

The Sir Ivan Story

“From Bank Board to Top 10 Billboard”

Banker-turned-singer, reality TV celebrity, philanthropist and activist, Sir Ivan, has led a life that movies and dreams are made of. Ten years ago, at the age of 45, Ivan Wilzig, the eldest son of Siggie B. Wilzig, legendary Auschwitz survivor, financier and philanthropist; turned his back on his family’s multi-billion dollar banking business to reinvent himself as Sir Ivan and follow his childhood dream of pursuing a career in music. Now at the age of 55, ten years after resigning from Trustcompany Bank’s Board of Directors, he has joined the Top 10 on Billboard Magazine’s Dance Club Songs Chart, alongside others such as: Lady Gaga, Katy Perry, Rihanna and Jennifer Lopez. Sir Ivan’s dream is coming true.

It all started in 2001, when Sir Ivan played a few demo tapes for an acquaintance named Dave Jurman, who was then Senior Executive Director of Dance Music at Columbia Records. Dave was so impressed with Sir Ivan’s voice, energy, and love of music, that he decided to help him by finding him a record producer. He introduced him to Ernie Lake, half of the two-time Grammy nominated producer team known as Soul Solution. Ernie was eager to help Sir Ivan get started in the music business, but wanted Sir Ivan to select the song. Sir Ivan chose to remake John Lennon’s iconic song “Imagine,” not as a rock ballad, but as a high-energy pop/dance record. Sir Ivan, was struck by the lyrics and how closely they mirrored his own beliefs of creating a world without violence and hatred. As the son of an Auschwitz survivor and someone who had 59 relatives murdered by the Nazis during the Holocaust, Sir Ivan was inspired to be the first singer in history to bring “Imagine’s” important lyrics back to life, 30 years after the original – only this time in a completely new style, for an entirely different generation. The single, released on Tommy Boy Records on September 4, 2001, broke the Top 40 on the Billboard Club Play Chart, exactly one week before the horrendous September 11th tragedy.

Inspired by the success of “Imagine,” Sir Ivan decided that his music would be from the 60’s or contain the same messages of the 60’s; universal love, human rights and peace. Sir Ivan recognized that the 60’s were both the most evolutionary and revolutionary period in history – where civil rights, women’s rights, gay rights and environmental rights were being bravely fought for. Sir Ivan understood clearly that even today the battle for these rights still needs to be waged diligently. Because his style linked “techno” dance tracks with “hippy” lyrics, he classified his early work as “technippy” music. Sir Ivan’s next four singles: “San Francisco” (Be Sure To Wear Some Flowers In Your Hair), on Jellybean Records, “Peace on Earth”, on Artemis Records and “For What It’s Worth” and “Kumbaya”, both on Sir Ivan’s label, Peaceman Music – all made Billboard Charts. Yet, a Top 10 hit on the Billboard Dance Club Songs Chart remained elusive until his recent single “Hare Krishna”, made it to #10, off his 15-song debut album “I AM PEACEMAN”. Produced by FORD, who has earned eighteen gold and platinum singles – the album, mastered by the legendary Vlado Meller, is an uplifting fusion of current electro, pop, and rock styles.

To promote peace through his music, Sir Ivan always performs in a cape adorned with a large Swarovski Crystal peace sign on the back, which has earned him the title “PEACEMAN”, the rockstar superhero fighting for peace. In 2007, Stan Lee, the most famous superhero creator of all time, personally selected Sir Ivan to star as a finalist on the NBC Sci Fi Channel hit series “Who Wants to Be a Superhero”? This coincided with Sir Ivan’s performance on VH1’s highly-rated “The Fabulous Life of the Hamptons”. Around the same time, the Travel Channel was running “Grand Castles of America” (featuring Sir Ivan’s medieval-style Castle) and the WE Channel was airing his love life on “Single in the City – The Hamptons”. The combination of these four major cable channels simultaneously including Sir Ivan in their programming vastly increased his popularity in America – while in France and Germany, he became a household name due to his unforgettable antics on numerous European television shows that reached millions of viewers.

Although Sir Ivan and his band “The Peacemen” perform at select venues, he prefers to reach a much greater audience by making music videos. His first video “Kumbaya” has 14.8 million online views and is the 5th highest viewed video overall in Yahoo video history. With two-time Grammy Award Winning music video director Rudi “Rock Me Amadeus” Dolezal now on board, Sir Ivan’s next videos “Live For Today” and “Hare Krishna” should also set records.

All of Sir Ivan’s recording artist royalties from full-length album sales of “I AM PEACEMAN” will go to The Peaceman Foundation, a charity which he established specifically to battle hatred and violence – especially to protect those who are perceived as different – and Post Traumatic Stress Disorder, a terrifying mental problem which often results from exposure to violence. Sir Ivan is passionate about these causes and about helping those who might feel like outsiders, because as the son of a Holocaust survivor, he was brought up with a heightened awareness of the harm that being perceived as different can cause. One cause he is particularly passionate about is the need to stop bullying, as he has seen the devastating impact this has had, particularly among LGBT youth.

An original documentary titled Sir Ivan: “I AM PEACEMAN” has just been completed for television and a reality show is in development, based on Sir Ivan’s eccentric lifestyle and passionate quest to change the world.



FOR IMMEDIATE RELEASE:

RECORDING ARTIST SIR IVAN PLEDGES \$100,000 TO THE TREVOR PROJECT TO HELP PREVENT LGBTQ YOUTH SUICIDE

New York, NY, December 3, 2012 – Dance-pop recording artist **Sir Ivan** announced today a pledge to donate **\$100,000** to **The Trevor Project**, the leading national organization providing crisis intervention and suicide prevention services to LGBTQ youth. The donation will be made by Sir Ivan and The Peaceman Foundation, a nonprofit established by Sir Ivan, in 2005, to battle hatred, violence and Post Traumatic Stress Disorder (PTSD).

“As the son of a Holocaust survivor, I was made aware from a very young age of the need to stand up for those who cannot stand up for themselves, the bullied, the persecuted. Through my music and whatever influence I may have, I want to demonstrate the importance of acceptance and understanding. I’m particularly focused on the needs of the LGBTQ community – and specifically, LGBTQ youth – who are up to four times more likely than straight teenagers to attempt suicide. There is never an excuse for harassment and bullying, and I, for one, will not stand for it,” says Sir Ivan.

“The Trevor Project is grateful to Sir Ivan and The Peaceman Foundation for their generous support of our life-saving, life-affirming services for lesbian, gay, bisexual, transgender and questioning youth,” said **Abbe Land**, Executive Director and CEO of The Trevor Project. “Every gift helps The Trevor Project ensure our services are always available, and young people in crisis can plan for a future that begins today.”

Throughout his music career, Sir Ivan has been a champion of the LGBTQ community. His dance music and his videos – and their messages of understanding and respect – are representative of his commitment. His latest single, ***La La Land***, (http://youtu.be/cSKoNdV3_HY) released in June 2012, is a furthering celebration of diversity, and went on to reach #10 on the UK Music Week’s Upfront Club Chart, Top 20 on the DJ Times National Crossover Pool Chart, and Top 30 on the Billboard Dance Club Chart in the U.S. The single’s music video begins in black and white, before transitioning into a flurry of rainbow colored flags to show support for the Community.

The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning young people under 24. Every day, The Trevor Project saves young lives through its free and confidential lifeline and instant messaging services, in-school workshops, educational materials, online resources and advocacy. Honored by the White House as a “Champion of Change,” The Trevor Project is a leader and innovator in suicide prevention. Learn more at TheTrevorProject.org.

For more information on Sir Ivan, please go to SirIvan.com.



FOR IMMEDIATE RELEASE

**POP-DANCE RECORDING ARTIST SIR IVAN
RELEASES HIS ALBUM *I AM PEACEMAN* IN INDIA**

October 9, 2012 –New York – Worldwide Records, India's leading Music Label and Distribution Company which exclusively distributes the Buddha Bar Series, Ministry of Sound and more than 40 international labels in India is releasing popular electro-pop recording artist **Sir Ivan's** debut album, *I Am Peaceman* in India. Due to the global success of **Sir Ivan's** single *Hare Krishna* from *I Am Peaceman*, Worldwide Records entered into a full distribution deal with Sir Ivan's New York based label, Peaceman Music. *Hare Krishna* went to # 10 on **Billboard Magazine's Dance Club Songs Chart** in the U.S. in April 2011. The *I Am Peaceman* album was released throughout all of India. Sir Ivan intends to take a 2 week tour of India to perform and visit with all of his fans in 2013.

Already well received in the United States, Sir Ivan's highly acclaimed full-length album, *I Am Peaceman*, treats the world to dance remakes of iconic anti-war songs inspired by the 1960's, such as John Lennon's *Imagine*, Bob Dylan's *Blowin' in the Wind*, and Buffalo Springfield's *For What It's Worth*. The album also includes an original song titled *Peace On Earth* that encapsulates Sir Ivan's message of spreading peace and love and combating hate and intolerance.

Live For Today, another single from the album *I Am Peaceman*, skyrocketed to # 7 on **Music Week Magazine's Upfront Club Chart** in October 2011 and made it to #10 on **Music Week Magazine's Commercial Pop Club Chart** in February 2012. This latter chart marked a milestone in **Sir Ivan's** career, being the first time he went Top Ten on radio.

For more information, visit www.SirIvan.com / www.wvrindia.com

To view the video of Sir Ivan's hit single Hare Krishna, visit
<http://www.youtube.com/watch?v=0disSFmrAZI>.

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RECORDING ARTIST/SONGWRITER SIR IVAN RELEASES NEW
SINGLE AND VIDEO “LA LA LAND”

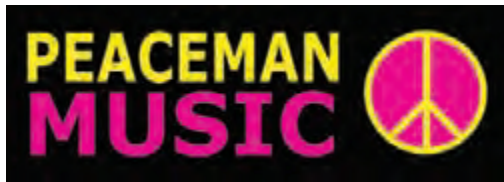
May 21st, 2012 – New York - PR Newswire - Electro-pop recording artist **Sir Ivan** has officially released his new single and video ***La La Land*** on May 21st on his Peaceman Music label. The song was produced by the L.A. based team of Russell Ali and Jason Evigan, who also created the melody, while Josh Skinner and **Sir Ivan** are credited with writing the lyrics. The new single features mixes by **Grammy nominated Midi Mafia** (*50 Cent, Justin Bieber, John Legend, Nelly, etc.*), **Grammy nominated Rosabel** (*Jennifer Lopez, Gloria Estefan, etc.*) and the hot new re-mixer duo Papercha\$er (*Rihanna, Kelly Clarkson, etc.*).

La La Land is **Sir Ivan**'s first single release following his highly acclaimed 2009 debut album ***I Am Peaceman***, which primarily consisted of remakes of iconic anti-war songs from the 1960's. True to his “Peaceman” persona, the words to ***La La Land*** depict a perfect world where there is actually peace on earth.

The release of ***La La Land*** comes on the heels of **Sir Ivan**'s last two single releases, which were back-to-back Top Ten global hits. His ***Hare Krishna*** single went to **#10** on **Billboard Magazine's Dance Club Songs Chart** in the U.S. in April 2011. His ***Live For Today*** single went to **#7** on the **U.K. Music Week Magazine's Upfront Club Chart** in October 2011 and made it to **#10** on **Music Week Magazine's Commercial Pop Club Chart** in February 2012. This latter chart marked a milestone in **Sir Ivan**'s career, being the first time he went Top Ten on radio.

The ***La La Land*** video, directed by Dylan Trussel and David Dinetz, was filmed in Los Angeles. The video creates a colorful, artistic world where all problems are solved, all types are tolerated and all differences celebrated.....a world where everyone sings, dances and loves together in paradise. The ***La La Land*** video will be viewable on YouTube and other prominent music video sites.

La La Land, **Sir Ivan**'s ***I Am Peaceman*** album and his entire music portfolio are distributed digitally through TuneCore, which includes iTunes, physically/digitally through Amazon.com, with exclusive mixes available through Beatport and Traxsource. For more information visit www.SirIvan.com



FOR IMMEDIATE RELEASE:

**RECORDING ARTIST SIR IVAN'S "LIVE FOR TODAY" SINGLE
BREAKS ONTO TOP TEN CHARTS IN U.K.**

March 12th, 2012 – PR NEWSWIRE – Electro-pop recording artist **Sir Ivan's** latest dance single ***Live For Today*** is officially a Top Ten hit on dance radio in the U.K., having made it onto **Music Week Magazine's Commercial Pop Club Chart** at #10 in their February 17th issue. This radio success follows the equally impressive club play progress ***Live For Today*** made shortly after its release, rocketing up to #7 on **Music Week Magazine's Upfront Club Chart** in the late fall, making the track a huge favorite both in clubs and on the air waves. Also in the Top Ten on the **Music Week** charts with **Sir Ivan** were *Beyonce, Jennifer Lopez, Scissor Sisters, Tiesto* and *Florence and the Machine*.

The Top Ten status on ***Live For Today*** actually marks **Sir Ivan's** second Top Ten single off his ***I Am Peaceman*** album in less than one year, with his ***Hare Krishna*** single making it to #10 on **Billboard Magazine's Dance Club Songs Chart** in the U.S. last April.

The ***Live For Today*** video, directed by Grammy Award winning music video director, Rudi Dolezal, has posted 2 million views on YouTube. **Sir Ivan's *Live For Today*** single, which was released off his 15-song ***I Am Peaceman*** album, features mixes by Chris Cox, Tony Moran & Warren Rigg, Smoke n' Mirrors, Stonebridge, Loverush UK !, FORD, Buzz Junkies, DJ's From Mars, Aitor Wilzig and F Tampa.

