



## **Sweet Gorilla: Songs That Stay, Voices That Breathe**

*By Young N' Loud Magazine*

### **A Quiet Beginning That Refused to Stay Small**

Sweet Gorilla did not arrive with ambition, branding, or a roadmap. It began the way many honest artistic journeys do, in a private moment between friends, almost by accident. In the year 2000, Pav Sharda was simply playing songs he had written to a friend named Damien. There was no intention of building a career or even forming a lasting project. Damien liked what he heard and suggested something modest and almost fleeting: forming a band to play a single gig.

That one suggestion, made without expectation, became the first step of a journey that continues more than two decades later. What was meant to be temporary carried a quiet weight. The songs resonated. The moment lingered. And that single gig marked the beginning of Sweet Gorilla.

Over the years, Sweet Gorilla has taken on many shapes, with different musicians stepping in to help bring the songs to life. Yet at its core, it has always remained a deeply personal project. Pav has consistently been the writer, the guide, and the emotional center. Friends have contributed texture and energy, but the voice behind Sweet Gorilla has always come from the same internal place, shaped by reflection, feeling, and an instinctive understanding of melody.

### **London as an Unwritten Influence**

Being from London means living inside layers. Cultures overlap, sounds collide, and stories coexist in close proximity. For Pav, this environment never pushed him toward a specific genre or identity. Instead, it taught openness.

London did not impose a sound on Sweet Gorilla. It allowed space. It encouraged curiosity. Surrounded by diversity, Pav learned early on not to think in terms of categories, but in terms of honesty. Rather than asking where his music fit, he followed what felt emotionally true. This freedom became foundational. Sweet Gorilla would never be bound to one style or scene. It would exist wherever sincerity allowed it to exist.

That openness remains one of the defining characteristics of the project. Sweet Gorilla is not reactive to trends. It listens inward before looking outward.

## **Finding a Voice Through Experimentation**

The early years of Sweet Gorilla were defined by exploration. Pav was writing constantly, bringing songs into live settings to understand them better. Performing became a way of learning who he was as a songwriter, what resonated, and what stayed with people long after the final note.

A pivotal moment arrived in 2010, unexpectedly and without fanfare. Youth, known for his work with Killing Joke, Pink Floyd's *Endless River*, and The Verve, attended a Sweet Gorilla gig without announcing himself. After the show, he reached out to Pav, praising his voice and describing the songs as shining brightly. Youth offered to produce a track.

That collaboration resulted in *Feels Like I'm Still In Love*. More than a professional milestone, it marked something internal. For the first time, Pav felt he had truly found his voice. It was a moment of validation, not from numbers or visibility, but from resonance. Someone heard the music and understood it instinctively.

## **A Name Without Weight, A Sound With Depth**

Sweet Gorilla is a name that resists seriousness, and that is entirely intentional. Pav never wanted a title that felt heavy or self important. The name arrived casually, during a moment as ordinary as eating a banana, and it stayed.

There is no grand symbolism behind it, and that is precisely the point. Sweet Gorilla carries a sense of humor, lightness, and humility. It reflects Pav's refusal to overthink or overinflate the work. The music speaks for itself. The name simply holds the door open.

## **Music Built on Melody, Atmosphere, and Feeling**

If Sweet Gorilla avoids genre labels, it is because the music exists in a space where emotion takes priority over classification. At its core, the sound is melodic and rhythmic, rooted in guitar and synthesizers, leaning toward rock while remaining open to color and atmosphere.

The intention is not to impress, but to nourish. Pav wants listeners to feel lifted, emotionally supported, and accompanied. These are songs meant to stay, not pass through. Songs that offer comfort without demanding attention.

Creatively, most ideas begin simply, often on an acoustic guitar. A fragment appears, and Pav becomes quietly obsessed. He lives inside the idea, turning it over until it feels complete. One spark often leads to many songs. A single inspiration can unfold into ten different expressions, each connected by feeling rather than formula.

