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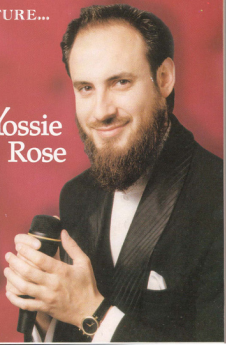
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G.Y.L. PRESENTS
 THE VOICE OF THE
 FUTURE...

**Yossie
 Rose**



The rhythm tracks were recorded in Eretz Yisroel because, as Gideon frankly relates, "Israeli musicians have so much soul, and their expression is the very best."

Brass, strings and vocals were recorded and mixed at Gideon's G.Y.L. Studios in Boro Park, and additional work was done at Florida's Criteria studios, one of the biggest recording studios in the world. "There's a combination of so much talent and professionalism in this album, and it's apparent as soon as you listen to the opening tracks."

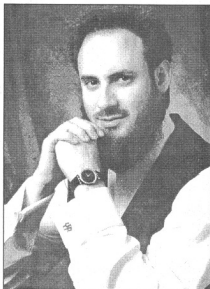
Listen to the album, and one thing is immediately clear:

This one is different. Amazingly different. Refreshingly different.

In a market that is overflowing with a multitude of recordings, in an industry that releases new albums on an almost daily basis, this one stands out above the rest. The Jewish listening public has developed and refined its tastes over

the years. Inevitably we are greeted with a lot of music, good music, but every album seems to feature the same sound. "Brocho Ad Bli Dai" doesn't. Yossie Rose's distinctive voice is crystal-clear and mighty. His robust and energetic singing style puts you at the edge of your seat. And the selections being offered here are uniquely passionate and intense. Consider this album a cool blast of fresh air.

It's not every day that you get Yossie Green, the greatest Jewish music composer of our time, was asked to join in the creation of this album. Yossie's songs have reached such unprecedented heights of success that he is the most sought-after name in the industry today. Yet he



Yossie's distinctive voice is crystal-clear ...

gladly offered his talents and contributed three delightful songs to "Bracha Ad Bli Dai."



Yossie Rose & Gideone Levine At The G.Y.L. Studio's

EXCLUSIVE INTERVIEW



WITH GIDEON LEVINE

Walk into Gideon Levin's G.Y.L. Studios, Boro Park's only professional recording studio, and you immediately notice that the walls are covered with pictures of the most celebrated Jewish music performers of our time. Gideon Levine has worked with them all - the stars and the superstars. He has become great friends with just about everyone in the industry and has developed an unerring intuition for musical talent and proficiency. Gideon himself is a formidable presence on the Jewish music scene. He's a multi-talented producer, composer, and entertainer. He's at the cutting edge of the industry. And he knows a good thing when he sees it. When Gideon talks about music, people listen. Today, Gideon is focusing a lot of his attention on Yossie Rose and his upcoming album. Jewish LifeStyle Magazine visited him at his studio headquarters and chatted with Gideon about this new release:

JLS: Gideon, you've seen so many musicians come and go over the years. What's so special about Yossie Rose?

GL: Let me tell you something. I truly respect all the artists that I work with. Each one is special and talented. But something struck me about Yossie the first time I met him. It was about four years ago, when he was working on a project at my studio. Believe me, I don't get impressed very quickly. I've been in the business a long time. But I immediately saw a very big potential in Yossie. His singing is amazingly professional. His voice is extremely powerful. He has so much energy. You put all these characteristics together, and you have a real star.

JLS: And you're a real maven, Gideon, aren't you?

GL: I've worked with quite a few singers over the years. After a while, I get to know them all. A performer's personality really comes through when he sings. I

can actually tell the character of a singer through the speakers.

JLS: And Yossie?

GL: Yossie's nature comes shining through. He's a very motivated person with a lot of 'mesiras nefesh.' He runs the Chabad House in Florida and dedicates his life to helping others come back to Yiddishkeit. I admire his spirit just as much as his talent.

JLS: Have you ever watched Yossie perform?

