



SONIA TAVARES

Fado Sensation

STORY

Singer/Songwriter Sonia Tavares has been singing since the ripe age of 15 and in 2004 Sonia turned her attention to the stage. Born in Canada to Portuguese parents, Sonia instantly found her passion for music in her ethnic roots. Fado, a music genre which has been traced from the 1820s in Portugal, is characterized by mournful tunes and lyrics, often about the sea or the life of the poor. Made famous world wide by Amália Rodrigues, fado is traditionally performed wearing a shawl, accompanied by a guitar, and sung with heartfelt emotion; it is the celebrated form of world music that captures what it is to be Portuguese.

Inspired by International Recording Artist Dulce Pontes and her interpretation of “Canção Do Mar”, Sonia heard the profound call to this passionate style of music and began performing Fado within the Portuguese community in Toronto. Soon her determination and perseverance would take her abroad. Audiences from Toronto to Portugal have been enchanted by her soulful voice.

When time came to record her debut CD, Sonia Tavares felt the need to expand her horizon and bring her passion to audiences beyond the comfort of the Portuguese Community. She set out to record “Reformação”, loosely translated meaning Reformation. Sonia also sprouted her songwriting legs having composed four of the songs on Reformação. This CD, produced by composer and multi-instrumentalist Hernâni Raposo, became the Reformation of Sonia Tavares. She then set her eyes on the world music community.

When CBC’s Sonia Arab, producer for “Metro Morning” with Andy Barrie, Toronto’s number one morning radio program, heard Reformação, Sonia’s future as CBC’s new darling was solidified. Reformação rang its way throughout CBC radio and soon, what started out as a live performance and interview on this popular radio show soon turned into numerous appearances and interviews on various CBC radio programs which included a live performance at the Glenn Gould Studio in celebration of 60 years of Citizenship. Sonia was also invited to perform for Sounds of the Season, a fundraiser for St. Stephen’s Community House. At this special presentation Sonia shared the stage with internationally acclaimed Canadian artists Michael Burgess and Ron Sexsmith. These performances were recorded and aired on various CBC radio programs.

Canada’s Prominent World Music Concert Promoter, Derek Andrews also took notice and invited Sonia to perform at Luminato 2007, Toronto’s newest festival of Arts & Creativity featuring theatre, classical and contemporary music, dance, visual arts, film, literature, and more, created to bring Toronto’s best to the world, and the world’s best to Toronto. To top off 2007, Sonia showcased her talent at The Ontario Council for Folk Festivals. The OCFF serves festivals, organizations and individuals working in the traditional, contemporary and multicultural folk music industry in Ontario.

In 2008 Sonia was asked by Andrew Craig, Toronto host of CBC Radio’s Canada Live to speak about world-renowned fado star Mariza in the re-airing of Mariza’s 2007 concert at Massey Hall. As a result of her musical success, Sonia was selected to be included in a 10-part national emerging artists’ showcase series on CBC Radio 2 called “Next.” Her concert at Toronto’s Lula Lounge will be recorded and aired on Canada Live on March 22, 2009.

Sonia Tavares is looking forward to working on her next CD release.