The Top Ten success of both ***Live For Today*** and ***Hare Krishna*** was recognized at the recent MIDEM conference in Cannes. Warner Music/Japan is seeking to license the ***Live For Today*** single, and licensing deals are now being negotiated for **Sir Ivan's *I Am Peaceman*** album with ZYX Records in Germany and Worldwide Records in India.

** **Sir Ivan's *I Am Peaceman*** album and all his singles including ***Live For Today***, are distributed digitally through iTunes, physically and digitally through Amazon.com, with exclusive remixes available on Beatport. For more information visit www.SirIvanMusic.com

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RECORDING ARTIST SIR IVAN TO TEAM UP WITH SINGERS DEBBIE GIBSON AND KIMBERLEY LOCKE ON NEW ALBUM

December 5th, 2011 – PR NEWSWIRE – Both 80’s pop star-turned-Broadway-star Debbie Gibson and 2003 *American Idol* singer Kimberley Locke will be singing with recording artist Sir Ivan on his next album “I AM PEACEMAN - II”, which will primarily consist of original songs with a theme of universal love and several remakes of iconic songs from the 60s.

Sir Ivan and Debbie Gibson, who’s appearing on the new season of NBC’s *Celebrity Apprentice*, will be working on their collaborative single in the spring of 2012. Kimberley Locke has already met with Sir Ivan to begin working out plans for their duet.

Debbie Gibson became the “youngest artist ever to write, produce and perform a No.1 single on the Billboard Hot 100”, with her song *Foolish Beat* back in 1987, off her triple-platinum debut *Out Of The Blue* album, which had a total of four singles reaching the Top 5 in the Billboard Top 100. Her second album, *Electric Youth*, was released a year later and spent five weeks at No. 1 on Billboard’s Top 200 Album Chart.

Kimberley Locke has enjoyed her share of chart success as well, racking up six solo A/C Top 10 hits, with three of her singles hitting #1 on the Billboard Dance Club Songs Chart, all following her 2003 success on *American Idol*.

Sir Ivan recently released an updated version of *The Grass Roots* 60s hit “Live For Today”, the latest single off his debut album “I Am Peaceman” on Peaceman Music, which became an official top ten hit in the UK at #7 on Music Week’s Upfront Club Chart. The song’s video, directed by Grammy Award winning music video director, Rudi Dolezal, has exploded on YouTube, with close to 2 million views.

Sir Ivan will be travelling to Los Angeles in December to record “La La Land,” the first of the three original new songs he co-wrote with songwriter and producer team Josh Skinner & Russell Ali, the pair behind much of Locke’s musical success. The two much-anticipated separate duets with Debbie Gibson and Kimberley Locke will add a whole new dimension to Sir Ivan’s musical repertoire.

All of Sir Ivan’s music is distributed digitally through TuneCore on iTunes and physically through Amazon.com, with exclusive remixes available on Beatport. For more information on

Sir Ivan go to www.SirIvanMusic.com.

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ELECTRO-POP RECORDING ARTIST SIR IVAN CO-HEADLINES
“STEVE MADDEN MUSIC/GIBSON GUITARS TASTEMAKER EVENT”

October 10th, 2011 – PR NEWSWIRE – The success of electro-pop recording artist **Sir Ivan’s** new version of the *Grass Roots* 60’s hit “**Live For Today**”, and his psychedelic dance video, motivated event organizers of the upcoming “**Steve Madden Music and Munger Music’s Night Out with Gibson Guitars**” to invite him to perform at the music/entertainment/fashion industry special event.

The show, exclusively for tastemakers, takes place on **Wednesday, October 19th** at **Gibson Guitars Showroom Space**, formerly the legendary Hit Factory Studios in New York City. **Steve Madden** is easily America’s most successful shoe designer and is considered the fashion footwear mogul of the 21st Century.

Sir Ivan’s “Live For Today” is officially a Top Ten hit in the U.K., being at #9 on **Music Week Magazine’s Upfront Club Chart** this week. In just its first two weeks of release, the “**Live For Today**” video, produced by Grammy Award winning director Rudi Dolezal, exploded on YouTube with over 1,000,000 views. Now with over 1,500,000 views, the song has entered the **Billboard Magazine Dance Club Songs Breakout Chart at #5** and is at #2 on the **DJ Times Magazine Most Added Tracks/Club Play Chart** (just behind *David Guetta*, the number one dance artist/producer in the world).

In addition, **Sir Ivan’s “Live For Today”** single was featured during **Sherri Hill’s** show at Trump Tower during New York Fashion Week in September, with **Sir Ivan** seated prominently in the front row along with guests including the **Kardashian** sisters, **Donald Trump** and Republican Presidential hopeful **Rick Perry**.

Sir Ivan’s “Live For Today” single & video release follows his career changing previous dance single “Hare Krishna”, which recently broke into the Top Ten on **Billboard’s Dance Club Songs Chart**, leaving only *Lady Gaga, Katy Perry, Rihanna, Jennifer Lopez*, and five others between **Sir Ivan** and the #1 spot.

The new single has been released through **Peaceman Music** with six very different mixes by top American industry DJ/re-mixers **DJs From Mars, Chris Cox, Tony Moran & Warren Rigg, Smoke ‘n Mirrors, F-Tampa** and **Ford**, who also produced *Live For Today*, as well as **Sir Ivan’s** first full-length 15-song CD *I Am Peaceman* last year. World-class remixers from the U.K. added to the package: **Stonebridge, Buzz Junkies** and **Love Rush U.K.**

Sir Ivan’s dance re-makes of iconic songs from the 1960’s and early 1970’s started back in 2001 when he recorded the first ever pop/dance version of the John Lennon classic “Imagine,” which became an international Top 40 hit on **Billboard’s Club Play Chart** that year.

He has pledged to donate all of his personal recording artist royalties from full-length album sales to **The Peaceman Foundation**, a charity he created in 2009 to battle Hate Crime and Post-Traumatic Stress Disorder (PTSD).

Sir Ivan’s “Live For Today” single and his “**I AM PEACEMAN**” album are available for sale on CD through Amazon.com, digitally on iTunes, with exclusive additional remixes on Beatport.

** For more information on Sir Ivan, please visit www.SirIvanMusic.com

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ELECTRO-POP RECORDING ARTIST SIR IVAN BREAKS THE BILLBOARD TOP 10 WITH “HARE KRISHNA” SINGLE

PR Newswire April 18th, 2011 - New York - Peaceman Music is pleased to announce that recording artist **Sir Ivan**'s latest single, an electro-pop version of “**Hare Krishna**”, is as of the April 16th issue of **Billboard Magazine**, a bonafide Top 10 hit song. At #10 on **Billboard's Dance Club Songs Chart**, only Lady Gaga, Katy Perry, Rihanna, Jennifer Lopez, and five others came between **Sir Ivan** and the #1 spot. This success in the U.S. followed the almost equally impressive response in the UK where it reached # 15 on the **New Music Week Chart** and #14 on both the **DMC World House** and **DMC World UK Club Charts**.

“**Hare Krishna**” is the latest in a string of **Sir Ivan** pop/dance re-makes of iconic songs from the 1960's and early 1970's, that started back in 2001, when he released the first ever pop/dance version of the John Lennon classic “**Imagine**” which went on to be an international Top 40 hit on **Billboard's Club Play Chart** that year.

The song “**Hare Krishna**” was released last summer in Ibiza, Spain, both as a single on **Sir Ivan**'s first full-length album “**I Am Peaceman**”, and as a seven-version remix package, amid controversy over the religious overtones and stigma attached to the Hare Krishna cult. The controversy ended as soon as the DJs in Ibiza discovered that **Sir Ivan** had re-written the lyrics translated into English to focus on spreading universal love - rather than praying to a particular God. And, once the song became popular on the dance floors in Ibiza, famous DJs from the UK, France, Germany and ultimately the U.S., took the record more seriously, began to appreciate the production quality and variety of the mixes and added it to their playlists. “The success of “**Hare Krishna**” is largely due to those DJ's who took a chance and came on board early, supporting the track while others were hesitating. As an artist, I have the utmost appreciation and respect for them,” said **Sir Ivan**.

Sir Ivan's decision to record the track had nothing at all to do with any religious beliefs and he has no connection whatsoever to the Hare Krishna movement. **Sir Ivan** explained, “For as long as I live, I will never forget, as a kid in the sixties, seeing both Hare Krishna men and women wearing orange robes, with shaved heads, dancing in parks and giving out free flowers in airports. They seemed truly content just being alive and needed no material possessions to achieve a state of happiness and inner peace. I had no idea what Hare Krishna meant, but hearing them sing the most famous mantra from India, over and over again, had a trance-like affect on me. So, I figured it would transition easily into a spiritual trance dance record.”

The electro-pop version of “**Hare Krishna**” features various mixes by studio pros from all over the world, like **Sir Ivan**'s producer Ford, Hoxton Whores, DJ Praveen Nair, Flash Brothers, CR n' Sugarman, King & White, and Tony Moran & Warren Rigg.

Sir Ivan is donating all the recording artist royalties from full-length album sales to **The Peaceman Foundation**, a charity he created to battle Hate Crime and Post-Traumatic Stress Disorder (PTSD).

The “**I Am Peaceman**” album, on **Peaceman Music**, is available for sale on iTunes and amazon.com. The “**Hare Krishna**” single and re-mixes are available for sale on iTunes and Beatport.

*For more information on **Sir Ivan**, please visit www.SirIvanMusic.com

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RECORDING ARTIST SIR IVAN STARS IN PREMIERE EPISODE OF NEW WealthTV SHOW "SOCIAL" WITH DANIELLE STAUB

PR Newswire February 14th, 2011 - New York - New York/Miami based recording artist/philanthropist **Sir Ivan** recently co-starred in the debut episode of *Real Housewives of New Jersey* **Danielle Staub's** new show **Social** on **WealthTV**, the premier luxury lifestyle and entertainment network. **Social**, with **Sir Ivan**, premiered in its prime-time slot on **Wednesday, February 9th** at 8pm and 11pm (EST), and aired again on **Saturday, February 12th** at 7pm and 10pm (EST). In the show's debut episode, socialite **Danielle Staub** visits **Sir Ivan** at his very unique medieval style Castle, one of only very few in the entire country and the only Castle of its kind in the Hamptons.

Many viewers may have heard of **Sir Ivan's Castle**, known as "the Playboy Mansion of the East Coast," but very few have actually seen the interiors, including its hidden rooms, "dungeon" and art collection. The Castle and its grounds are where **Sir Ivan** has hosted numerous lavish parties, including his world-famous 60's themed "**Castlestock 2009**" event, with over 800 guests celebrating the 40th Anniversary of Woodstock. The event, now viewed by over 6.5 million people on the internet, also launched **Sir Ivan's** private foundation, **The Peaceman Foundation**, which he created to help victims of Hate Crime and Post Traumatic Stress Disorder (PTSD).

Viewers can watch **Social** on **WealthTV**, which is available on over 100 cable systems across the United States, including Verizon FiOS TV channel 169 and 669 in HD and AT&T U-Verse TV channel 470 and 1470 in HD. In addition, **WealthTV** is available on about a dozen cable systems in the Caribbean and in the United Arab Emirates. With four episodes of **Social** completed, **WealthTV**, which has 11 million viewers in the U.S., recently green lit the series for two complete seasons, totaling 26 episodes.

Sir Ivan, also known as "Peaceman" for wearing flamboyant capes sporting a large Swarovski Crystal peace sign on the back, is certainly no stranger to television, having appeared on season two of the legendary **Stan Lee's** *Who Wants to Be a Superhero* on NBC's Sci-Fi Channel. His character's unbelievable antics earned him the highest IMDB ratings on the show. **Stan Lee** who co-created *Spider-Man*, *The Incredible Hulk*, *X-Men*, *The Fantastic Four* and *Iron Man* always refers to **Sir Ivan** as "the real life Bruce Wayne"... wealthy philanthropist living in his Castle by day, superhero by night!

Sir Ivan has also been featured on special shows for both MTV and VH1, including VH1's *Fabulous Life of the Hamptons*. In addition, he appeared in an award winning NHK Japanese television documentary on John Lennon and the song *Imagine*, which **Sir Ivan** released the first ever dance remake of in 2001. The single became a Top 40 hit on the Billboard Club Play Chart and led to an interview on CNN.

In Europe, **Sir Ivan** has been on various RTL TV entertainment programs including Holland's *Max and the City* and Belgium's most watched arts & entertainment show, *Bart in the States*, with his appearances generating exceptionally high ratings. In Germany alone, he has appeared on numerous TV shows for ProSieben (Channel 7), Red Bull television, RTL Germany and ARD (Channel 1), while also being featured in the UK on Channel 4 television's *Single in the Hamptons*, a show that has been licensed and syndicated around the world.

In addition to his global television appearances, **Sir Ivan** recently got star-billing, along with **Alec Baldwin**, **Ed Burns**, **Chevy Chase**, **Billy Joel** and **Christie Brinkley** in the new Dennis Lynch documentary film *King of the Hamptons*, which made its world premiere in the early fall at the Hamptons Film Festival with two sold-out screenings.

Next up for **Sir Ivan**, will be the new video he's shooting in various Miami area locations for his electro-pop single *Hare Krishna*, featured on his recently released full-length album titled *I AM PEACEMAN*, which came out in the fall.