GL: Everyone should watch Yossie perform. He's an energy machine with real stage presence. When you watch his concerts, you feel like you're under some kind of spell.

JLS: How did the two of you decide to collaborate on an album?

GL: We both share the same passion for music. We have similar tastes and ideas. So, when Yossie called me, I knew I had to enter this project. But you know, it's funny. Once we made the original decision, everything just seemed to fall into place. I feel like there's some kind of hashgocho which brought this album together.

JLS: Are there any songs on this album that have touched you personally? Any highlights?

GL: It's hard to say, because every song is so special. I think that the "Geulah Dance" song, which is written by Yossie Green, will give people a lot of 'chizuk.' The song is written in both Hebrew and English versions, and has a quick, snappy beat. "Never Alone" is a beautiful song that Yossie sings with so much heart and soul, it's going to bring tears to people's eyes. The story behind that song is also special. Yossie Rose wrote this song himself in tribute to a little girl who was in a terrible car accident. Yossie became very close to the family during the crisis. The song is a metaphor for our lives. It ▶

CONT.

teaches us that we should never take things for granted... our children, our health. Once I heard the song, I knew we had to put it on the album.

JLS: How does the song relate to the rest of us?

GL: The song can be experienced on many different levels. Many people who hear it say that it reminds them of the Lubavitcher Rebbe and the special relationship which he had with every single Jew. The beauty of the song is that it's so ambiguous. It's universally meaningful. Anyone can apply it to himself.

JLS: You speak about a special "hashgocho" that accompanied this album. What do you mean?

GL: It's really interesting how everything came together. The title song, "Brocho Ad Bli Dai," is also very meaningful to us. The Rebbe had given Yossie a 'brocho' to make this album. There was a melody with the same words, "Brocho Ad Bli Dai," that was sung at 'farbrengen.' Even the cover fits in nicely - it's a picture of a cup of wine spilling over. Brocho is often expressed through wine - the *kos shel brocho*. There is also a picture of the Rebbe giving someone a dollar, as he so often did. As it turns out, the person in the picture is actually Yossie Rose.

JLS: So you think that there's some kind of 'hashgocho protis' behind this album?

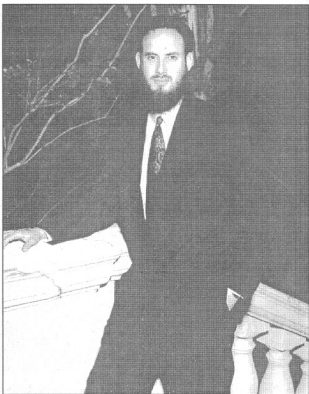
GL: Oh, absolutely. You know, nothing ever happens to Yidden by coincidence.

JLS: It seems like there's a lot of spirituality in this album.

GL: There's everything in this album. It's extremely versatile. There's a song for every age, every taste. It has songs that are fast-moving, chassidic songs, *lebedik* songs, and inspirational songs. We worked with many different people, many different musicians. Each brought in a little of his own style, so all together it's an excellent culmination of talent.

JLS: Gideon, we can't wait to hear it. When is this album finally being released?

GL: *Im yirtzeh Hashem*, Rosh Hashana time. Just in time for us to wish for a year of "Brocho Ad Bli Dai." ■



Touching people's souls... that's what makes Yossie Rose so special.

Cont.

"Meeting Yossie Rose is an awesome experience," explains Yossie Green. "His eyes are so powerful, so magical. There's something really special about him." It was Ruthi Navon who introduced Yossie Green to this project, and although he is quite selective about who he works with, he gladly jumped in. "There was no question," he explains, "that Yossie Rose would sing these songs with all the energy and emotion which they deserve."

Contemporary Jewish music,

of course, is about more than pretty songs and talented entertainers. There's an entire spiritual dimension to it, a kind of divine inspiration. The spirituality is really at the crux of the matter, and Yossie Rose has mastered that aspect of the music with an unmistakable flair. During his concerts he connects with his audiences through his soul. As he puts it, "Non-verbal communication is so much stronger and more effective than verbal." If so, Yossie, then consider yourself one of the greatest communicators of our time. ■