

Larry Branchetti Establishes Himself As One Of The Greats

By Scott "Bake" Sisson

The recent commercial success of longtime legends Tony Bennett and "Ol' Blue Eyes" Frank Sinatra has restored a lost love for the crooners of the world, as well as creating a new fan base within many new fans of all generations. This newfound interest leaves the door wide open for guys like Larry Branchetti. Branchetti has been electrifying audiences for the last 30 years with his powerful, multi-octave voice. He's from the old school, content to perform crooner-type swing and ballads, just as long as he can include a great deal of personal feeling into the music he's loved since childhood.

Branchetti has recently worked out a deal with Bottom Line Records, a deal that will give him the opportunity to market his tremendous talents on a much larger scale than ever before. **MUSIC'S BOTTOM LINE** caught up with Branchetti, and he took us on a tour of his career. As you'll see, Branchetti's talent is undeniable.

MUSIC'S BOTTOM LINE (MBL) – When did you get into the music business?

LARRY BRANCHETTI (LB) – My mother was a big influence in my life. She played piano and she sang. As a young kid growing up, she used to drag me next to the piano to sing with her. Around 8 or 9 was when I got interested in the big band sound. I started listening a lot to Sinatra, Dean Martin, Andy Williams, Robert Goulet and people like that. I was just singing along with the records and I was liking what I was doing. From there, it just branched out.

I came from a small town call Alaquipa, outside of Pittsburgh. Alaquipa was where Henry Mancini was from. As I was in high school, I was always going into the Italian weddings and there was music, and mom was pushing me up there to sing. I would get up and I

would start singing. I wouldn't get embarrassed or anything. I would just get up there and sing all the songs that I knew. My career just kept going on from there. My love for music just kept



growing and growing as the years went on.

MBL – So at one point does your career start to take off?

LB – I started to meet some important people in the business when I moved down to Florida. I met people like Louise Verona. Verona was the orchestral arranger for the conductor of the Fountain Board in Eden Rock. He took me under his arm for a while, and he was

teaching me certain things. Then I met other people down here, like Julio Iglesias about 15 years ago, when he was just starting out. Things just started happening to me. My voice has matured.

It's stronger now than it was 10 or 15 years ago. Right now, at the age of 50, my voice is as good as it's going to get. My vocal range is probably about 2 octaves, which is great. I do many voices, from Sinatra, Tony Bennett, etc. They all had an influence

on me.

MBL – When you sing, how do you choose the material?

LB – When I do a song, it has to come from my heart or I just won't sing it. I don't just sing any song.

MBL – It's always good to have a degree of integrity to your music, isn't it.

LB – Yeah. Scott [Campana] saw me perform at the studio, and the very first thing he said to me was

"I can feel the emotion coming out of you through a filtered microphone. What would happen if you did this in front of an audience?"

MBL – OK. What would happen?

LB – At my last performance a couple of Sunday's ago, in front of about 600 people at the Performing Arts Theatre, I had them all up out of their seats. They were totally impressed.

MBL – It sounds like things are really looking up for your career.

LB – There are times in this business when things just don't seem to move. Then all of a sudden, you get into a position where things just start moving forward for you. I really feel that way now. I feel, personally, that I'm just as good or better than any professional singer out there. I just haven't been discovered yet.

You can discover Larry Branchetti for yourself soon, as his debut release will be forthcoming soon on *MBL* Records. Call (216) 244-5324 for details.