

# BLO *Fritz Richard*

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## Picture This... A Hot New Solo Artist

Since his first album project with a college group in 1981, **Fritz Richard** has been performing and recording his original and award-winning material. He has toured with pop and rock bands as a singer, songwriter and keyboard player. Fritz' music has been recorded on various demo and album projects in California and New Mexico.

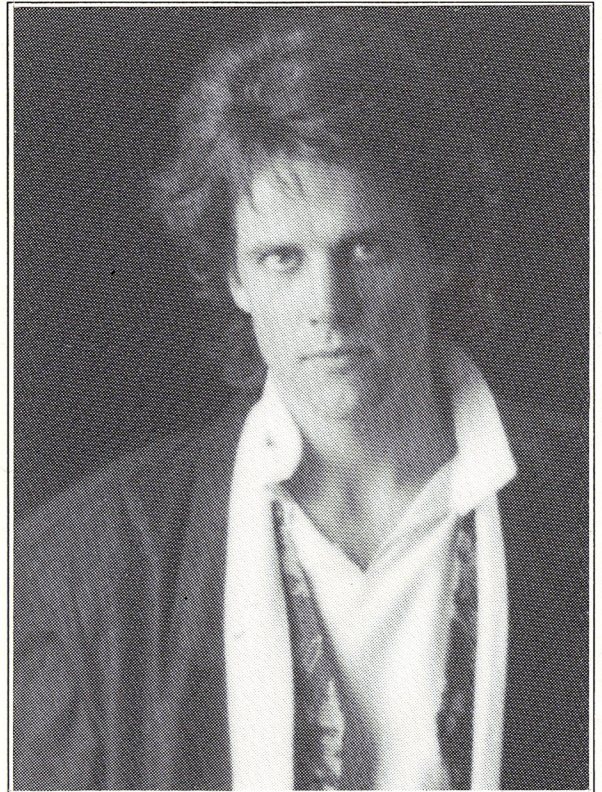
His growing success as a performing artist is culminating in an ambitious album project which has just been made available on CD. "Picture This is an album of imagery," says Fritz. "We tried to maintain a theme with songs about the places you can go in your mind, both imaginary and real. Both wonderful and frustrating. There's a lot of reflection, but

there's also a lot of energy... and hope."

The live performance translates in the same way. Using elements of the visual and emotional impact of theatre in the show, they encourage the audience to imagine and participate.

In his music there is an up-lifting, a strength, and at the same time there's a vulnerability. No put-on here. It's refreshing.

Comparisons have been made to Queen, Supertramp, and George Michael, but Fritz Richard's harmony, melodies and lyrics are unique. They draw you into a groove and carry you along

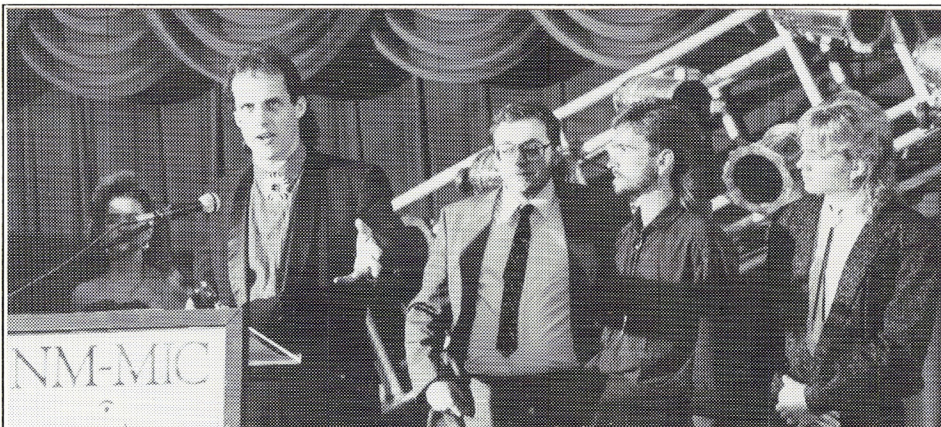


through unexpected changes. And Fritz reveals, "I grew up listening to and being influenced by artists like Elton John and Paul McCartney. For me, they are consummate songwriters, where the most important elements are the song and the performance. Production and arrangements are used for embellishment.

