GLOBAL APPEAL

Born in the bosom of a Colombian family settled in the U.S., singer/songwriter Crystal Sierra attended Baltimore's High School for the Performing Arts after being seduced by pop music. Crystal has been singing since the age of 5 and never thought of being anyone else but a singing, Super Star sensation. She was convinced of her chance to become a professional, and soon obtained a scholarship to study at the Berklee College of Music in Boston, MA. Crystal Sierra started her singing career while joining a female threesome group called Hands-On in which she named on Dr. Dre’s label Aftermath/I nterscope Records. She co-wrote the groups single, deciding to go on her own in 1999, signing up to Virgin Records, that same year. "Playa No More" became her first single, released in October of 2000, followed by Crystal Sierra's debut album, called Morena, an interesting mixture of urban sounds and Latin rhythms.

In a music world filled with derivatives, she stands apart, a singer/songwriter who melds pop with the infectious flavor of Latin rhythms drawn from her own roots. Indeed, Crystal Sierra’s Morena CD is a sizzling tour-de-force, a creative exploration into charted territory and at the same time, a record with undoubted appeal to mainstream, urban, Latin and pop music buyers alike.

Standout cuts like “Hold Me Down” (produced by Like Santander and Steve Morales) and “To Fit In” (based on La Murga , an 80’s hit by Willie Colon, produced by Cuban brothers Richard and Nelson Marquez) has a strong autobiographical slant for Crystal Sierra, who contributed all of her songwriting skills to all but one of the album’s eleven songs. “ I decided to fuse Cumbia and vallenato to the pop world”. “Hold Me Down’ is my way of asking the world to embrace me and my music”. “As for “To Fit In’, well, I come from a racially mixed family- my father is from Colombia and my mother is American. I grew up speaking English and would go to Miami to see my Colombian family members and some only spoke Spanish. I questioned where I fit in and this is a great song that many people can relate to. I’ve performed in in Major Venues opening for Jay-Z even and I could see people crying in the audience.”

Crystal Sierra brings not only her background as a trained musician, but also her experiences in dealing with the challenges of starting a career as a recording artist and performer. It’s been quite a journey, “I was five when I received my first microphone,” she recalls with a grin. “It was orange colored and it was called “Mr. Microphone”. “All I wanted to do was sing not play with dolls but grab dads albums of Celia Cruz, Grupo Niche, Stevie Wonder and so many other artist.

Innately drawn to singing, Crystal Sierra auditioned to enter Baltimore School for the Arts and there she met Tupac Shakur and became close friends with other friends who became celebrities as well. “It was like a Fame type of school. I was an honor student and studied ear training, classical music in German and French and studied voice and ear training. It was intense”.

A hard earned scholarship to the prestigious Berklee College of Music in Boston, gave Crystal Sierra her first opportunity to stretch out and begin shaping her own musical terrain. “While going to Berklee I started to tune in to more of my Latin roots when a band approached me to sing in their Latin Band. I tuned in even more when I visited Miami and Colombia in the summer and absorbed a lot of the music there- “the Cumbia and Vallenato styles lived in my head” she notes.

Since Virgin Records, Crystal has taken a hiatus from the music business to spend with family and write music and study more t.v. and film.
“I’m now ready to create new music and add some of my Morena album to those new songs and to pick up where I left off like never before. I look forward to seeing all of you”