

TITO NIEVES BIOGRAPHY (ENGLISH)



Three decades of music and the “Pavarotti” of salsa music is stronger than ever Humberto Nieves always knew that he was destined to be an accomplished singer. Nicknamed “Tito” at an early age, the future “Pavarotti” of salsa music was born in Río Piedras, Puerto Rico and raised in New York, where he nourished his musical predilection on tropical, blues and pop music. “In 1975 I decided that music was my calling,” explains Tito. “At that point I was full of dreams, and would look at a Fania (All Stars) photo with all those big artists and all I could think is what could I do to get to them, to be near Tito Puente, Johnny Pacheco and Celia.”

GROUNDBREAKING ASPIRATIONS

At age 15, Tito Nieves recognized his musical calling and set out to conquer the world of salsa. His relentless drive led him to approach Orquesta Cimarron and he quickly became their lead singer for the following two years. At the end of the 70’s, Tito joined the great Hector Lavoe Orchestra. “Hector taught me the steps in music, he took me by the hand, giving me his support,” Tito recalls. Shortly after, Tito experienced his first recording studio sessions as the lead singer of Tairbori. In the early 80’s, he joined Conjunto Clásico. “During this time I grew musically and, as I shared the stage with Celia Cruz and Tito Puente, it felt like all my dreams had been fulfilled.” “I was born at the right time,” affirms Tito. “Music is my calling. I was fortunate enough to live in an era where I could contribute to, alongside the salsa greats, the evolution of tropical music.”

In 1988, Tito set out on his own and recorded Classic, which included the hit, “Sonámbulo,” earning him his first Gold record as a solo artist. The following year, he released Yo quiero cantar, which featured the song “I’ll Always Love You,” adding 2 more Gold records under his belt.

BREAKING BARRIERS BY MAKING HITS

Throughout his career, Tito has defied the language barrier with his versatility and crossover appeal. His music speaks to the hearts and minds of people everywhere, regardless of the language they speak. Tito also helped to define that which the media dubbed the New York Sound.

Included among the timeless classics that Tito has graced with his melodic voice are smash hits such as “Can You Stop The Rain,” “You Bring Me Joy” and “De mí enamórate.” In 2000, Tito Nieves’ song “Un Amor Así” hit Billboard’s Top 10 and was followed by “Como Llegó tu Amor,” a duet with the legendary Rubén Blades.

“Throughout my career, I have taken great care to present music that is both timeless and classy,” Tito explains. “Each album is a testimony to my growth as a singer and songwriter. My music is a continual process where I constantly redefine my sound. I am always looking for new ways to express myself both lyrically and musically. It seems to be working because, with each album, the list of Tito Nieves’ fans grows,” he concludes.

In 2004, Tito Nieves released his album, *Fabricando Fantasías*, which showcased an intimate, vulnerable side of Tito never seen before. “This album remains a key part of my musical repertoire because it allowed me to grieve the loss of my son. Music is a beautiful thing because it allows us to express our innermost thoughts and feelings that otherwise would remain unspoken.”

TODAY, TOMORROW AND ALWAYS

Nowadays, Tito Nieves is once again the center of attention with his latest production entitled *Hoy, Mañana Y Siempre*. Tito has once again teamed up with GRAMMY award winning producer and composer, Sergio George, to bring the public a sound that is both classic and contemporary. Tito’s latest album is sure to make history, with the first single, “Esa Boquita,” an ardently romantic track that displays the salsero at his best. Tito also stays at the forefront of music with his reggaetón single, “Terremoto,” which features Hip-Hop’s favorite Latin rapper, Fat Joe, and rising reggaetón superstar, Miguel Play. Tito’s release also features 5 songs written by renowned Latin music songwriter, Jorge Luis Piloto, and showcases Tito in his prime.

“This album breaks musical barriers because we have incorporated the fresh, new sounds of reggaetón while staying true to the sound that Tito Nieves is known for,” explains Sergio George. “Diehard Tito Nieves fans will enjoy his latest selection of salsa hits, while a younger audience is captured by Tito’s ability to crossover into the reggaetón genre.”

MOVING FULL CIRCLE

“I have been blessed with love, financial security and success while doing what I absolutely love,” confides Tito. “I hope to continue evolving with my work so that I can contribute to future generations of music.”

Indeed, Tito Nieves has come full circle with his humble beginnings in Puerto Rico and New York to his international success as one of the leading salseros to date. To the delight of his fans and followers, Tito Nieves continues to hit the market with pulsating songs that envelop the listener with a sense of urgency found only in the music of the greats. To think, the best is yet to come.