

Ayala Asherov B. 1968

Israeli-born composer and singer / songwriter Ayala Asherov started writing songs at age 16. After serving in the IDF as an entertainer, she briefly pursued an acting career in theater, film and television. She soon realized that her passion was music, and she pursued and completed studies at the Rimmon School of Music in Tel Aviv, followed by the Berklee College of Music in Boston where she received her Bachelor of Music Summa Cum Laude in composition and film scoring in 1998. She went on to receive her Masters in film scoring at the University of North Carolina School of the Arts in 2000.

Ayala's music ranges from songwriting to music in the concert hall, and to multimedia including film, museum exhibitions and dance. She has underscored exhibits at the Jerusalem Theater, the Boston Aquarium and the Geshem Museum in Israel. Her original composition for solo cello, "Yizkor" ("Remembrance") for Holocaust commemoration has been performed both in the United States and in Israel. Her songs are published and recorded by many celebrated Israeli artists. Her best known song, lyrics and music, "Along the Sea" ("Le'Orech Ha Yam"), was recorded by Ofra Haza in 1994, and is one of the most recorded songs in modern Israeli musical history. Ayala released her debut CD, "Crossing the River" in 2007. In 2008 she performed her songs at the Piccolo Spoleto Music and Arts Festival in Charleston, South Carolina. In 2010 Ayala scored "The Forgotten Founder", and in 2011, "The Baruchs of Hobcaw", both for the South Carolina ETV (PBS) documentary series, Carolina Stories.

Her trio, "Three Rivers" for clarinet, viola, and piano, was released on "Clavatures" by Navona Records/Parma Recordings in October, 2011. In early 2012 she completed the score for an Israeli Educational Television six part documentary series on the Israeli theater entitled "Second Act". She was commissioned by the Department of Theater and Dance at the College of Charleston to compose "Elements", a suite of original dance compositions composed with the input of the dancers. In July 2012, her original composition, "Prelude to a Kiss and a Dance" was performed by the Clarinet Namaste Ensemble in Rome, Italy, accompanied by dancers from the University of Southern California, Irvine.

Ayala was a 2010 recipient of the Wild Acres Residency, winner of the 2011 Chamber Music Composition Award at the biennial Athena Music Festival for her flute trio "Seasons", and winner of the ASCAP Plus Award in 2011 and 2012. She was a 2012-2013 recipient of the South Carolina Film Commission Indie Grants Award for "PencilPoint", an animated short film with orchestral score which she conceived and scored, whose animation was by Out of Our Minds Studios in Winston-Salem, North Carolina. She is the 2013 South Carolina MTA Commissioned Composer, She once again performed as a singer songwriter on piano with the band Contraforce with her new original material at Piccolo Spoleto in Charleston, South Carolina in June, 2013.

Ayala's solo album for chamber works "Cycles of the Moon" was released with PARMA Recordings in September 2013 under Nexus with 7 new compositions of various instrumentations and performers from all over the world.

Ayala won the 2013 South Carolina MTA Commissioned Composer for her piece Cherish and Protect for clarinet, cello & piano which was premiered later that year at the MTA state meeting in Greenville SC.

In March of 2014 her piece Beh'Resheet (In the Beginning), for a large chamber ensemble, was premiered after being commissioned by "Magnetic South", a collaborative program for new music between the Charleston Symphony Orchestra and the music school at the College of Charleston.

Also in 2014 Ayala had launched her interactive educational program for inner city schools, "Music Tells The Story"™, together with Communities in Schools the Addelstone Foundation, reaching out as a composer and a performer with Charleston Symphony Orchestra musicians to challenged public schools to help young students better understand literature and music. She is continued the program in 2015 and 2016 and received a Grant from the SC Arts Commission for 2017.

In 2015 Ayala released her English album Colors & Shapes (music and lyrics) as a singer songwriter with producer Mark Bryan from Hootie and the Blowfish, featuring some of Charleston's finest musicians such as Quentin Baxter, Charlton Singleton, David Haywood and Tom Bresnick.

In the summer of 2016 Ayala participated as a fellow at the Wyoming Music Fellowship with 5 other composers, Composer in Residence Alex Shapiro and Program Director Composer Anne M. Guzzo. Ayala's piece "Thoughts of Out Time" for string trio and a narrator, was premiered at the Wyoming Music Festival.

Currently she is teaching songwriting at the College of Charleston.

Ayala is a strong believer and an avid supporter of all types of collaborations.

Ayala's music is published by Mix Meter Music.

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