



*Gisel de Marco*

All The Way

## Wolfman shares his thoughts about Gisel de Marco's journey towards her debut album, "All The Way".

Throughout my life, I've always surrounded myself with music. I was a big fan of '70s and '80s Rock music, groups like Deep Purple, Led Zepplin, Heart, and many others. But as time passed by, I found myself listening to slower tempo music like the Eagles and Elton John. My musical taste continued to expand into new age, jazz, reggae, and pop music; but like so many others, I listened to the mainstream artists. That all changed on April 22, 2008, when I first heard "*Roma*" on Sellaband.

In that instant, Gisel de Marco was stamped in my music memory forever. I couldn't understand the lyrics, but that didn't matter to me. Gisel's passion and incredibly beautiful and angelic voice captured my attention like no artist before her...I became an instant fan. It didn't take me long to join Sellaband and purchase my first 10 parts in Gisel; after which, I received my first comment from her. There was so much appreciation in her message and she was so excited knowing that she was the first artist I invested in, that it touched me deeply...learning that my small investment in her music project meant so much to this independent artist from Argentina. It was that first message that started me down the road of discovery and support for Independent Music and the artists I support, also known as "The Pack". I owe so much to Gisel...

Over the next couple of days, I received some songs from her and we exchanged many messages. As I was listening to her music, one thought kept going through my mind...*"how is it possible, that this artist is not being played on the airwaves?"* It didn't make sense! That is when I set out on my mission to help this incredibly gifted and deserving artist in any way I could.

At the time, I was working as a Network/Windows Engineer for a global company and I understood operating systems and networks, but really didn't know anything about web design. Like Gisel, I don't let obstacles get in my way and I took a big leap of faith in my ability to learn new technologies quickly when I asked her if she would be interested in an English website. At that time, she had a website, but it was written in the Spanish language, which limited her exposure to English-speaking fans. Well, Gisel was thrilled at my offer, so with my back against the wall, I bought some web design software, a lot of books, and set out to create her first English-speaking site. Over the course of the next two months, Gisel and I worked together on our first version of her site and our goal was to get it up before her gig in Salzburg, Austria on July 4, 2008. We met our goal and received many nice comments about her new site.

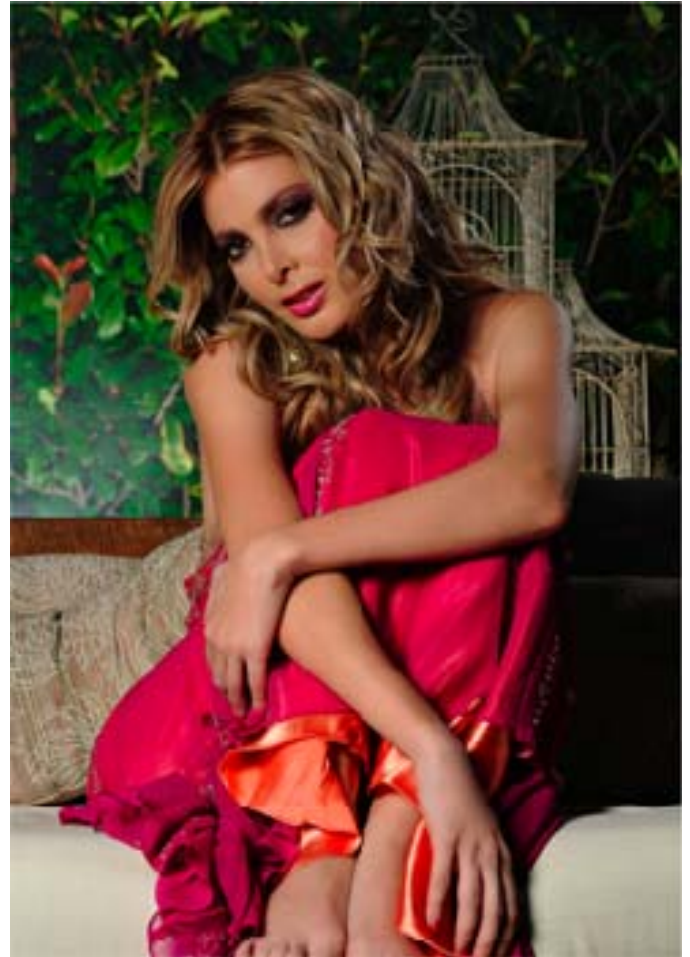
With her website up and running, I turned my attention to helping create interest for her project through reviews and many, many comments. My desire to help Gisel was the driving force in how I wrote my messages...I took my time and proof read everything, multiple times. I wanted the best for her, because having worked with her on the website, I learned about her as a person and the struggles she endured, as well as her many accomplishments. A great friendship was born!

Having grown up in Argentina, Gisel didn't have what people in other countries have, so she developed an appreciation for things that so many others take for granted. She always loved music, but never realized how much or how it would change her life, until her friends convinced her to sing at a Karaoke bar one night. She sang, "Hero", by Mariah Carey. In an instant, the crowd went completely silent and Gisel made a connection with them she had never experienced before and it became the defining moment in her life, because it was then, that she found her first and greatest love...singing for people. Since that time, she has been singing, writing, and performing in many towns and cities in Argentina, as well as the United States and Europe.

Getting back to her journey on Sellaband, Gisel experienced something she never thought would ever happen. On August 25, 2008, she became the 25<sup>th</sup> Sellaband Recording Artist! 356 people, from around the world, believed in, and invested in her dream of recording an album. As I watched her celebration video and how much this meant to her, I got choked up and couldn't hold back my tears of joy for her. She's special in so many ways and when you hear her album, you'll understand what I saw in this incredibly gifted Argentinian artist.