"The songs on **Picture This** are very melodic, but there's an edge to them, with a constant interplay between guitar and piano."

This year, Fritz was winner of the Fourth Annual New Mexico's "MIC" Award for

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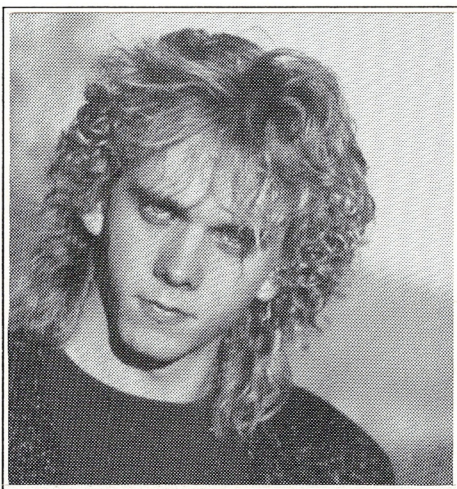
Fritz Richard accepts the award for **Best Rock and Roll Production** at the New Mexico "MIC" awards. Co-writer George Gesner and band members Leandro James & Andy Fitek look on.

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**Best Rock and Roll Production** (*It's Time*). Last year, he won the same award (*One Way Love*) and also **Best Song** (*Lovers In Another Time*). The songs last year were co-written with George Gesner for the GGP Album project called "**Water From The Moon**," which was released on GAG Order Records out of New York.

Also last year, **Fritz** and his band won the award for **Best Original Music** at the *Grants Battle of the Bands* in Grants, New Mexico. The award is donated to the event every year by the New Mexico Music Industry Coalition.

**P**rior to going solo, Fritz played for the last three years with **The Plan**, a four piece band he formed to play covers and originals throughout the Southwest. Most recently, Don



## Andrew Fitek and his Passionate Guitar

Within a couple of months of Fritz' return to Albuquerque in 1987, he met Andy Fitek, whose passionate and soulful guitar playing has helped to shape Fritz' distinctive original sound. Andy is alive and uninhibited on stage as he is in the studio, and his influences from the harder side of rock and roll bring an important edge to the music.

Whittemore joined the group on bass, and percussion ace Steve Hearne is back with the band after studies in percussion at Northwestern University in Chicago.

In 1988, they were an opening act in concerts headlined by the **Smithereens**, **Michael Anderson**, and **Femme Fatale** (a group originally from Albuquerque who signed with MCA). Also in 1988, Fritz produced a cassette EP release with The Plan to use as a demo.

Songs off this tape placed **Fritz and The Plan** as finalists in both the 1988 (*Tear Down These Walls*, and *Last Dance*) and 1989 (*Fantasy* and *That Is If You've Got One*) New Mexico Music Industry Coalition awards.

Fritz also placed in the **Best Vocal** category of the nationally



The Band: Fritz, Don Whittemore, Steve Hearne, and Andy Fitek

competitive **1988 Music City Song Festival** with *That Is If You've Got One*.

**S**ongs from Fritz' first demo project as a solo artist in 1987, were played in Sacramento on 93 Rock's then new *Out of the Box* radio show. After returning to the growing music scene in Albuquerque, his songs were played on the local **Power 105** radio station — the result of being a finalist in a contest co-sponsored by Chrysalis Records. Most recently, songs from the upcoming album have been played regularly on Rock 108 in Albuquerque.

## Eric Larson Co-Producing Fritz' Album

At the beginning of 1990, Fritz teamed up with much lauded local producer/ engineer Eric Larson. In addition to contributing his time to help the growth of the New Mexico music scene, he has done numerous projects with Albuquerque artists. His most notable is the recent signing of Sara K with Mesa Records (distributed by Capitol). Her album, which Eric produced, also won the **Best Album Award** at the 1990 "MIC" Awards.



Eric Larson at the 1990 "MIC" Awards