## **Echoes of Influence, Not Imitation**

Sweet Gorilla carries traces of many influences, but none of them dominate. Pink Floyd, David Gilmour, Killing Joke, Bee Gees, Led Zeppelin, Hendrix, Tears for Fears, Carpenters, Simply

Red, Foo Fighters, Simple Minds, Earth Wind and Fire, and the wider worlds of soul and funk all leave fingerprints.

Books also play a vital role. Philosophical writing and novels such as *The Lord of the Rings* inspire narrative thinking and emotional depth. For Pav, a powerful story can ignite a song just as easily as a melody.

What ties it all together is intention. The signature of Sweet Gorilla is meaningful melodic rock, written with feeling and always in service of the song itself.

## **Connection as the Truest Milestone**

When asked about defining moments, Pav does not point first to stages or releases. He speaks about messages. About listeners who found something personal in the songs.

Tracks like *Beside Me* and *Feels Like I'm Still In Love* have traveled far beyond their point of origin. One message, from a writer who heard both songs playing in a hostel in the Dominican Republic, stands out. He described them as his favorite songs of all time.

These quiet affirmations matter deeply. They are reminders that music travels in ways the artist may never fully see, embedding itself into moments, memories, and lives.

## **Loss, Absence, and Return**

Not every chapter of Sweet Gorilla has been musical. Pav spent nearly ten years away from active music making while working full time and caring for his parents. Their passing in 2022 and 2023 marked a period of profound loss.

That absence from music was not empty. It reshaped him. When Pav returned to writing, the emotional depth had changed. The heart of the project remained, but the writing opened further, carrying more weight, vulnerability, and honesty.

The music did not harden. It softened. And in that softness, it became stronger.

## **The Person Behind the Songs**

Sweet Gorilla functions through trust and calm. Pav writes and guides the music, with close friends contributing when needed. The dynamic is relaxed and harmonious, shaped by mutual respect rather than hierarchy.

Outside of music, Pav stays grounded through teaching guitar, meditation, reading, walking, exercising, writing, recording, time with animals, and the occasional glass of wine. Before performing or recording, there is no spectacle. A hot drink, steady breathing, and complete immersion in the song are enough.

If the music had a texture, it would be purple velvet. Rich, soft, and quietly enveloping.

## **Music as a Place to Breathe**

Sweet Gorilla does not aim to instruct or persuade. The songs are offered as spaces. Listeners are invited to live inside them however they choose. If they feel lifted or refreshed, the purpose is fulfilled.

Themes return naturally. Life, relationships, meaning, resilience. The work leans toward personal expression rather than social commentary. Music as refuge. Music as air.

Looking forward, Pav envisions the next chapter as human, warm, and emotionally honest. The current focus is new music for the album *King of the World*, including the single *It's Your Life*, with more releases planned throughout the year. A third album is already forming quietly in the background.

Dreams remain, not as demands but as hopes. Playing the Hammersmith Apollo or the O2. Perhaps one day inviting David Gilmour to join *Beside Me* onstage.

## **Remaining Young, Remaining Loud**

For Sweet Gorilla, success is connection. When songs lift people and become part of their lives, they have done their work.

What keeps the fire alive is simple. The joy of creating music that feels timeless, meaningful, and true. No urgency. No noise. Just songs that stay.

If one sentence could invite a listener to press play, it would be this: Sweet Gorilla is meaningful melodic rock, songs about life, written to lift you when you need it.

And if a song were sent into space, it would carry honesty. From another artist, *Calling Occupants of Interplanetary Craft* by The Carpenters, because Karen Carpenter's voice feels otherworldly. From Sweet Gorilla itself, *In My Defence*, a quiet message of truth sent into the stars.

In a world that moves fast and forgets quickly, Sweet Gorilla remains patient. Writing songs not to chase attention, but to offer something lasting.