**For further information please visit www.SirIvanMusic.com



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SIR IVAN RELEASES DEBUT ALBUM – “I AM PEACEMAN” REVIVES THE SPIRIT OF THE ‘60s TO BATTLE HATE CRIME AND PTSD

New York, NY – (June 28, 2010) – **SIR IVAN**, the high energy electro-pop-rock singer, philanthropist and son of an Auschwitz survivor, is taking the lead in the battle against the monumental problems of Hate Crime and Post Traumatic Stress Disorder (PTSD). He is donating 100% of his recording artist royalties from his ‘60s inspired tribute album *I AM PEACEMAN* to The Peaceman Foundation, a charity he specifically created to confront both issues. As wars big and small rage around the world, the incidence of Hate-Crime increases here and abroad. In addition, U.S. military returning home cope with the terrors of Post-Traumatic Stress Disorder (PTSD). **SIR IVAN’s** lone musical voice is working to rekindle the candles of peace that defined music and counter-culture politics in the 1960s. By reinventing the iconic peace songs of the ‘60s, **SIR IVAN** offers the frightened present a nostalgic reminder of a braver, more hopeful past.

The 15-song album is produced by Ford, who has 18 Gold and Platinum singles to his credit for his work with Michael Jackson, Britney Spears, Diddy, Jennifer Lopez and Mick Jagger among others. It was mastered by the legendary Vlado Meller who has perfected albums for numerous artists including Lil Wayne, Kanye West, Red Hot Chili Peppers, Metallica, Josh Groban, Leona Lewis and The White Stripes. While “Hare Krishna” is the lead single, **SIR IVAN’s** favorite song on the album is an all-new version of his *Billboard* charted smash hit “Imagine.”

AWAL – the U.K.’s “Artists Without A Label” – is distributing the digital download version of the album at all online music stores worldwide. Amazon.com is physically distributing the actual psychedelically-illustrated CD album globally. **SIR IVAN**, whose *I AM PEACEMAN* combines a live rock band with electronic music accents (a fusion of sound called “rocktronica”), appears to be successfully taking aim at the enemies of peace in our time. “The ‘60s and its musical peace movement didn’t end war and hate forever,” acknowledges **SIR IVAN** himself, “but it proved that music can literally shape public opinion and that when people speak out in massive numbers, the government pays attention. The culture of the ‘60s helped end the Vietnam War and reinforced the momentum of the civil rights, women’s rights and gay rights movements. Gangster rap can inspire anger, even violence, and schlock pop just lulls people into complacency. But I believe that my music: the music of the ‘60s reinterpreted for today, can offer a soundtrack for contemporary action and enlightened attitudes.”

Always dressed in one of his many dramatic superhero peace sign capes, **SIR IVAN**, also known as **PEACEMAN**, is getting as much attention as a peace march on the Pentagon back in the day. MTV and VH1 have both recently featured the rocktronica-star-superhero on various specials and his videos are chalking up big numbers on both YouTube.com and Yahoo Video. “Sometimes you have to be outrageous to get your message across,” says **SIR IVAN**, who gives as an example the appeal and success of Lady Gaga, whom he opened for in 2008 at the Party 105 Music Festival in Long Island, New York. “I think it’s interesting that I chose to call myself Sir and she chose to call herself Lady,” he observes. “In some ways, we’re male and female parallels. Her music is passionate, provocative and positive, and so is mine. In this day and age we need more of that.”

Indeed, the press is at last recognizing – and appreciating – **SIR IVAN’s** music and his 21st century quest for love and peace that blends modern-day sound with ‘60s sensibilities:

“Not since John Lennon has a recording artist captured the essence of what it is to be a true Messenger of Peace.”
– CDuniverse.com

“His Sir Ivan character is making good music about peace, man.”
– Blackbook.com

“The entire 15-track record, in fact, is a testament to Sir Ivan’s outlook on life, which is reflected in his upbeat dance tracks.”
– Hamptons.com

“Rock singer and peace activist, Sir Ivan, is breathing new life into the musical and social legacy of the 1960s with his new album, I Am Peaceman.”
– Top-40-Charts.com

For more information on Sir Ivan, please visit www.SirIvanMusic.com.

Contact: Brad Taylor / Big Machine Media, LLC / 646-395-2600 / brad@bigmachinemediacom



FOR IMMEDIATE RELEASE:

SIR IVAN, FOUNDER OF THE PEACEMAN FOUNDATION, TO HOST FLOWER-POWERED FUND RAISING EVENT AT HAMPTON'S CASTLE IN CELEBRATION OF WOODSTOCK'S 40TH ANNIVERSARY

NEW YORK, NY, July 20, 2009 – Caped peace crusader and musician, **Sir Ivan**, who founded **The Peaceman Foundation** to combat hate crimes and to assist sufferers of Post Traumatic Stress Disorder (PTSD), announced today that the only benefit event for the Foundation this year will be **CASTLESTOCK** – a celebration of the 40th Anniversary of Woodstock. The event will be held on **Saturday, August 22, 2009**, 40 years after Woodstock occurred. **CASTLESTOCK** will recreate the ambiance and spirit of Woodstock and will raise money for the Foundation. The fundraising event will take place at Sir Ivan's Castle; a 15,000-square-foot, 20-room, three-story, medieval-style castle on a manicured five-acre estate.

Sir Ivan, who recently completed his 60's-inspired debut album, *I Am Peaceman*, will perform the album's first single, "**Kumbaya - Give them Love**," at **CASTLESTOCK** for a select group of ticketholders. Sir Ivan founded The Peaceman Foundation largely in response to his family history. His father, the late Siggie B. Wilzig, was a Holocaust survivor who spent two years in the Auschwitz and Mauthausen death camps and endured the murder of 59 relatives at the hands of the Nazis. Penniless, Siggie Wilzig rose to build a multi-billion-dollar banking empire. Mr. Wilzig was a world-famous philanthropist, even establishing the Wilzig Hospital in Jersey City, N.J. At the request of then-President Jimmy Carter, Mr. Wilzig served with Nobel Peace Prize winner Elie Wiesel on the U.S. Holocaust Memorial Commission.

Although Mr. Wilzig was never formally diagnosed with post-traumatic stress disorder, he suffered from classic symptoms throughout his adult life. That largely led to Sir Ivan's deep concern over the plight of veterans of the Iraq/Afghanistan War. They are attempting suicide at the rate of 1,000 per month, with about 200 of them actually killing themselves, according to the chief of mental health services for the Department of Veteran Affairs. Sir Ivan was particularly jarred by the recent attempted rampage of an elderly Holocaust denier at the U.S. Holocaust Memorial Museum in Washington, D.C.

Conceived as "three days of peace and music," Woodstock was held August 15 through 17, 1969, on the now-famous Yasgur's Farm in Bethel, N.Y., 45 miles from the town of Woodstock. What was supposed to be a relatively modest event for about 185,000 people, Woodstock turned into a spectacle of 500,000 people watching performances by such legendary artists as Jimi Hendrix, Janis Joplin, The Grateful Dead, The Jefferson Airplane, Joe Cocker, Santana, Crosby, Stills, Nash & Young, among others.

Tickets for the event are available in two tiers: \$250 per person for an open bar and Woodstock ambience from 10 p.m. until 1 a.m.; and \$500 per person for an open bar, buffet dinner and Sir Ivan's singing performance, from 8 p.m. until 1 a.m.

The Peaceman Foundation is a Not-For-Profit corporation organized under the laws of the State of New York and is a 501(c)(3) organization. A portion of the ticket price is a charitable contribution and may be deducted to the extent allowable under law. A written acknowledgement will be provided which sets forth the amount of the charitable contribution. A copy of the latest annual report of The Peaceman Foundation may be obtained, upon request, from Vista Tax Group, 120 Columbia Turnpike, Florham Park, New Jersey 10932 or from the New York State Attorney General's Charities Bureau, Attn: FOIL Officer, 120 Broadway, New York, New York 10271.

Credentialed media are invited to attend the complete **CASTLESTOCK** event as Sir Ivan's guests, with complimentary roundtrip luxury transportation departing Manhattan (location TBA) and then returning again at the end of the night.

For all media inquiries, transportation reservations and ticket sales, please contact Rob Goldstone or David Wilson at Oui 2 Public Relations, 212-541-5698 or email RSVPtosirivan@aol.com.

SIRIVAN

La La Land



Electro-pop recording artist/songwriter

SIRIVAN

Officially releases new original single and video **“La La Land”** on Peaceman Music.

“La La Land” Lyrics by Josh Skinner and **Sir Ivan** .

“La La Land” was produced by the LA based team of Russell Ali and Jason Evigan, who also created the melody.

“La La Land” features mixes by Grammy nominated Midi Mafia

(50 Cent, Justin Bieber, John Legend, Nelly, etc.)

Grammy nominated Rosabel (Jennifer Lopez, Gloria Estefan, etc.) and hot new re-mixer duo Papercha\$er

(Rihanna, Kelly Clarkson, etc.).

The **“La La Land”** video, directed by Dylan Trussel and David Dinetz .

Track Listings

	Time	BPM
1. Midi Mafia Radio Mix	3:29	127
2. Midi Mafia Extended Mixshow Edit	5:02	127
3. Rosabel Summer Anthem Radio Mix	3:43	128
4. Rosabel Summer Anthem Club Mix	7:57	128
5. Rosabel Electro House Mix	7:42	128
6. Rosabel Dub	7:27	128
7. Papercha\$ers Global Banger Radio Mix	4:00	128
8. Papercha\$ers Global Banger Club Mix	6:46	128
9. Original Mix	4:00	128

www.SirIvan.com

PEACEMAN
MUSIC 



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Recent facts about **SIRIVAN**

- With the global success of **Sir Ivan’s “Hare Krishna”**, India’s premiere major label, Worldwide Records, has entered into a full distribution deal. “I Am Peaceman”, the album from which the **“Hare Krishna”** single appears, will be released both physically and digitally throughout all of India this summer.
- **Sir Ivan’s “Live For Today”** single rocketed to **#10 on Music Week Magazine’s Commercial Pop Club Chart** (Dance radio) in February 2012.
- His **“Live For Today”** single went to **#7 on Music Week Magazine’s Upfront Club Chart** in October 2011.
- His **“Hare Krishna”** single climbed to **#10 on Billboard Magazine’s Dance Club Songs Chart** in the U.S. in April 2011.
- Released in 2009, **“I AM PEACEMAN”** features new electro/pop/rock versions of his previous singles and reinvents 10 other sixties hits with a new fusion of live rock guitar and electronic beats. **“I AM PEACEMAN”** is produced by **FORD**, who has 18 gold and platinum singles to his credit and was mastered by the legendary Vlado Meller.

You Tube
Broadcast Yourself

Live For Today video

1,526,303 views

Hare Krishna video

1,383,483 views

Kumbaya video

1,647,444 views

NEW YORK POST

Sunday, June 2, 2013



Today in Page Six

By Mara Siegler

Castle Will Cost You

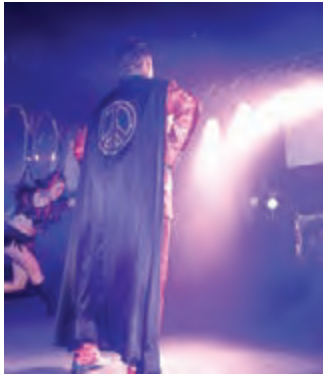
Ivan Wilzig, the eccentric banking heir and musician, is cutting the guest list to his over-the-top parties by asking people to pay. Wilzig has ruled future guests must make a \$200 donation to his Peaceman Foundation, and he's already raised \$20,000. He's planning smaller events at his Water Mill castle in the Hamptons instead of the annual huge summer bash, which has often ended in some wild revelry. "I want to make the castle the Studio 54 of philanthropy," Wilzig announced to Page Six. "At the very big parties, it's hard for me to say hi to everyone." No press will be allowed — to let him get to know donors "on a more intimate level" (ahem). This weekend, Wilzig is throwing a party and giving guests access to all castle rooms. He says the fee is cheap for most Hamptonites and compared to "inflated bottles and nightclubs, it's nothing." Wilzig will also throw parties at his 2,400-square-foot Soho penthouse painted with flowers, rainbows and peace signs. "The entire space is black-lit," he says. "It's a psychedelic love shack."



Tuesday, December 18, 2012

Sir Ivan 'The 'Peaceman' Takes Listeners To 'La La Land,' While Sharing His Message Of Strength, Hope And Acceptance

BY CHUCK TAYLOR



Unlike your average, everyday millennial superhero-a la Batman, Superman or Spider Man-caped crusader Sir Ivan's missive goes beyond thrills and spills at the local movie complex. And it's got a beat, to boot. As a dance artist and performer, philanthropist, activist and reality TV celeb, Sir Ivan has spread his message of positivity, acceptance, understanding and goodwill around the world for more than a decade via his self-styled imaging as "The Peaceman."

Since 2001, Sir Ivan has scored eight hits on the *Billboard* Dance Club Play Songs chart, reimagining upbeat earnest 1960s' "hippie" anthems into festive techno remixes-from his debut club re-rub of John Lennon's "Imagine" through 2011's top 10 "Hare Krishna." Other hit tracks include "San Francisco," "Blowing in the Wind," "Peace On Earth" and "For What It's Worth." An accompanying music clip for smash "Kumbaya" garnered 14.8+ million online hits and stands as the fifth most-viewed video at Yahoo! Video. That track was also nominated for an OutMusic Award for Outstanding Contemporary Spiritual Song.