So what can we expect to hear on her debut album? For starters, 20 musicians from the Bratislava Symphony Orchestra performing on nine of the 12 tracks! I told her from the very beginning that with her world-class voice, she deserves an orchestra, so what did she do? Not only did she get one...she got an orchestra that specializes in pop music!! The Bratislava Symphony Orchestra is comprised of musicians with years of experience, who create a compact and powerful sound, perfect for Pop music. This girl is simply amazing!

Gisel arranged a nice mix of ballads, pop, up tempo, and dance songs. It was important [to her] to give her believers the best representation of who she is as a singer and songwriter. She also included 2 bonus videos on the Limited Edition CDs: "I Wish I Could Fly" and a very unique behind the scenes video from her photo shoot, with "I'll Never See You Again" as the background music.



As if this weren't enough...you will see Gisel in a way never seen before. Benjamin Furland, her photographer from Buenos Aires, Argentina, used his magic to capture Gisel in absolutely stunning and incredibly beautiful imagery. I've always told her she is the most beautiful woman I've ever seen; and after you see her photos...you'll understand why.

Gisel sings about love and when you read her lyrics, you get a sense of what to expect; but when you hear her sing...she will leave you wanting to hear more! The passion she injects into every song is incredibly powerful; and then, when you hear her riffs...her "soft" wispy voice...the super high notes she hits...and the power with which she delivers her

message...you know this is an artist that will soon be recognized around the world...and it starts with her debut album.

Gisel de Marco has a breathtaking voice and when you hear her debut album, *"All The Way"*, I think you'll agree. I have eagerly been waiting to hear *"Roma"*, the song I believe to be the first of many masterpieces she will bring us. When I first heard *"Roma"*, Gisel's message was so clear to me. Some of the best songs have a special meaning to the artist and if they are able to transfer those emotions to the listener, without overdoing it...they have truly created something special. Gisel accomplished that with *"Roma"*; but what is even more amazing to me, is the fact she was able to do that in her native language of Spanish, which I do not understand. She masterfully accentuated every single word perfectly and empowered the melody beautifully...I felt her pain, her love, and her strength. There is certain innocence and longing, but the passion she injects conveys an overwhelming sense of sentiment and sadness. I found myself crying for her...caring in ways I never experienced. Her heart-felt delivery touched my deepest emotions and the compassion I felt was indescribable. Gisel has a 4-octave range and she is a brilliant, extremely talented and gifted singer/songwriter who will evoke intense emotions in the listener...you will feel her passion in every song she sings!

On Sunday, August 1, 2010, 301 people from around the world joined Gisel in a 4-hour listening session of *"All The Way"*. The reactions were unanimous. *"All The Way"* is the best album by any Sellaband artist yet...in fact, many agree, it could be the best album of 2010 by any artist! For me, this is all the proof I need when I say that her music transcends international borders.

The road to the release was just under 2 years; but well worth the wait. Gisel is a perfectionist and she knew what she wanted. She states, *"I've spent a lot of time writing new songs, choosing the right producer, orchestra, and photographer, which will be very noticeable as soon as my album is out. The idea is not doing an album fast, but doing the best album possible..."* I asked her how she liked the final result and she said, *"I tried to make a commercial album...but without sacrificing quality, and I'm very proud of it! I'm so happy!!!! I have to say that I absolutely loooooove my album!!!"* I

couldn't agree more, because an album of this quality takes time and patience for all involved; but there were also delays she could not control. All in all, the end result is a world-class production with a BIG sound worthy of this incredible artist who is destined for the big stage.

*"All The Way"* was produced, recorded and mixed by Marcus Bishop of Quantum Leap Studios in Dover, UK ([www.quantumleapstudios.co.uk](http://www.quantumleapstudios.co.uk)); Chris Wong, guitarist, co-producer, and arranger; Mastered by Paul Grundman of Bernie Grundman Mastering, Los Angeles, CA ([www.berniegrundmanmastering.com](http://www.berniegrundmanmastering.com)).

Through her music and friendship, Gisel taught me many things...hope, love, forgiveness, humility, laughter, and all things beautiful. I have shared in her joy, her sorrows, and her pain. Gisel is the most remarkable person I've never met; but known. My hope is for others to find that same joy, and they can...through her music.



The price of her Limited Edition CD is minuscule compared to the satisfaction the listener will experience...for she has a gift to share. The gift of love and hope, knowing deep inside that everything will be alright...no matter how bleak the journey seems. I sincerely hope you join me and lift this Argentinian princess up on your shoulders, by purchasing her Limited Edition CD through her website, [giseldemarco.com](http://giseldemarco.com), and believer's stores on Sellaband, and by sharing this article with your friends. Sellaband provides the platform to unite believers and artists, but once the artists reach their budget, it becomes the artist's and believer's job to spread the music.

Now the real work begins...getting Gisel's album heard by as many people as possible. Thankfully, with the Internet, that job is not as difficult as it would have been before the Internet was invented; but the challenge is difficult none the less.

If you enjoyed "*All The Way*" as much as I, please share your thoughts with your friends and acquaintances using Facebook, Twitter, YouTube, and other social media. Together, we can prove to the Sellaband community that it is possible to turn a fan-funded CD into something bigger. You see...we are the lucky ones. Not only are we a part of the most incredible album of 2010, we also have the opportunity to help Gisel achieve her dream and perhaps, give hope to the rest of the Sellaband community that it is possible to turn our investments into something good.

On behalf of Gisel, I would like to extend a sincere and heart-felt thank you to everyone who supported her. The journey has been a long one, with many ups and downs; but in the end, it was all worth it. "*All The Way*" exceeded even my expectations and for that, I am pleasantly surprised; but so very proud of my dear friend. Gisel de Marco is truly the best I have ever heard!

Wolfman