes original songs and solo fingerstyle guitar versions of "Super Freak" by Rick James, "Affirmation" from George Benson, Gershwin's "Summertime", well known classics like the Beatles "Yesterday" and "In My Life", John Lennon's "Imagine", the samba classic "Brazil" and Roberta Flack's "Killing me Softly."

Serving up delicious musical delight to the audience is Adam's #1 priority.

"Many musicians fall into the trap of trying to impress their peers, themselves, and get approval from their teachers, the experts, the critics and so on.

They forget about the people in the seats directly in front of them who are the most important - the audience. Those are the folks who worked hard all week and want to hear music that will soothe their souls, not tickle their intellect.

In my twenties, I was deep in musical apprenticeship with Mike Longo, former pianist for Dizzy Gillespie. He not only taught me music, but helped me navigate the path to becoming a successful, professional musician.

Anytime I'd mention upcoming gigs or recording sessions to him, he'd always say "go play pretty for the people" as his parting words.

After finishing the album, I wanted an inspired title. I relaxed, and I thought of my inner guidance and musical mission. My eyes teared up and the answer was clear..."Play Pretty for the People."

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