Meanwhile, Ivan's 2010 debut full-length album "I Am Peaceman," offers dance remakes of classic anthems like "Eve of Destruction," "Happy Together," "Turn Turn Turn" and "In the Year 2525."

His latest single-the first with original lyrics-is "La La Land," which reached No. 10 in 2012 on U.K. Music Week's Upfront Club Chart, Top 20 on DJ Times National Crossover Pool Chart, and Top 30 on the *Billboard* Dance Club Chart. With a robust radio and promotional campaign, "La La" is now heading to mainstream pop radio.

Sir Ivan notes, "The message of 'La La Land' is consistent with the songs I covered from the '60s, in terms of exploring social progress. While we've made substantial strides in the U.S., civil, environmental, children, gay and women's rights are just as relevant today." The song offers a giddy, kaleidoscopic melodic froth, but is framed around an ambitious message that remains all-important: "I'm addressing violence in all shapes and forms, with the hope that awareness will turn to action."

As he has done time and again, Sir Ivan and his nonprofit Peaceman Foundation is putting money where his mirth is. He's pledged \$100,000 to The Trevor Project, the nation's leading crisis intervention and suicide prevention organization for LGBTQ youth. "There is never an excuse for harassment and bullying, and I will not stand for it," he attests. "As the son of a Holocaust survivor, I became aware from a young age of the need to stand up for the persecuted."

Abbe Land, The Trevor Project's Executive Director & CEO, adds, "Every gift helps ensure that young people in crisis can plan for a future that begins today. We are grateful to Sir Ivan and The Peaceman Foundation for their generous support of our life-saving, life-affirming services for lesbian, gay, bisexual, transgender and questioning youth."

This outreach is perhaps the culmination of Sir Ivan's decade-long calling as The Peaceman. He morphed into the iconic character after 20 years in the banking industry when, at age 45, as the eldest son of Siggie B. Wilzig-a legendary Auschwitz survivor, financier and philanthropist-he retreated from the family's multi-billion dollar banking business and resigned from Trustcompany Bank's Board of Directors.

And then the music business came calling. Columbia Records honcho Dave Jurman was impressed by Ivan's music acumen, and his energy and enthusiasm, and aligned the budding entertainer with Grammy-nominated producer Ernie Lake, half of popular remix team Soul Solution. That led to the recording and release of "Imagine," restyled as a high-energy techno dance track. Issued in 2001 by Tommy Boy, it catapulted Sir Ivan to *Billboard's* Club Play top 40 chart for the first time.

The press deemed the novel artist a "self-styled billionaire banker turned techno-hippy," with headlines like "From the Bank Board To the Charts of Billboard." Sir Ivan explains, "I wanted to go from one extreme to the other," trading in a suit and tie for a long-flowing caftan. Since John Lennon's 'Imagine' is a prayer, the idea was to dress as a lyrical prophet."

That worked out well until the events of 9/11/2001, when Sir Ivan says his Arab-influenced garb could have had dire consequences-ironic considering his accompanying message of peace and harmony. "Common sense told me that to keep from being hit over the head with a baseball bat, I'd better come up with another outfit." And thus: the modern-day Peaceman arrived, complete with a trademark Swarovski Crystal Peace sign, the essence of "a real live superhero character."

Add to that Sir Ivan's second branding earmark: the 15,000 square-foot Hamptons Wilzig Castle, renowned for its over-the-top parties and musical celebrations, big on kitsch and flower power. The bombastic home, which essentially could be a hip, happening nightclub, features an enormous outdoor movie screen, a kidney-shaped steam-emitting pool and more individually designed rooms than one can count.

"That's the best investment I ever made," Sir Ivan says. "The Castle became another way to express myself. After two decades in banking, it represents another artistic expression-and it's a constant work in progress, architecturally and design-wise. The house itself is an art project, in addition to being the sexiest home in the world." The theme of his summer 2012 party, natch, was "Welcome to La La Land."

And don't think the mainstream media hasn't recognized it. Sir Ivan and Wilzig Castle, dubbed the Playboy Mansion of the East Coast, have been featured on numerous TV shows, including VH1's "The Fabulous Life of the Hamptons," Bravo's "Chef Roble and Co." (where he hosted a medieval pig roast), Travel Channel's "Grand Castles of America" and WE's "Single in the City: The Hamptons." In addition, in 2007, superhero creator Stan Lee personally selected Sir Ivan to appear as "Jewish superhero Mr. Mitzvah" on SyFy Channel's "Who Wants to Be a Superhero?"

But make no mistake, there's plenty of heart behind the hero, as he maintains diligent focus on civil rights, women's rights, gay rights and environmental rights. Sir Ivan's case in point: "La La Land," whose music video personifies a magical place that rivals Oz, where none of these evils exist. where love and peace supplant terrorism, hate and violence (and another cause he embraces: Post Traumatic Stress Syndrome). He says, "Bullying unchecked leads down the road to genocide. Think about it: Name calling leads to physical acts of violence, and bodily harm can lead to death. Before you know it, society is involved in mass murder. The logical conclusion is the genocide of civilized peoples."

It's little surprise that he relates these traumatic issues to his family's heritage: "As an Auschwitz survivor, my father was bullied by Nazis, while 59 of my relatives were murdered in the Holocaust simply because they were Jews. And 40,000 homosexuals were murdered," he says. "The idea of a group being singled out because they live a different way from the ruling party was unacceptable then. Nothing has changed. It remains the same today."

On the heels of "La La Land" is Sir Ivan's next single "Kiss All the Bullies Goodbye," which confronts the issues head on. "I want to hit it on the head and be very specific. Anyone suffering from bullying-whether they're blind, in a wheelchair, the fat kid, the skinny kid, the short kid, the gay kid. It all starts on the playground just by being different."

And with that, Sir Ivan is driven to stay in the game for as long as it takes to foster change. "Through my music and whatever influence I may have, I want to demonstrate the importance of acceptance and understanding," he says. "If I have the power to help one person evolve in their attitudes of acceptance or to positively impact the life of a single bullied youth, I've been a success."

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FALL 2012

CAPED CRUSADER

Sir Ivan carries the torch for the rave generation.

At first glance, Sir Ivan Wilzig could be confused for a fictional character. The self-proclaimed "Peaceman" quit his lucrative family business at the age of 45 to become a techno artist and start his own record label, as well as the nonprofit Peaceman Foundation.





















Sir Ivan fancies himself the "spiritual leader of the rave generation" and certainly takes the title seriously: He never leaves home without his crystal-encrusted peace-sign cape, and he resides in a massive medieval castle in the Hamptons. The castle has been dubbed "the Playboy mansion of the East Coast" and was featured on VH1's "Fabulous Life" series. Sir Ivan's legendary parties come straight from the land of make-believe...trust us.



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THAT DEFINED THE SUMMER

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 Cedric Gervais – "Molly (Static Revenger Remix)"	 Zedd feat. Matthew Koma – "Spectrum (Congorock Remix)"
 Hardwell & Showtek – "How We Do"	 Afrojack – "Rock the House"
 Dada Life – "Feed the Dada"	 Fedde Le Grand & Nicky Romero – "Sparks"
 SikDuo – "Big"	 Birdy Nam Nam – "Goin' In (Skrillex Goin' Hard Remix)"
 Black Cards feat. Matthew Koma – "End of Pretend"	 AN21, Max Vangeli & Tiësto – "People of the Night"
 Cedric Gervais – "Cedanie"	 Nicky Romero & Zedd – "Human"
 Passion Pit – "Take a Walk (The M Machine Remix)"	 Swedish House Mafia feat. John Martin – "Don't You Worry Child"
 Hard Rock Sofa & Swanky Tunes – "Horn We Go"	 Alesso feat. Matthew Koma – "Years"
 Porter Robinson – "Language"	 Topher Jones – "Brohammer"
 Madeon – "Finale (Dillon Francis Remix)"	 David Guetta feat. Sia – "She Wolf (Sandro Silva Remix)"

THE WALL STREET JOURNAL

Monday, August 20, 2012

HEARD & SCENE

Extreme Dress Is Mandatory

BY ALEXANDRIA SYMONDS

“Who knew there was a feather district in New York City?” exclaimed partygoer Elsi Pacheco, who on Saturday night in the Hamptons was wearing an elaborate, corseted peacock costume she made herself. “It was three days of nonstop sewing and hot glue-gunning,” said Ms. Pacheco, elaborating that the feather district is clustered around West 38th Street.

Ms. Pacheco, 29 years old, wasn't the only peacock at the party, which had a mandatory dress code: “Bizarre Animals and Exotic Creatures.” The event was thrown by Sir Ivan, aka Ivan L. Wilzig, the 56-year-old ex-banking executive and current electropop musician, to celebrate his newest self-released single, “La La Land.”

“Anyone not dressed ‘extreme’ will be denied entrance regardless of whether they have RSVP'd and are on the list,” warned the invitation to Mr. Wilzig's sprawling Water Mill home, known simply as “the Castle.” Most of those in attendance took the decree seriously. Wandering the grounds alongside Ms. Pacheco and her fellow peacocks, eating pastrami sandwiches catered by Kutsher's Tribeca, was a menagerie of leopards, fairies, tigers, rabbits, devils of the single-horned and double-horned varieties, and at least one kangaroo.

“I'm off to Ibiza next week,” said 34-year-old Paul Moritz, the kangaroo in question. “So I'm pretty sure it'll come in handy again.”

Lindsay Kaplan, 28, opted for a large headpiece in the shape of a turtle. “I had a friend go to the party store and pick out something that they thought suited me for this evening,” she said. “They picked out a papier-mâché turtle piñata, which I fashioned into a turtle hat.”

“There was no candy in it,” Ms. Kaplan lamented, as a man in a gold tinsel wig and red clown nose lingered nearby. “Try to guess what animal I am!” he said, prompting a collective silence.

“I'm a party animal,” he whispered.

For his part, Sir Ivan was dressed as his own alterego, Peaceman (also the name of his record label, which released “La La Land”), which entailed a shiny pink suit and a long blue cape with a Swarovski crystal-embazoned peace sign on the back. His girlfriend, model Mina Otsuka, wore a skimpy red and black ensemble that registered as “ladybug” only after Mr. Wilzig told us so.

“She's dressed as a ladybug to match the giant ladybugs, changing colors, that are all going to Burning Man from here,” he said, gesturing to a fleet of psychedelic, lit-up golf carts that he assured us would soon be making their way to the Nevada desert.

Mr. Wilzig is not going to Burning Man himself; he has a song to promote. “It is my biggest hit to date, in my 10-year career,” he said of “La La Land,” which he performed at the party. “It's a song about a perfect world, where there's peace on Earth; where no one discriminates according to color, race, religion, or sexual preference. And it's a world full of just art, beauty, dancing, love-making and peace.”

To drive the point home, peace signs littered the party: on the cups at the bar, on mugs and plastic necklaces in the gift bags that guests clutched as they clamored for seats on the shuttle that would eventually spirit them from the Castle back to real life. While waiting for shuttles, a crush of guests including “Real Housewives of New York City” stars Ramona Singer and Sonja Morgan got impatient and a little rowdy. “Where is a camera when you need it?,” complained Ms. Singer, who was not being filmed.

The crowd quieted down after a police officer arrived, threatening arrest. The guests, he explained, were disturbing the peace.



Clockwise from above, the party at Sir Ivan's home in Water Mill; Carousel rides for attendees; Sir Ivan and his mother, Naomi Wilzig; the pool; and Ramona Singer, Mario Singer and Sonja Tremont-Morgan.



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MusicWeek



THE BUSINESS OF MUSIC www.musicweek.com

17.08.12 £ 5.15

UK CLUB CHART

UPFRONT CLUB TOP 40

POS ARTIST / ALBUM / LABEL

1	34	2	DAVID GUETTA & NICKY ROMERO Metropolis / <i>Jack Black</i>
2	17	4	KYLIE MINOGUE Timebomb / <i>Parlophone</i>
3	8	5	DRUMSOUND & BASSLINE SMITH Through The Night / <i>New State</i>
4	9	5	KIRSTY Free of War / <i>KB Recordings</i>
5	14	4	FRAZER Killer / <i>STL / All Around The World / Island</i>
6	18	5	BROKEN YOUTH Dreamer / <i>New State</i>
7	NEW	1	ELTON Vs. PNAU Sad / <i>Mercury</i>
8	20	2	REDLIGHT Lost In Your Love / <i>Polydor</i>
9	15	5	PLAN B feat. RAEKWON Lost My Way / <i>679 / Atlantic</i>
10	19	2	SIR IVAN La La Land / <i>Peaceman</i>



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MusicWeek



THE BUSINESS OF MUSIC www.musicweek.com

17.02.12 £5.15

UK RADIO CHART

COMMERCIAL POP TOP 30

POS ARTIST / ALBUM / LABEL

1	RE	3	SCISSOR SISTERS vs. KRYSTAL PEPHY Shady Love / <i>Polydor</i>
2	8	1	MOHOMBI In Your Head / <i>Island</i>
3	RE	3	ALEXANDRA BURKE feat. ERIC MORILLO Elephant / <i>Syco</i>
4	RE	3	ENCORE Fun Last Night / <i>Island</i>
5	11	1	CHER LLOYD FEAT. ASTRO Want U Back / <i>Syco</i>
6	RE	2	ED SHEERAN Drunk / <i>Asylum</i>
7	RE	5	BEYONCE End Of Time / <i>Columbia/Parkwood Ent.</i>
8	RE	2	DARREN HAYES Blood Stained Heart / <i>Powdered Sugar</i>
9	RE	3	DJ. FRESH FEAT. RITA ORA Hot Right Now / <i>MoS</i>
10	RE	3	SIR IVAN Live For Today / <i>Peaceman</i>



