

# Mariachi Sol de Mexico® de José Hernández’ *The Ambassadors of Mariachi!*

Part of the romance of Mariachi songs is that all things are possible. The humor, the spirit, and even the bittersweet, inspire us to a world where we live out our dreams.

In that same way, much of the excitement of José Hernández’ Mariachi Sol de Mexico® is that all things mariachi are possible. While his family tree is rooted in five generations of Mariachi musicians that hail from La Sierra del Tigre region of Jalisco, Jose built on that foundation to grow mariachi music in new lands, in new musical genres, and in the hearts of new audiences.

Unprecedented, unrivaled and uninhibited, the impact of Jose Hernandez and his Sol de Mexico® on mariachi and all music is undeniable. After forming Mariachi Sol de Mexico® in 1981, Jose’s charismatic arrangements and signature trumpet playing made the group an instant and lasting success: Sol de Mexico® has played to sold out halls from New York’s Lincoln Center to Viña del Mar in Santiago, Chile. Not only were they the first Mariachi group to play concerts in Beijing, China and Pyongyang, North Korea; the shows were sold out! They have also played for four U.S. Presidents (Ronald Reagan, George H.W. Bush, Bill Clinton, and George W. Bush) including performances at the White House!

Right from the start. Jose has been an innovator, as evidenced by creating a cohesive collaboration with symphonies throughout the United States. The marriage of the styles is so seamless that it seems natural now. “Everybody in Latin America serenades their girlfriend or their wife with mariachi music - because they see it in the movies. But it has evolved so much over the last 20 years it’s almost like a classical art form.” Jose says.

Indeed, the theatrical aspect of Sol de Mexico®’s performances has been an attraction to Hollywood for soundtracks, where he has provided music since the 1980’s. In fact, Sol de Mexico®’s music recently was featured in the movie “Glory Road” and in Academy Award nominated “Seabiscuit,” as well as “McFarland USA”

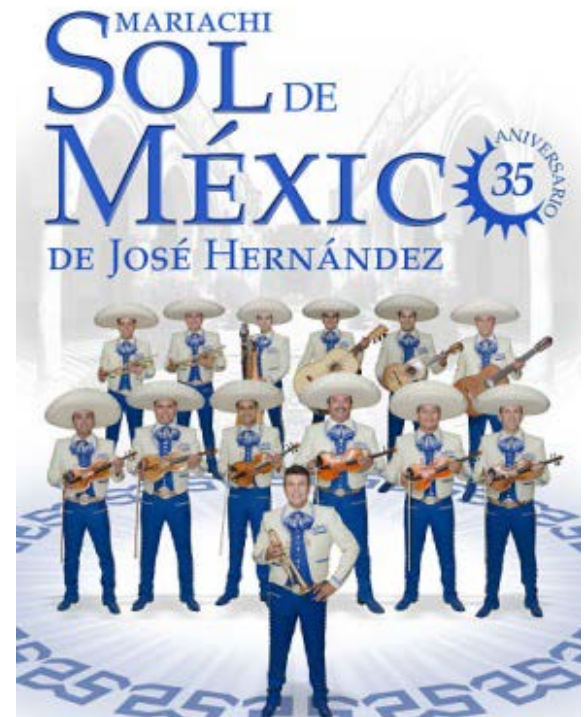
Also under Jose’s guiding hands, the art form has taken on many other successful, fun and creative styles – bringing more generations into the mariachi family. He created Reyna de Los Angeles, America’s first all-female mariachi ensemble. In 1991 he formed a children’s music foundation, the Mariachi Heritage Society, because the importance of maintaining the spirit of culture is only equaled by the importance of giving children the tools for success in any endeavor.

The versatility of Sol de Mexico® to expand to new audiences has led to fabulous, unexpected collaborations, such as with the Beach Boys and Willie Nelson. Within the world of Latin music, Sol de Mexico® has played alongside stars such as Vicente Fernandez, Selena, Jose Feliciano and a record-breaking concert tour with the one and only Luis Miguel. Jose’s records have been nominated for multiple Grammy awards and it is a tribute to the impact of Jose that Sol de Mexico® was invited to play at the inaugural Latin Grammy Awards.

But more than awards and credits, it is the passion and love of the mariachi tradition that courses through Jose’s veins into audiences’ hearts. Although he has played for heads of state, it is not surprising to see Jose perform at his famous mariachi restaurant, Cielito Lindo. Arranging and writing mariachi music is a legacy that Jose respects and loves.

“I am a fifth-generation mariachi musician - my dad came here in the 1940s when there was one place in Los Angeles that had mariachi music and the band had to pay the restaurant owner 25 cents per song to make up for the lost jukebox quarter. But my father always said that the day mariachi music is work is the day you die.”

...Que Viva Mariachi indeed!



[www.soldemexicomusic.com](http://www.soldemexicomusic.com)

[facebook.com/mariachisoldemexicodejosehernandez](https://facebook.com/mariachisoldemexicodejosehernandez)

## *Mariachi Sol de Mexico*® **Jose Hernandez, Director**

Jóse Hernández envisioned a mariachi ensemble to reflect the passion of the rich cultural heritage he belonged. Activating this vision would establish his expression to truly live as a link to the mariachi medium.

When he created Mariachi Sol de México® in 1981, Jóse prepared the way to set the Latin musical world afire with new original rhythms, sounds and ideas.

Jóse's fluent mastery of the mariachi medium is unmistakably intense when it comes to expanding the boundaries of mariachi music. He has recorded with the most respected and recognized names in the industry, including:

Jose Feliciano, Selena, Vikki Carr, Willie Nelson, Linda Ronstadt, Juan Gabriel, Vicente Fernandez , Luis Miguel, Guadalupe Pineda, The Beach Boys, Lola Beltran, Rocio Durcal, Brian Adams, Lucha Villa and more

Pursuing compositions worthy of more appreciation for mariachi, Jóse has enlightened audiences by producing rich, cultural performances world over.

With an excellent knowledge of music history, Jóse tantalizes his listeners with musical inspirations that ricochet from Leonard Bernstein to Augustine Lara, and Glenn Miller to José Alfredo Jimenez.

Having performed for President Clinton in Washington D.C. for the Congressional Hispanic Caucus Institute again proved Mariachi Sol de México® an international institution. This honor exemplifies Mariachi Sol de México® as a traveling cultural icon that symbolizes eclectic musicianship and communal cross-generation joy.

Perhaps one of Jóse's gallant achievements, Maestro Jóse Hernández has brought life to another passionate mariachi provision—symphonic compositions for mariachi. Establishing the Sol de México® symphony orchestra has allowed scores of mariachi lovers to become entranced by this full mariachi sound.

Jóse's versatile talents have been expressed in performance from Puerto Rico to Hawaii, from Latin America to the most renowned venues in the world.

The humble endeavor of Jóse Hernández is to remain the voice and medium for mariachi; to reflect the treasured cultural heritage through the pages of mariachi; to express his soulful vision of mariachi without end; this to Jóse, is the Passion of Mariachi.

