

Legendary percussionist plays jazz fusion

The legendary Brazilian jazz percussionist Airtó Moreira is bringing his 6-piece band to the Florence Events Center during Florence’s Wine & Chowder Trail weekend on Oct. 7.

Any jazz enthusiast will recognize the work of Airtó Moreira. He is a pioneer in his genre among a select group of elite musicians who contributed to the creation of Jazz Fusion and World Music.

A naturally accomplished Brazilian singer and percussionist by the age of six, Airtó won many local and national competitions with his talent in the late 1940s. At the age of 13 he turned professional, playing drums, percussion and singing in local dance bands. After moving to Sao Paulo at the age of 16, he performed regularly in nightclubs and on television.

In 1965, he met singer Flora Purim and they began working together in the same professional circles until she moved to the U.S. in 1967. Shortly after her departure, Airtó followed her to the states. Once in New York, Airtó began playing with musicians such as Antonio Carlos Jobim,

Reggie Workman, JJ Johnson, Cedar Walton and bassist Walter Booker.

Through Booker, Airtó played with jazz greats, Cannonball Adderley, Lee Morgan, Paul Desmond, Joe Zawinul and many more. This brought Airtó to the attention of the legendary Miles Davis, who hired him for the Bitches Brew sessions, which became one of the most important albums in the history of jazz, and was Airtó’s first recording with Miles. Consequently, Miles invited Airtó to join his group consisting of iconic players such as Wayne Shorter, Dave Holland, Jack DeJohnette and Chick Corea, and later on John McLaughlin and Keith Jarrett.

Airtó remained with Miles



Airtó Moreira

for two years and appeared on a number of other historic releases such as Live/Evil, Live at the Fillmore, On The Corner, The Isle of Wight and The Fillmore Sessions.

After his time with Miles, Airtó was invited to form the original “Weather Report” with Wayne Shorter, Joe Zawinul Miroslav Vitous and Alphonse Mouzon.

Together they recorded Weather Report’s debut album.

In 1972 Airtó joined Chick Corea’s original Return to Forever, a group with Flora Purim, Joe Farrell and Stanley Clarke. They recorded two albums together, Return to Forever and Light as a Feather, which gained worldwide critical acclaim.

Airtó remains one of popular music’s most in-demand percussionists. For three years he was a professor of ethnomusicology at UCLA, breaking new ground in musical conception and creative energy. He has also been a featured guest with the Boston Pops Orchestra, and has made himself the first choice of numerous producers and bandleaders.

His work with Quincy Jones, Herbie Hancock, George Duke, Paul Simon, Carlos Santana, Gil Evans, Gato Barbieri, Michael Brecker, The Crusaders, Chicago, Mickey Hart’s Planet Drum Percussion Ensemble and many others, and his contributions to movie soundtracks like The Exorcist, Last Tango in Paris, King of the Gypsies and Apocalypse Now, represent only a small number of the musical accomplishments Airtó has made over the last four decades.

Don’t miss your chance to see this legendary Jazz artist, The Airtó Moreira Band, Saturday, Oct. 7, at the Florence Events Center. Doors open at 6:30, show starts at 7 p.m.

Tickets are \$30, available online at www.eventcenter.org, by phone at 541-997-1994 or at the box office at 715 Quince St.

A portion of the proceeds will be donated to the Siuslaw School District Music Education Programs.

Airtó’s concert is sponsored by Dr. John Egar, the River House Inn, Old Town Inn, Coast Radio and the Siuslaw News.

Local dining spots foster community, create culture for guests

Dining out is a great way to celebrate life’s milestones or simply reconnect with friends and loved ones. Research firm NPQ Group found that, by the end of 2015, restaurant visits by consumers increased by 700 million compared to just five years prior.

While chain restaurants invest heavily in advertising, independently owned restaurants do not have those same resources.

Too often, diners are not aware of the vast array of tasty, well-priced and artisanal foods awaiting them just down the street. But dining out at local eateries can be beneficial in various ways.

- High-quality food: Many local establishments have complete control over their suppliers and menus. As a result, they can be picky with regard to the vendors they use and the produce, meats, dairy



Historic Old Town Florence

and other ingredients that they select. Many small, independently owned restaurants team up with local organic farmers and distributors to supply a farm-to-table experience that many diners now enjoy.

- Freedom of experimentation: Although chain restaurants may have to meet approval from administrative boards and marketing departments before they can introduce new fare, independently

owned restaurants can let their diners decide which foods remain on the menu and even adapt to community trends. Local restaurants may take pride in serving cultural or regional foods.

- Ability to customize: Independently owned restaurants may be more amenable to adapting recipes or making substitutions to meet diners’ requests. Skilled local chefs can think on the fly and modify recipes, which may not always be possible in chain establishments.

- Crowd control: Local restaurants tend to be smaller and more intimate than many chain restaurants. This can

translate into a calm dining experience. When crowds are small, the noise level inside the restaurant may be muted and service may be fast because there aren’t as many tables to serve. Furthermore, local establishments, although concerned about making a profit, may be less worried about table turnover rate, pre-

ferring to let diners linger if it means repeat business.

- Familiar faces: Some diners enjoy being a “regular” at their favorite local restaurants. Local dining spots also become gathering locations for residents in the know, as well as passing-through tourists or commuters who hear about the spot through posi-

tive reviews, social media posts and through word-of-mouth.

Much can be said about the advantages of patronizing local eateries. Men and women who want unique dining experiences can give local, independently owned establishments a try. — *Metro Creative Connection*

Stop by our Florence Branch Fri. - Sat., October 6th and 7th. Find the glass floats hidden in our lobby for a chance to win your very own!

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