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MusicWeek



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21.10.11 £5.15

UK CLUB CHART

UPFRONT CLUB TOP 40

POS ARTIST / ALBUM / LABEL

1	11	3	NERO Crush On You / <i>Mercury/MTA</i>
2	14	3	KRISTY VIGOR BLASKA Green / <i>KB</i>
3	4	5	LAIDBACK LUKE VS EXAMPLE Natural Disaster / <i>MoS</i>
4	6	3	GURU JOSH Infinity 2012 / <i>White Label</i>
5	30	2	JENNIFER LOPEZ Papi / <i>Def Jam</i>
6	13	4	TIESTO Maximal Crazy / <i>Musical Freedom</i>
7	9	10	SIR IVAN Live For Today / <i>Peaceman</i>
8	19	2	CHICANE Thousand Mile Stare / <i>Modena</i>
9	NEW		FLORENCE + THE MACHINE Shake It Out / <i>Island</i>
10	2	3	LABRINTH FEAT. TINIE TEMPAH Earthquake / <i>Syco</i>

Tuned in Radio

The New Rhythm of The Nation

Canada's Top 10 Chart for October 26th-November 8th 2011

Chart #910

T W	L W	#W	Song	The Artist	Company
1	2	4	Where Them Girls At	David Guetta feat. Flo Rida & Nicki Minaj	EMI
2	3	4	Save The World	Swedish House Mafia	EMI
3	4	4	Turn Me On	David Guetta feat. Nicki Minaj	EMI
4	5	4	Little Bad Girl	David Guetta feat. Taio Cruz & Ludacris	EMI
5	7	4	Without You	David Guetta feat. Usher	EMI
6	1	4	Party Rock Anthem	LMFAO feat. Lauren Bennett & Goonrock	Interscope/Universal
7	6	4	California King Bed	Rihanna	Island/Def Jam/ Universal
8	10	2	Fantasy	Keely Valentine	Attack Media Group
9	8	4	Coming Home	Diddy Dirty Money feat. Skylar Grey	Bad Boy/Interscope/ Universal
10	-	1	Live For Today	Sir Ivan	Peaceman Music

GOTHAM

Monday, November 14th, 2011

Sir Ivan Wilzig's World

A chat with the caped crooner Sir Ivan reveals more than what meets the eye.



Infamous for his cape bedazzled with a peace sign and his annual Hamptons “castle party,” musician and philanthropist **Sir Ivan Wilzig** is living his version of the American dream—his latest single, “Live for Today,” was a top ten hit in the U.K. The son of Siegbert Wilzig—Auschwitz survivor, banking and oil tycoon, and philanthropist—**Sir Ivan** spent 20 years dutifully plugging away at his father’s Trust Company Bank before making a U-turn into a music career at the age of 45. “I never had any banking aspirations. I had showbiz aspirations since I was five years old,” says Wilzig of his ultimate departure from banking. No matter his direction in life, **Sir Ivan** remains dedicated to philanthropy—a value instilled by his father—through his Peaceman Foundation, which aims to eliminate hate crime and assists those suffering from post-traumatic stress disorder. We spoke with **Sir Ivan** to learn more about his music (which he describes as “technippy,” or techno-hippy), his mission and his eccentric lifestyle.

What kind of music did you listen to when you were growing up?

SIR IVAN WILZIG: Elvis Presley. But I was weaned on Motown. The three big albums that were my biggest influences were The Greatest Hits of the Temptations, The Four Tops and The Supremes.

Why did you choose to cover John Lennon’s *Imagine* for your first single?

SIW: Well, in the late '90s I just felt the world was taking a turn for the worse with events like the murders of Matthew Shepard, James Byrd, Jr. [and] all the seemingly daily bombings in Israel—a murder every week. World events and news drove me to believe that people needed to hear the words of *Imagine* again. I feel like Lennon was a prophet and we didn’t take the warnings the first time and paid for it. I decided after that that all my songs would be from the '60s or have '60s-type lyrics.

What did your father think of your trading banking for music—and a cape?

SIW: My dad didn’t think much of it at first because he wanted stability for us, and he didn’t think the entertainment business was stable. He knew it was a one-in-a-million shot to become a famous entertainer. But he and my mother always encouraged me to sing as a hobby. They took me to all the Broadway shows as a child.

Are you happy with the choice you made?

SIW: Well, I’ve had seven singles and all of them have charted on Billboard. So I’m seven for seven.

All of your work has been with cover songs. Will you transition to original songs?

SIW: I wrote my first three original songs recently with a writer and a producer who works with *American Idol*-level talents and I will be recording them soon.

What will those songs sound like?

SIW: Still in the vein of wanting to help and heal the world. One song is a campy, cult-like song of a utopian world without bullies—*La-La Land* is the name of that song. The others are a bit more serious.

How does your look, namely the cape, fit your musical persona?

SIW: The things I wear and the parties I throw both draw attention to me as an artist so that people realize that the banker Ivan no longer exists and that I’m all about being the artist. I wear the peace sign because it represents how sincere I am about it. It all draws attention to the charity and the music.

Sir Ivan’s second album is planned to be released in 2012 and will feature contributions from Debbie Gibson and Kimberley Locke.

Thursday, September 15th, 2011

PARTY REPORT:

Rick Perry Partied with Reality Stars at Fashion Week



Far-right presidential candidate Rick Perry dined with self-appointed “godfather of politics” Donald Trump last night. What did they do afterwards? Partied with pageant queens, Kardashians,

and Kathie Lee Gifford at the Sheri Hill fashion show in the Trump Tower.

Update: *Page Six* reports that Perry “made a beeline backstage” to hang out with the models, including Kathie Lee’s daughter Cassidy.

We’re also told that techno music reality star rich guy fameball Sir Ivan played psychedelic fuckfest single “Live For Today (Make Love Not War)” while Perry was in the house. H.I.H. Grand Duchess Arianna of Italy marched around with enough diamonds to finance multiple presidential campaigns, while grand dame model Carmen Dell’Orefice swanned around in her usual state of unbearable fabulousness.

THE WALL STREET JOURNAL

Tuesday, August 30th, 2011

NY CULTURE

Irene No Match for Crown Prince

By MIKE VILENSKY

Alan Wilzig and Sir Ivan Wilzig



Sir Ivan Wilzig hosted India's Crown Prince Manvendra Singh Gohil at his Water Mill mansion this weekend, an event apparently so awesome that not even a tropical storm could dampen its spirit.

"My party was fantastic, just as I predicted," Mr. Wilzig said on Monday. "It's not every day I'm entertaining a gay prince from India." Food at the party included lamb meatballs, curry puffs and caviar. "Cows are holy in India," Mr. Wilzig said. "So I was told he'll eat any kind of meat except beef."

At the party, Mr. Wilzig — a quirky recording artist - slash - philanthropist — introduced "a rough cut" of his new music video. "The 100 guests who showed up at my castle enjoyed the video for 'Hare Krishna' on an extremely large screen," Mr. Wilzig said. "Just not the super-gigantic outdoor one that I had booked. The outdoor movie theater was canceled because the company that provides the equipment said the screen couldn't sustain more than 25 mile-per-hour winds, and they wouldn't put employees in danger."

"Hare Krishna" is a dance remix based on "the oldest mantra in history," Mr. Wilzig said, which was most recently transformed into a pop hit by Joan Baez in the '60s. "Instead of actors and models and professional dancers, I had an entire Hare Krishna cult in Coconut Grove—from newborn babies to grandparents—get involved in the video."

According to Mr. Wilzig, his "Hare Krishna" dance remix entered the Top 10 on the dance billboard charts, at No. 10, on April 16, 2011. Mr. Wilzig said he and Prince Gohil, a gay-rights activist, became "kindred spirits" over the weekend. "He's very calm, and I'm very hyper," he said. "But we see eye-to-eye in terms of love and peace and gay rights." Prince Gohil didn't find a date at the party, Mr. Wilzig explained, but "he enjoyed everyone I introduced him to, and the castle itself, which he said reminded him of one of his palaces in India."

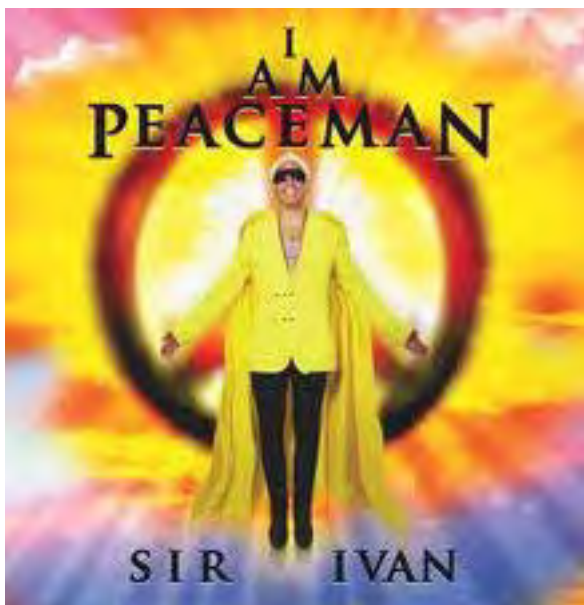


musicemissions

Rate, Recommend, Review

May 23rd, 2011

SIR IVAN / PEACEMAN – “I AM PEACEMAN”



Wall Street Banker turned Rock Star **Sir Ivan** just released his debut CD entitled “**I Am Peaceman**” this year. I have to be honest with you - I was genuinely inspired by this man’s story. True to form wanting to exit the corporate grind for something much more fulfilling & spiritual. All the while delivering a message of peace & hope for all.

So is **Sir Ivan** a fad or for real? Is this exit more a publicity stunt than a real life changing event? Given the fact he is a self made millionaire turned artist - leads you to believe in the latter. For those who love classic songs from the 60s & 70s this

CD is indeed a must have. **Sir Ivan** takes many classic songs & puts his own personal poppy twist on them making for a very entertaining & uplifting musical experience. Go a step further – there is in fact a current Billboard hit “Hare Krishna,” which adds even more to the **Sir Ivan** mystique. Maybe **Sir Ivan** is really on to something here.

I give the debut release from **Sir Ivan** a thumbs up. He’s no doubt a quirky & zany artist, but that has won praise for many past artists like Weird Al Yankovich, Michael Jackson, Lady Gaga and Devo. Indeed he’s cut from the cloth as some of these artists. Whether intended or unintended, **Sir Ivan** is not to be underestimated or written off. **Sir Ivan** is a mystery & a musical paradox. He leaves us all with messages for all mankind to benefit from. He is Peaceman. He is **Sir Ivan**.

Michael Morrison

Rating: 8/10



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Good to be king



Ivan Wilzig poses in front of the new dragon goddess statue in his pool.

inspired by my decorators, Caligula and the Marquis de Sade," Wilzig quips. That said, it's also "the most elegant dungeon in the world, all gold leaf, granite and marble." And it's also perhaps the most practical dungeon in the world. "It has three purposes," Wilzig says. "It's a dungeon for historical accuracy that makes the Castle a castle. It's a changing area and cabana for the pool. And it's an eight-car garage." Visitors at Wilzig's many gatherings can also enjoy the gargoyles and griffins all over the property, huge peace signs (Wilzig is also known as Peaceman)

longtime obsession of his family, noting that his brother "studied every castle in the world" before creating the Castle.) "When you think castle, you think of Dracula or some sort of medieval stone fortress that's solid as a rock, because it was built that way for military reasons," Wilzig says. "But instead of a cold, damp, gray stone castle, I have something that's castle-like on the outside, but the interior is palatial. You'll feel like you're staying in the Waldorf-Astoria or some old European-style five-star hotel." Those lucky enough to spend the night can enjoy themed guest rooms: Asian, Egyptian ("like you're sitting in a tomb"), Moroccan, Roman. Wilzig believes his castle is made for sharing. This Fourth of July weekend, the Castle is hosting a big barbecue birthday bash for Prudential Douglas Elliman broker Oren Alexander and his twin brother, Alon (Guests at the exclusive event must wear red, white and blue or they will be denied entry — or perhaps thrown in the dungeon.) Wilzig will no doubt take partygoers up to the roof, where they can see acres of land that "look like Sherwood Forest," as well as Mecox Bay and Robins Island. The roof is Wilzig's favorite part of the Castle. "Up here," he says, "I feel like I'm king of the Hamptons."

Royal Visit

STRICTLY REGAL: The formal living room of Ivan Wilzig's nine-bedroom residence in Water Mill is one of the many "palatial" areas that seem designed for a king.



