



# **SAKIS** **ROUVAS**

"**Sakis**" **Rouvas** is a Greek musician, television and film artist, businessman, and former pole player who is one of the most commercially successful entertainers of all time in Greece and Cyprus. Beginning a career as a member of the national athletics team, Rouvas commenced a musical career in 1991 and became one of Greece's first pop performers.



In the early 1990s after winning the Thessaloniki Song Festival, Rouvas became a dominant figure in Greek entertainment, gaining a mass fan base and being cited as a phenomenon, a first for Greek music. His sexualized image and live performances utilizing complex choreography and costumes have earned him fame.

He and manager Elias Psinakis formed a famous partnership in Greek show business. Rouvas' increasing popularity was coupled with criticism of both professional choices and personal struggles, which damaged his public image and led to a brief, relatively unsuccessful period in the mid 90s.

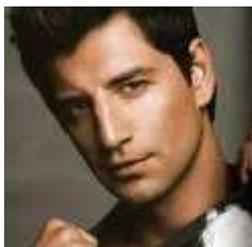


After five commercially successful albums with PolyGram Greece, Rouvas signed with Minos EMI in 1998. Amongst Rouvas' achievements are multiple recognized awards –including six Arion Music Awards, and a World Music Award– number-one albums and singles that have all achieved certifications of gold or higher, and sales of an estimated two million records as of 2008, making him one of Greece's best-selling music artists in history.

Rouvas' distinct musical and performance style has influenced other artists, while his contributions to music have made him a prominent part of popular culture for nearly two decades.



Rouvas' musical roots lie in rock music and as child and young adult he followed mainly the international music scene. Elvis Presley became his biggest musical idol. He came to like the music of The Beatles, The Rolling Stones, Kiss, and Queen, being most influenced by the musical styles of the 1960s, as well as expressing his liking of George Michael and Michael Bolton. He has called Queen's "Bohemian Rhapsody" "one of the ten best songs that have ever been written."



Rouvas is fluent in Greek, English, and French, having presented the Eurovision Song Contest 2006 in a mixture of all three languages. He has previously recorded songs in all three, while he has also studied Turkish and Russian phonetically for recording namely for his 1997 collaboration with Burak Kut in Cyprus and for his Russian duet of his hit "Se Thelo San Trelos" with Philipp Kirkorov called "Kak Sumashedshij Ya", that became a hit in Russia, being recorded in three different versions.