

Great Greek guitarist Pavlo hits all the right notes

KIM DICK

kimd@medicinehatnews.com

People have described Pavlo as many things – Greek God of the guitar, Lord of the Strings, master showman, to name a few – but Pavlo is a modest, hard-working musician who just always wanted to make music.

Pavlo is best known for his Mediterranean music, something of a new genre he discovered after playing in rock bands as a teenager.

With his Greek heritage and a love of the strings, Pavlo has risen to great heights, doing things his own way and staying true to his love of melody.

Riding the release of his seventh album, *Live at Massey Hall*, Pavlo has just wrapped up filming on a PBS special entitled, *Pavlo – Mediterranean Nights*.

"It was the No. 1 show for the market and now it's airing nation-wide in America in June," said Pavlo. "This is huge for us because millions of people get to see what we do."

If that isn't enough news, Pavlo is also working on releasing a line of affordable classical guitars crafted by Calgary luthier Jake Peters.

He also released a brand of red wine *Meritage* from Ontario's *Mastronardi Estate Winery*.

Not to mention he has quietly sold 500,000 records over the last 10 years.

"And that's with no real exposure other than our touring," said Pavlo. "We do upwards of 200 concerts a year these days . . . it's the old-fashioned way here, we go to every city and have toured across Canada 15 times."

Growing up in a Greek immigrant family in Toronto, he says his family was supportive of his journey into the world of music.

"My dad always said, if you are going to do this, do it to the best of your ability," said Pavlo. "He supported me from day one."



SUBMITTED PHOTO
Pavlo is playing at the Esplanade April 9.

Pavlo also has a 12-year-old daughter, Dimitra, whom he says has been an inspiration to his music.

"She plays piano, she sings, she is more talented than I will ever be in my life," he said. "I love her."

As for Hatter audiences, Pavlo says he will be taking them on a trip out-of-this-

world, or at least out of the country.

"We are creating what we call a little Mediterranean escape for a couple of hours," he said. "We are going to leave Medicine Hat and we are going to go over to Santorini, Greece and Spain and then we will come back at the end of the evening."

Pavlo says his shows are a little lively, he also likes to bring audience members up on-stage to dance with the band.

Some serious music from this guitar virtuoso coupled with his love of fun and dance, promises to make a great show.

Catch Pavlo in concert at The Esplanade, Wednesday April 9 at 8 p.m.

Tickets are \$30 and can be bought online at www.tixx.ca or by phone at 502-8777.