Time to get medieval in Water Mill with 15,000-square-foot 'Castle'

By ANDY WANG
Photos by GORDON M. GRANT

IVAN Wilzig moved into his medieval-style mansion in Water Mill back in 1997, but the banking heir, musician and philanthropist keeps adding chapters to the 15,000-square-foot fairy-tale house that's simply known as the Castle. Wilzig's most recent commission? A dragon goddess statue from artist Roby Braun. "It's half nude and half dragon," says Wilzig, 55. (Mina Otsuka, the woman who posed for the piece in a body cast, is Wilzig's "best friend and soulmate.") The statue resides in the center of the Castle's infinity-edge pool and is illuminated by "two huge stone fire bowls that shoot flames 3 or 4 feet up in the air," says Wilzig, also known as Sir Ivan. "When there's no other lights on, [the bowls] make the whole castle look like a giant candle." The nine-bedroom Castle, which Wilzig and his brother, Alan, created after purchasing 5 acres of land "for less than a million dollars" in 1995, also features massive gates ("the largest in the entire Hamptons"), a faux drawbridge ("it doesn't actually go up and down") and a stream that looks like a moat. "The Town of Southampton wouldn't let me build an actual moat," says Wilzig, who notes that his faux version has seven waterfalls and an area teeming with fish and frogs. And this being the Castle, of course, there's a dungeon. "It's



WHERE THERE'S A WILZIG: Sir Ivan enjoys hitting high scores on his Medieval Madness pinball machine. It's one of many diversions in the 15,000-square-foot Castle, which also includes a multi-purpose dungeon full of stuffed bunnies.

and modern flourishes like a five-zone sound system that "rivals any club" and can even play music underwater, inside the pool. Wilzig, who's recorded his share of dance music, also has a 25-by-25-foot dance floor with lava lamps, strobe lights and lasers. Also fun for guests: billiards, foosball and, natch, a Medieval Madness pinball machine. "In order to get multiball, you have to destroy the trolls, save the damsel in distress," says Wilzig, who clearly spends a lot of time pondering medieval times. (Wilzig says castles have been a

Billboard

APRIL 16, 2011

AIRPLAY
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DANCE



DANCE CLUB SONGS™

THIS WEEK	LAST WEEK	WEEKS ON CHT	TITLE ARTIST IMPRINT / PROMOTION LABEL
1	2	7	#1 1 WK BORN THIS WAY LADY GAGA STREAMLINE/CONLIVE / INTERSCOPE
2	3	8	E.T. KATY PERRY CAPITOL
3	5	7	GOOD GIRL ALEXIS JORDAN ROC NATION/COLUMBIA
4	6	8	ARMY OF LOVE KERLI ISLAND/IDJMG
5	1	7	ON THE FLOOR JENNIFER LOPEZ FEAT. PITBULL ISLAND/IDJMG
6	4	10	S&M RIHANNA SRP/DEF JAM/IDJMG
7	9	7	WALKING MARY MARY MY BLOCK/COLUMBIA
8	10	6	CALL MY NAME SULTAN & NED SHEPART FEAT. NADIA ALI HAREM
9	8	12	HIGHER TAIO CRUZ FEAT. KYLIE MINOGUE & TRAVIE MCCOY MERCURY/IDJMG
10	11	10	#10 1 WK HARE KRISHNA SIR IVAN PEACEMAN



OCEAN DRIVE

MARCH 2011

INSIGHT

THE HOTTEST AND LATEST TO SEE AND DO AROUND TOWN



SIR, YES SIR

Miami/New York recording artist and philanthropist

Sir Ivan's new album, *I Am Peaceman*,

features electro-tribal versions of classic

'60s favorites. All recording-artist

royalties from the CD will go to

The Peaceman Foundation, a charity

he founded to combat Hate Crime and Post-

Traumatic Stress Disorder.

amazon.com; sirivanmusic.com

944

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WHY WE LOVE



The Peaceman

ONE

The rhinestone encrusted peace sign capes

TWO

His biggest hit is a dance version of "Kumbaya"

THREE

Makes up his own rules and his own words: "rocktronica" and "technippy"

FOUR

He was a finalist on the Sci-fi Channel original series *Who Wants to be a Superhero?*

FIVE

He throws wicked parties for his Peaceman Foundation at his medieval-style castle.

SIX

The 15-inch glow sticks.

SEVEN

His mom owns the most erotic museum in town.

EIGHT

He actually has a famous performance choreographer on staff.

Great quotes:

"There's Batman, Superman, Spiderman... why hand kids a GI Joe with a knife and a gun when you could have a Peaceman doll?"

sirivanmusic.com

THE AQUARIAN

WEEKLY

Making Peace With Sir Ivan

shoreworld

by John Pfeiffer

Doing research for this next artist probably had me doing more head shaking and eyebrow raising than just about anything I've done for The Aquarian to date. As a rock aficionado, I have very little enthusiasm for your typical house and techno based music, however, Clifton, New Jersey turned Manhattan-ite Sir Ivan really piqued my interest with his bizarre combination of image contortion, sixties idealism and ultra savvy song production. With a voice landing somewhere between Billy Idol and Stan Ridgeway, Sir Ivan takes the listeners on a journey thru classics such as, "Happy Together," "Blowin' in the Wind," "Hare Krishna" and John Lennon's "Imagine" on this, his latest CD titled I Am Peaceman, a recorded style that he has dubbed "Technippy," a combination of techno and Woodstock cultural hippy dippy.

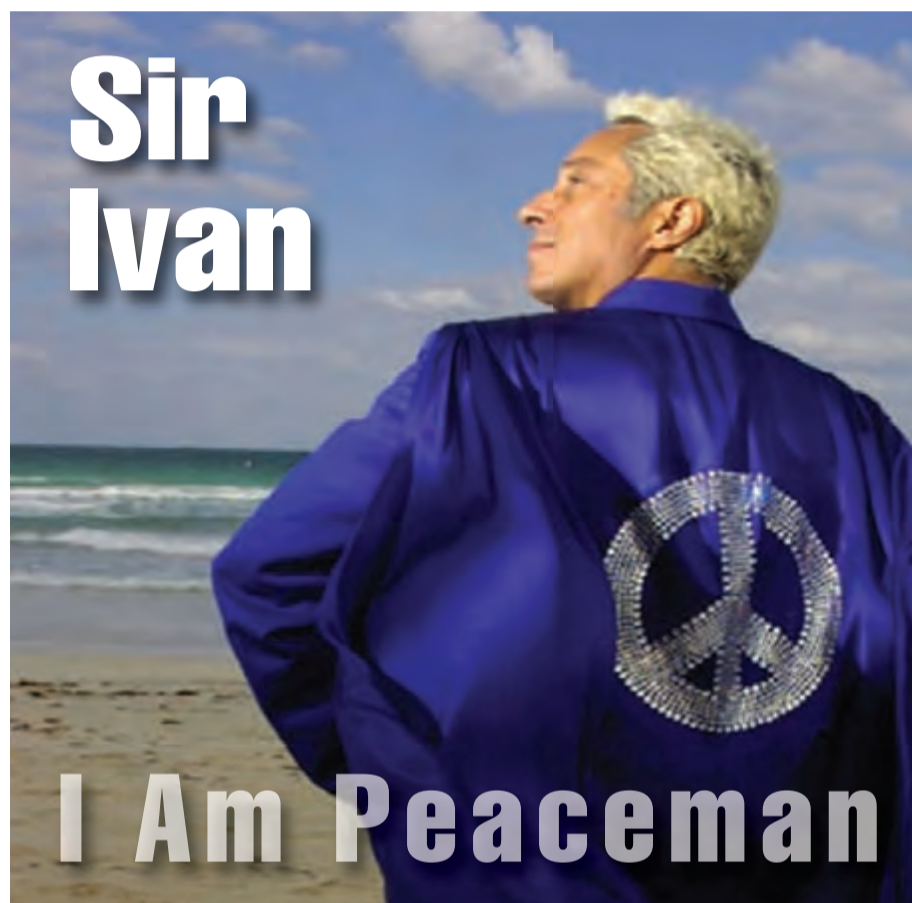
The back-story to this artist is as interesting as his present day persona of Peaceman, a well-to-do caped figure that speeds around the city in a long black limousine, beaming into the dance club scene like some Tim Burton inspired crusader of the night. His father was a well-known force in New Jersey business and philanthropy, his mother has not only written two books on her massive collection of erotica, but plans to open The World Erotic Art Museum in Miami, his brother designs space aged Ducatti motorcycles and his sister runs some of the family businesses back behind the spotlight.

Sir Ivan's musical influences go back to his formative years in Clifton, NJ, a clash of two musical opposites. Singing in the Hebrew choir at the local synagogue and being introduced to the Four Tops, The Temptations and The Supremes by an older cousin in neighboring Passaic set him into musical motion.

His fascinating story starts with his father, Siggie, a mega tough World War II survivor of two Nazi concentration camps in Poland and Austria, and a guy who literally helped capture Joseph Goebbels brother and bring him to justice before heading to the United States with nothing but a few dollars and a dream. He built his fortunes into megalithic proportions the old-fashioned way, hard work and sweat in the oil and banking industries and creating world famous deals before he passed away in January of 2003, handing the reigns of the kingdom to his children.

Ivan took that same tough vision when he set out on his musical journey, leaving the comfort of a family run empire behind and opting for the stage and studio. His persistence has resulted in several major releases on both Tommy Boy Records and Jelly Bean Records (Jelly Bean Benitez' label), and have included major releases such as his remake of Lennon's Imagine, a song that hit number 31 on Billboards club charts as well as the follow-up, "San Francisco (Be Sure To Wear Some Flowers In Your Hair)" reaching number eight on the Billboard dance singles charts.

I Am Peaceman was produced by FORD, who has earned 18 Multi-platinum, Platinum and Gold RIAA sales awards for mixing and producing many of the world's biggest artists including Michael Jackson, Ludacris, Missy Elliot, Britney Spears, P Diddy, Lil' Kim, Jennifer Lopez, Brandy, Mandy Moore, Jewel, Craig David, Paul Oakenfold, Sugar Ray, Ryan Cabrera and Mick Jagger. With a helmsman like that at the wheel, it's not surprising that a rock and roller like me would grow to like the disk after a few listens.



Smartly produced, the songs are not campy or boring in the least. Sir Ivan has simply focused on a working formula centered on the sixties styles that we all know are the best. Sort of like what Charlie Clouser and Adam Freeland do with some of today's remixes.

The real test however was playing I Am Peaceman at my sisters pool party where nieces, nephews and neighbors ran around helter skelter as it played over and over. Between splashing and screaming kids, neighborhood moms would shake on over to me in their swimsuits and say, "I love this guy, you should sign him." As I smiled and shook my head at the fact that they had absolutely no idea what I do, I assured them that I would. Afterwards, I thought to myself, "I Am Peaceman is a hit here in suburbia." That's important because if its accessible to my sisters girlfriends and kids, its gonna be accessible to just about anyone.

And I can see it continuing to do well in the inner city sanctum of the nightclub, as well as the school dance or the local Dave & Buster's restaurant. It retains a borderless feel due to the choice of material and the ever-important production, which sticks close to real life and utilizes organic sound as much possible, taking away that sterile techno vibe that turns the timid away.

A song like "Kumbaya" that featured a couple of Obama sound bytes and made me chuckle, but Sir Ivan's version of "Eve of Destruction," complete with screaming crowds (genuine Woodstock samples maybe?) raw vamping guitars and keyboards was solid and badass. Vocals are gritty and original and even though it's a cover, I was digging his dark rock and roll delivery. Same with "Live For Today," which retained its hippy cultural vibe while Ivan scattered a Billy Idol-esque sound down over the top. "Happy Together" and the remake of Zager and Evans "In the Year 2525" were both tuned in and sonically sweet, avoiding typical techno pitfalls of dance and rap. It's funny to note that Sir Ivan is apparently not a fan of rap at all, going as far to allegedly say that if The Bloods and the Crips played stuff like his, there might be less violence from within their ranks.

Sir Ivan is becoming well-known throughout the New Jersey/New York scene and commands the appearance of music celebs, actors and more when he's around, showing up with entourages of 50 people and turning an ordinary night in to a major event. But his premeditated goals go further than a simple smoke and mirror image of a techno monster in New York City. Lets face it, there's probably a hundred artists that get ushered into private night spots because they do something cool, but Sir Ivan wants to leave you with much more than a brief party fling. He wants you to read the book beyond the cover, and what's inside may open a whole new chapter in your musical education.

To me, it's not about the fame, flash and the money. That stuff is all overrated and boring. It's about the sheer balls of an artist who thumbed his nose at a sweet and cozy day job empire and laughs at a society that doesn't understand why someone would trade that for the lowly entertainment business. It's about the risk taking and self-assured style of a guy that smacks his music at you like a hockey puck. It's all about an interesting presentation of music wrapped up in forward thinking chess moves. Like him or hate him, Sir Ivan is here to stay, and with I Am Peaceman, he is going to make a lasting impression on the masses. For more info, go to sirivanmusic.com.

NEW YORK POST

Thursday, November 5, 2011

Sightings ...



Today in Page Six

By Emily Smith

Billionaire philanthropist and techno artist “**Sir Ivan**” **Wilzig** huddling with superstar deejay **Paul Oakenfold** at the Fontainebleau in Miami Beach and discussing Wilzig’s plans to use star producer/deejay **Armand Van Helden** on his next single, “Live for Today.”

NEW YORK POST

Thursday, February 10, 2011



Starr Report

Michael Starr

Billionaire multi-hyphenate **Sir Ivan** (recording artist! philanthropist!), who's appearing on an episode of WealthTV's "Social" (Saturday at 7 and 10 p.m.) also stepped in this week to help actress **Angelica Torn** and The Actors Studio in their limited-edition run of Eugene O'Neill's "Anna Christie" (in which Angelica stars).

It seems that **Torn** didn't have enough funding for the production, and when **Sir Ivan** heard about her plight, he offered to cover the costs for the Actors Studio – *and* make a donation to fund a special encore benefit of "Anna Christie," which drew the likes of **Al Pacino**, **Federico Castelluccio** and Angelica's dad, actor **Rip Torn** (who can currently be seen weeknights on IFC as Artie – Larry's profane producer on "**The Larry Sanders Show**").

