

NILS

What The Funk?

It's one thing for a world class musician to write a book with a great title like "How To Make Your Guitar Talk," but Nils has gone further--living, embracing and even transcending those words he once penned since becoming an instrumental sensation in 2005 with "Pacific Coast Highway."

According to BDS & the Nielsen Company, the title track to the Munich born, Los Angeles based guitarist's breakthrough debut album on Baja/TSR Records was the most heavily played track in the smooth jazz format over the past ten years with nearly 30,000 spins. The song was a true phenomenon in its initial release, staying at #1 on the Radio & Records airplay chart for more than 10 weeks on its way to being named the most played song in the U.S. and Canada for the year since then the most played **song of the decade**.

"**Jump Start**" the aptly titled first single from his new release *What The Funk?*, followed in those hallowed chart footsteps and remained #1 on Billboard for 8 weeks and just got awarded the honor of being **song of the year 2011** according to Billboard and Broadcast Architecture for most airplay in 2011.

Nils' success in the smooth jazz genre has somewhat obscured his dynamic background as a versatile R&B/ pop guitarist. Over the years, he has worked with greats like George Clinton and he has a platinum record for his contributions to The Temptations' 1998 album *Phoenix Rising*. He contributed as a musician and co-writer of "Keep Rollin'" on Benson's 1998 album *Standing Together*, and the guitar and vocal legend returned the favor by playing a duet with Nils on Nils' 1998 debut CD *Blue Planet*. He has also become a core part of many fans' summer and fall festival experience. "Every time we take the stage our goal is to capture the fans in ways they couldn't have imagined when they took their seats, and then embrace that moment when they start responding to the music and go crazy". To nobody's surprise came his nomination for "Best Guitarist" at last year's American Smooth Jazz Awards, in a category that also included George Benson.

"While the format that plays my music has jazz in its name, I've actually always been most at home playing R&B and pop," Nils says. "I like to incorporate a lot of different styles and influences. My main goal is to make that important emotional connection with the audience. I really like to project the melody and make people feel things through the way I play the song. It's not just about playing a beautiful melody. Sometimes, part of it is manipulating the tone to help me evoke a certain feeling or emotion."

Working with his longtime band which includes vocalist and keyboardist Clydene Jackson (whose voice was textured for the "Avatar" soundtrack), drummer Ricky Lawson and percussionist Oliver Brown (an original member of KC and the Sunshine Band), the guitarist amps up the groove and heads in a deeper R&B direction on *What The Funk?*, a 12 track set that rolls like a high-spirited, ongoing response to the colorful title question and features some of his most dazzling electric guitar work ever.

Nils new website (www.nilsmusic.com) is a comprehensive way for fans of his instrumental recordings to learn all the different facets of his rich artistry and projects.