"My dream has been to resurrect the Actors Studio Theater and carry on Lee Strasberg's vision for it," Angelica said. "**Sir Ivan** is helping to make that a possibility."

Sir Ivan; Peaceman, the Quest for Super

By Steve Lewis

June 17, 2009



Faster than a speeding bullet, more powerful than a locomotive, able to buy whole buildings with a single check. Ivan Wilzig -- or as he likes to be known, Sir Ivan -- is an eccentric guy. He wears a meticulously tailored "peace cape." He owns a castle in the Hamptons where legendary parties rival those seen in the movies. He lives a life described to me like Dudley Moore's Arthur without all the drunkenness. He is focused on his music and his image. I run into him everywhere, and he always has time to chat. Despite the legendary wealth, Eyes Wide Shut castle, and the eccentricities of his caped attire, Sir Ivan is a very accessible guy. He's keenly aware that walking around in a cape with a sequined peace sign on it will provoke a response -- often "That guy's nuts." I wonder who is more nuts ...Ivan or the fools who chain themselves to desks every day to pay for 500 square feet with a refrigerator and a TV. Ivan Wilzig is certainly out there, and instead of sitting on poles of money on a beach somewhere, he gives a lot of it to charities and spends a lot of time entertaining people. His Sir Ivan character is making music about peace, man.

Dani's Papers

Largest Weekly Circulation In the Hamptons plus Special Manhattan Delivery
Issue #25 - Week of September 12, 2008

Who's Here

By David Lion Rattiner

You might know him as the guy who throws wild parties at his 15,000 square foot castle in Water Mill, but there is more, a lot more, to the man behind "Peaceman" and "Sir Ivan" than meets the eye.

The true story of Ivan Wilzig is that of a man who, in the face of enormous family and social pressure, opts to follow his dream. Born into wealth as the son of German Holocaust survivor Siegbert Wilzig, Ivan found his place in the role of singer/performer promoting peace. His father spent more than a year and a half at Auschwitz, beginning at the age of 17. "Fifty-nine of my relatives were murdered by the Nazis," Ivan said in a recent interview. "One week my father survived by eating nothing but dandelions on a death march through Czechoslovakia. He was a survivor of two extermination camps in World War II. On the very last week of the war he was liberated by the American army in Mauthausen, Austria. At that point, at the age of 19, he weighed 90 pounds and had pneumonia. Just days before his liberation, his brother was murdered. After my father was nursed back to health he worked with the American counter intelligence and helped to arrest the brother of Hitler's propaganda master Goebbels. He then came to America with \$150 in his pocket and took over the two most anti-Semitic businesses in America: building a banking and oil business."

Sir Ivan, influenced deeply by his father's story, graduated from the University of Pennsylvania and later, the Benjamin N. Cardozo School of Law. He spent the following 20 years working for The Trust Company of New Jersey, which eventually was sold to North Fork Bank (which is now Capital One). His father was the chairman of the board for The Trust Company of New Jersey. "While working at the bank I was more of a creative person and headed up business development and the marketing department, as well as public relations."

This was during the early '80s, at which time Ivan was negotiating leases and planning grand openings - he called that the fun part. "At the grand openings I got to throw a party, which is something I'm very good at, so they say," he said with a laugh.

Ivan would hire big sports celebrities to stand out in front of the bank and sign autographs to draw attention to the business. He also called upon soap opera stars to at-



Sir Ivan Singer

tend the openings. "Every opening would have a theme for the party and I would get dressed up. If it were a pirate theme, I'd dress up as a pirate. We would have floats; it was a fully catered affair. It wasn't your boring wine and cheese opening, this was more like a wedding or bar mitzvah."

Gaining a lot of attention and a lot of business for the bank allowed Ivan to en-

this empire out of the ashes of Auschwitz and I was going to end up singing for pennies on the street."

Ivan finally pulled the trigger in 2000, deciding to give up his banking career and pursue his dream of becoming a singer. Using his marketing ability and talent, he released his first song, "Imagine," which was an electronic dance version of the John Lennon classic. Tom Silverman of Tommyboy record label was behind it, and the single made the Billboard charts. "I told my father that I made it to Billboard and had to explain to him that it was the Wall Street Journal of the music world to win him over."

All of Sir Ivan's songs revolve around peace, acceptance, kindness to others and tolerance. "All of my songs have to do with peace because of my family's history in Nazi Germany."

Ivan speaks decisively and passionately about philanthropy and giving. "I created the Peaceman Foundation, which gives proceeds from the sales of my records to charity. That's the kind of family I come from, a family of character and philanthropy."

His new record, "I Am Peaceman," is described by Ivan as rocktronica, which is guitar rock fused with electronic dance beats. It's a full album that Sir Ivan expects to be signed by next month. "All of my songs on my new album are from the '60s and have the universal message of peace, love, civil rights, environmental rights and a call to end injustice."

In celebration of the album, he plans on throwing his best party to date. "My next party will be next summer and will be the mother of them all. It is going to be called Castlestock for the 'I Am Peaceman Party' and it is going to be the culmination of my life's dream."

Ivan's party will of course be at his castle, which was built by him and his brother. "We wanted to build a house that would remind us of all the movies that we saw when I was a kid. That was where my name Sir Ivan came from."

His estate has been featured on many television networks, and when it came time for Ivan

to get his stage name, Sir Ivan was an easy choice. In his new career, Ivan dedicates his time to working on his music and promoting peace. "A lot of people might think of me as this wild man, but you should never judge a book by its cover," he said. "You should read the book."

"I had to put on my suit and limit my artistic pursuits for the bank...My father worried that I was going to end up singing for pennies on the street."

joy success. But his passion was music and, without his father's knowledge, he was taking singing lessons. "I had to put on my suit and limit my artistic pursuits for the bank. My father knew about my passion for singing, but really wanted me to keep it as a hobby. He was worried that he had created



MARICE COHN BAND/MIAMI HERALD STAFF

OPENING DAY: Sir Ivan and Mina Otsuka dance at the opening of the Gansevoort South, a trendy new hotel at 24th Street and Collins.

It's a bird! It's a plane! No, it's Sir Ivan!

*SIR IVAN, FROM 6E

spent many of my days that year writing poetry and doodling."

FAMILY BANKING

Next, he joined the family business, and spent the next 20-plus years handling the marketing and public relations duties for Trust Company Bank, which merged in 2003 with North Fork Bank of Long Island.

"He'll be modest about this," brother Alan says. "But even though for all those years he wanted to perform, he did more than pull his weight in the bank."

Indeed, Ivan catapulted the bank's visibility off the charts one year after he came up with and negotiated a deal with the A&P grocery store chain to open 40 bank branches inside the stores.

As the years passed though, the alter ego, the cape-wearer in Ivan, tried to fight its way out.

After the 13,000-square-foot, 20-room Wilzig Castle was built in 1998, Ivan displayed a little flair and

christened himself Sir Ivan, "because why do I need someone to grant me a title? I have a castle, I can knight myself."

By 2000, he and Otsuka, a former model and financier fresh to New York from Tokyo, were dating. And the pair began feeding Sir Ivan's musical cravings by hosting parties at the castle that highlighted the music he loves most — disco, electronica and house.

"They were — they are — some of the hottest parties in New York," Otsuka says. "We give them themes."

Before his father died in 2003, Sir Ivan had told him that he couldn't hold back any longer, and he began to make music. Not the stuff you make on a fancy computer system in a basement, but songs that he wrote and compiled with DJs and music producers.

In a new sound he calls "Technippy" — techno beats with hippy lyrics — Sir Ivan made several albums on labels in which he remade hippy classics like the Beatles' *Imagine* and Buffalo Spring-

field's *For What it's Worth*. He has made five major label albums, with a classic rock-themed sixth on the way.

TECHNO KING

"I've told people before you know that I'm a little like Bob Geldof," Sir Ivan says of his love affair with electronic beats and its legions of club fans. "What he does for rock music, I do for techno. I want to support this music community and make sure it stays prominent."

On a recent sunny afternoon, Sir Ivan, wearing a hand-tailored purple sport coat and a flowing, matching purple cape, flitted about his Miami Beach condo, darting from one room to another, never out of breath, never pausing to take one.

Otsuka tried to no avail to keep up. And Chiquita, wearing a matching purple cape, just tried to stay out of the way.

"There's no time to slow down, too much to do," Sir Ivan said, as he answered one phone before another was hung up, buzzed people into his apartment building and never

missed a beat as the owner of an Internet-based dance music news channel stepped through his front door with camera rolling.

Otsuka nodded gleefully when asked: "Is he always like this?"

It was the second morning of the annual Winter Music Conference. And Sir Ivan was darting from side to side of his apartment trying to catch a glimpse of one of those banner planes.

He finally spotted one and points wildly. "There it is! There it is!"

"Sir Ivan and DJ Lee Kalt welcome you to the Winter Music Conference," the banner read.

Sir Ivan quizzed the room, asking everyone if they could figure out why his banner was different than the others buzzing South Beach that day.

No one answered, so, smile widening, he did:

"We're not trying to sell anything. There are no addresses, or phone numbers, or prices on our banner. We're just glad they're here!"

Where have all the nurses gone?

IN BUSINESS MONDAY



Memphis-Kansas face off for title

9 TONIGHT, CHS. 4, 12. PREVIEW, 10



A bird? A plane? No, it's Sir Ivan!

IN TROPICAL LIFE



The Miami Herald

MONDAY, APRIL 7, 2008

The Miami Herald

TROPICAL

PEOPLE SECTION E

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it's a bird!
 it's a plane!
 no, it's Sir Ivan!



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it's a bird! it's a plane! no, it's Sir Ivan!



SIR IVAN

Miami Beach music-maker flies through life

BY JAMES H. BURNETT III
jburnett@miamiherald.com

It rather than flying and being impervious to bullets. Clark Kent's special abilities were singing, acting, rarely needing sleep, and making cape-wearing actually look good, he wouldn't be Superman. He'd be Sir Ivan, who also goes by the name Peaceman.

He isn't omnipresent, but Sir Ivan seemed to be everywhere during the annual Winter Music Conference in Miami Beach, in a bright, hand-tailored sport coat with a matching cape trailing from his shoulders, and his statuesque sidekick/sort of girlfriend Mina Otsuka by his side.

Models in the shortest skirts and highest heels giggled and asked permission to hug him. Tough-looking guys — the kind who normally hold up the walls in nightclubs while sipping drinks with sullen looks on their faces — approached and shook his hand, telling him almost sheepishly that his latest music mix is "tight" or "dope."

Well-heeled businessmen, who looked like they'd be just as comfortable in the reading room of an old-school gentle-

man's club, greeted him with the type of decorum usually reserved for blacktie affairs.

Sir Ivan, like almost every good super hero, has an alter ego — he's a wealthy international playboy who lives half the year in a sky-scraping condo in Miami Beach, and the other half in a medieval-themed castle in Southampton, N.Y. Sir Ivan runs the Peaceman Foundation, a charitable organization that donates millions of dollars to urban schools and anti-violence programs, and Sir Ivan is a recording artist, whose sound has been praised as a refreshing modernization of '70s disco and classic rock.

"I don't want attention, not just attention," says the 52-year-old New Jersey native. "I want to do big things. I am doing big things. It took me years to get here, but I'm doing the things I love now, and that's why I'm not a 'character,' in that traditional sense of the word."

Sir Ivan's friends and family say the early parts of this unwritten life dramady explain his Clark Kent side, the side that started when he was simply Ivan Wilzig.

"He was a born performer," Naomi Wilzig, 73, says with a laugh about the eldest of her

two sons. "Every parent says it. I mean it. As early as he could, he was singing, dancing, performing. His father didn't discourage it, but he didn't encourage it. Even so, we made sure that if music and theater was what he loved then it was what he'd get. As a boy we took him to see every single Broadway production. Every one of 'em."

Wilzig herself gained notoriety in 2005 when she launched the World Erotic Art Museum in Miami Beach, reportedly the world's largest privately owned erotica collection.

And Sir Ivan's late father? Siegbert "Siggy" Wilzig, was a survivor of Auschwitz who came to the United States penniless after World War II, founded the Trust Company Bank of New Jersey, earned more than \$4 billion as a financier, and served as an assistant to Nobel Prize winner Elie Wiesel on President Jimmy Carter's Commission on the Holocaust.

Sir Ivan's brother Alan, 43, jokes that he's the boring child, a claim, sister Sherry makes about herself as well. After college, Alan eagerly joined his father's banking business.

"Ivan was there, too, and he worked hard like everyone else, but his heart was always with his creative side," Alan says. "He always wanted to please our father. And he did. But our father was a larger-than-life person. And Ivan always understood that we were privileged because of our father's hard work. So while he wanted to perform and be creative, he wanted to do it to pay homage to our father. He really did."

When he was invited a year ago to compete on comic book legend Stan Lee's reality show *Who Wants to be a Superhero?* Sir Ivan created yet another

alter ego — Mr. Mitzvah. "My dad," he says of the Jewish super hero. And in a reality TV pilot titled *Peaceman* that he's shopping, Sir Ivan constantly refers to his father.

'PEACEMAN' PILOT

The pilot, a funny, snarky mix of '60s-style animation — think old Batman cartoons, comedy skits of Siggy Wilzig (Sir Ivan in a wig) and two busty angels looking down from heaven — features Sir Ivan and Chiquita, his 10-year-old Chihuahua, in matching capes traveling to urban areas visiting schools and youth program venues that are desperate for financial support.

In almost every scene, Sir Ivan makes some reference to his father.

"You can't know the sacrifices he made," Sir Ivan says during a serious moment in his Miami Beach apartment. "You know that another 59 members of our family died in the Holocaust? If he could live through all that, put me through Ivy League colleges and teach me to be a businessman, I owe it to him to make my dream happen and to do it well."

He says this as he watches a scene in the pilot of him and Chiquita playing with a group of kindergartners in Brooklyn and explaining to them who Siggy was and what he lived through.

By the time Ivan was in high school, "my folks were asking me to perform at family functions and special events," he says. "My teachers insisted that I lead the class and the school in the singing of the school song. It was there already."

Nevertheless, he did set aside his artistic ambitions.

"I finished college, and then law school — Cardozo School of Law, Yeshiva University," Sir Ivan says. "And I actually spent a year working as an attorney. But my heart wasn't in it. I tell people now that I



CAPED CRUSADER: Sir Ivan has 20 handmade shirt-capes to choose from at his Miami Beach home. That's his sidekick, Mina Otsuka, helping him pick out the perfect look.

*TURN TO SIR IVAN, 12E

PHOTOS BY MARICE COHN BAND/MIAMI HERALD STAFF

The New York Times

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NEW YORK, SATURDAY, OCTOBER 9, 2004



Photographs by Michael Kamber for The New York Times

A Caped Crusader For Peace (and Fun)

Rich and Famous for His Fame,
He's Shooting for Techno Stardom

By **ANDREW JACOBS**

Like any sensible millionaire hipster with an image to maintain, Sir Ivan Wilzig ordered his chauffeur to open the curbside door so he and his entourage could step into the Gansevoort Hotel with style. Nudging down a pair of Christian Dior shades over his eyes, he flapped his silk cape to the rear, grabbed his precariously heeled girlfriend by the hand and stepped onto a sidewalk clotted with Thursday night revelers. Heads turned, women gasped and more plainly dressed men pulled their girlfriends a little nearer. Sir Ivan - recently retired bank executive, aspiring recording idol and proponent of free love and world peace -- smiled with self-satisfaction.

Then one of those itinerant portrait photographers, the guys who charge 10 bucks for a blurry Polaroid, ruined the

moment. "Hey Superman, how about a photo?" he shouted. Sir Ivan, as he chooses to be called, waved him away. "No, I'm not Superman, I'm Peaceman," he yelled back.

The misidentification was not an isolated incident. As he carves a wide sartorial berth through Manhattan's hottest restaurants and model-packed nightspots, Sir Ivan and his cape inspire all manner of unsolicited commentary, some admiring, some disparaging. Truth be told, he doesn't really mind, as long as people notice that Ivan Wilzig is no longer just a New Jersey-bred banker with a large castle in the Hamptons. Even when the tabloids describe him as a "spoiled trust-fund brat" or a "boorish bazillionaire," Sir Ivan feels emboldened.

"You've got to be controversial, other-



Sir Ivan Wilzig, a wealthy peace advocate and musician, spends many nights on the town at social functions, often accompanied by his girlfriend, Mei Sze.

wise no one notices you," he said one day over lunch at Soho House, the members-only club in the meatpacking district, as a rhinestone peace sign on

the back of his lime green cape blinded fellow diners with reflected light.

"As Madonna's winding down," he added, "I'm just getting started."

In a city that worships acclaim and name recognition, Sir Ivan is frantically carving a niche based on carefully cultivated eccentricity and nighttime ubiquity. Although he no longer carries his caped Chihuahua to club openings, he never leaves home without one of his 25 customized capes and a beguiling beauty on his arm. One recent night, at the party

Continued on Page B6

A Caped Crusader for Peace Hits the Hot Spots, Shooting for Techno Stardom

Continued From Page B1

for a new lounge on West 14th Street called NA. Sir Ivan was bombarded with admirers. A dermatologist asked to take a photo with him, and a comely actress featured in a current television ad for irritable bowel syndrome slipped him her card. Alex DeCarvalho, an aspiring reality television producer, asked Sir Ivan if he might participate in a show called "Wannabes."

"I love the outfit," he told Sir Ivan. "It's very bling-bling."

At 48, Sir Ivan has finally hit his stride. After years of wearing sober Italian suits and bending to the will of his philanthropic father, who made his fortune as a banker and oil company executive, Sir Ivan believes his time to shine has finally arrived. His latest dance track, a techno number called "Peace on Earth," reached No. 42 on the Billboard dance charts.

The music company that signed him, Artemis Records, is feeling bullish about his future. Daniel Glass, president of Artemis, noted that his latest song has been getting generous play time in clubs in Ibiza, that bacchanalian magnet for European ravers.

"We find his music uplifting, spiritual and it has a message," Mr. Glass said in an interview. "When he walks into a room with that cape, he just sweeps you up. He's pure showbiz."

Sir Ivan's coming out as a glitz-and-glam entertainer coincided with the death last year of his father, Siggie B. Wilzig, an Auschwitz survivor who arrived in the United States with nothing and went on to become president of the Trust Company of New Jersey and chairman of the Wilshire Oil Company of Texas. Charismatic and strong-willed, Siggie Wilzig spoke freely and forcefully about his past, often showing his tattooed forearm as Exhibit A.

"We'd be on vacation at the Fontainebleau and within 15 minutes he'd be poolside surrounded by 40 people talking about the gas chambers," the son recalled.

As a child growing up in Clifton, N.J., Ivan was often encouraged by both parents to sing impromptu renditions of "Moon River" in hotel lobbies. During his teenage years, he was a hit on the stage at Kutshers, the Catskills resort where the



Michael Kamber for The New York Times

"I'm going to make peace cool again," said Sir Ivan Wilzig, picking out a cape from his multicolored collection before a night on the town.

Wilzigs spent many a summer.

Despite young Ivan's early predilection for singing and dancing, he and his two siblings were expected to take on conventional careers in family-owned enterprises.

"My father would say, 'How are you going to support a wife and kids if you get a sore throat?'" said Sir Ivan, who ended up getting an Ivy League education at the University of Pennsylvania and a law degree.

His mother, Naomi, was often at

odds with her husband. She recalled the time her son invited bank colleagues and clients to one of his cabaret acts in Manhattan. "My husband was livid; he was aghast at the idea," she said. "He nixed it."

In recent years, Ms. Wilzig, too, has begun cultivating her own love of the unconventional. After Sir Ivan asked her to pick up a piece of erotic art for his new apartment, Ms. Wilzig, 69, became smitten. She is now one of the nation's biggest collectors

of erotic art and in the coming months will open a museum in Miami to showcase a few hundred of her 7,000 pieces.

"I'm all for following your dreams," she said.

The other Wilzig children still work in the family businesses. The bank was acquired this year by North Fork Bancorp in a \$753 million stock swap.

That sale gave Sir Ivan the out he was looking for. But first there was

the issue of a public persona. Sir Ivan initially traipsed around Manhattan looking like a caftan-clad Arab, but after 9/11, he began encountering animosity on the street. A more pacifist image, he decided, was in order. He chose John Lennon as his muse, and one of his first dance songs was a techno remix of "Imagine."

As for the title suggesting knight-hood, Sir Ivan said, "I didn't ask the queen to build myself a castle, and I didn't have to ask her permission to

call myself Sir."

His crusade for global peace entails remixing free-love hits from the 60's and 70's and advocating for greater tolerance of rave culture and the drug ecstasy. A manic, fast-talking man who waves his hands around like a caffeine-addled Benihana chef, Sir Ivan turns negative only when speaking about rap and hip-hop, which he calls a violence-inducing genre.

"You'll never hear about someone pulling a gun at a rave," he said. "If the Crips and Bloods listened to techno, maybe there wouldn't be so much violence in the ghetto."

Once he becomes a household name, he said, he plans to auction off his outfits and donate the proceeds to organizations that promote tolerance. "I'm going to make peace cool again," he said, sorting through a multicolored pile of capes before heading out for an evening of clubbing.

His pacifist ethos has its limits, however. When it comes to the war in Iraq, he said that President Bush had the right idea and that the United States must take on countries that harbor terrorists. "Syria, Saudi Arabia and Iran should be next," he said.

For the moment, he is a bit more obsessed with his own music career than geopolitics. He goes out several nights a week, handing out his latest CD to disc jockeys and club owners and making friends with the young women who often pause to admire his shimmering attire.

On a recent night, with girlfriend and publicist in tow, Sir Ivan sped through a handful of listless lounges before settling in at Pink Elephant, a new club in the West Village. Nestled in a banquette with a \$400 bottle of Perrier Rose Champagne, he was seemingly content until the music turned urban. "The owner promised me he wouldn't play hip-hop," he said. "Now he's going to pay the price. We're out of here."

But just then a former girlfriend in a revealing number approached with a clutch of attractive friends. As the crowd bopped to a 50 Cent remix, Sir Ivan found himself enveloped by women who were evidently enjoying the music. The urge to flee suddenly stifled, he drew a pair of them closer with his silken wings as he swayed back and forth to the beat.

"I guess we'll be staying for a while," he said with a shrug.

Billboard

AUGUST 14, 2004



LAND OF MAKE BELIEVE

We've been invited to some trippy, over-the-top events through the years, but Sir Ivan's July 31 record release party for his new single, the Ernie Lake-produced "Peace on Earth" (Artemis), may indeed take the cake.

Instead of hosting the party at one of New York's uber-fabulous discos or trendy boites, the hippie-shake, peace-loving Ivan invited guests to his Hamptons home.

Chances are good that Ivan's house is not like yours. You see, he comes from a billion-dollar banking family: The Wilzig family-controlled Trust Co. of New Jersey was recently sold to North Fork.

Ivan and his brother, Alan, built Wilzig Castle in the Hamptons nearly 10 years ago. The three-story mansion is surrounded by acres of wooded area. Of course, this being the Hamptons, there is also a swimming pool, as well as tennis and volleyball courts.

On this particular evening, though, the recreational facilities were all backdrop, Nobody—except for Ivan, the two Cirque de Soleil-like acrobats and the caffeinated family of fluorescent-green-wigged Oompa Loompas—exercised beyond lifting a cocktail glass.

Ivan is legendary for showing up at parties—in black tights and a cape—looking like a character out of a superhero comic book. For this soiree, he did not disappoint. Like a whirling dervish, he flitted from one guest to another, cape aflutter. In his own way, Ivan was simply preparing us for his outlandish "live" performance of "Peace on Earth."

For his brief set, Ivan wisely concentrated on the present, original single and did not showcase past singles, remakes of "Imagine" (John Lennon) and "San Francisco (Be Sure to Wear Flowers in Your Hair)" (Scott McKenzie).

Immediately following his performance, there was not a partygoer to be found without a glow stick. We took that as our cue to exit.

—Michael Paoletta

THE EAST HAMPTON STAR

SHINES FOR ALL

THURSDAY, AUGUST 5, 2004



Morgan McGovern

IVAN WILZIG The Peaceman Cometh

BY ULYSSES DE LA TORRE

Blue moonlight shimmers across a seashell-shaped swimming pool while laser light slash the air. Midgets dressed as oompahloompahs dance, and female performance artists in silver one-piece bodysuits contort into human sculptures. At least one female partygoer makes a show of not wearing any panties.

Inside, multicolored spotlights swirl around the dance floor while the D.J. steps up the tempo, drives up the bobbing, heaving, throbbing to the beat, their arms punching the air in unison with neon glow sticks. Peace signs are everywhere.

Enter stage right, Sir Ivan, aka Ivan Wilzig, aka Peaceman.

The setting: a 20-room, 13,000-square-foot medieval castle in Water Mill. A walking tour of the castle takes 30 minutes.

The occasion: a celebration on Saturday for the release of Sir Ivan's newest single, "Peace on Earth."

The crowd, several hundred strong, cheers in approval as Sir Ivan, adorned in a black satin cape with a peace sign on the back and blue and yellow flowers on the inside, swings his body to the beat while singing into a headset. The cape is just one of more than 20 that he owns and was at least the third, and certainly not the last, that he wore during the evening.

"All my dreams have always been show business dreams," Sir Ivan said by his pool the previous weekend. "This place for me fulfills not only my dreams of aving my own nightclub, but also my own restaurant, my own sports facility, everything I've ever wanted."

The eight-year-old estate, once gossip column fodder for city tabloids, is actually a place of quiet refuge for Sir Ivan, 48, as he makes one of the most unusual career changes a person can make: exit Ivan Wilzig, banker; enter Sir Ivan, singer, messenger of peace, and aspiring purveyor of Peaceman action figures.

To Sir Ivan – as well as the rest of his family – the switch is about much more than some ego-driven quest for fame. As a matter of fact, he has been plotting it for decades.

Inspired by the messages of peace and optimism preached by popular music of the 1960s, Sir Ivan has reached Billboard success in recent years by mixing techno rhythms into such songs as John Lennon's "Imagine" and Scott McKenzie's "San Francisco." The result is a musical genre that he calls "technippy," a combination of "techno" and "hippie."

Artemis Records, an independent label, recently signed Sir Ivan as its first techno artist. Although he has reached an audience in the



Ulysses de la Torre

Several hundred people danced at Wilzig Castle on Saturday to celebrate the release of Sir Ivan's new single.

United States, the label intends to market his music anywhere there is an active rave scene, which often means overseas – Europe and Australia in particular.

Through his recently created nonprofit Peaceman Foundation, Sir Ivan donates all proceeds from his music to a wide range of charitable causes. The philanthropy is a clear influence of his father, the late Siegbert (Siggi) B. Wilzig, Holocaust survivor, oil magnate, financier, and, among other roles, assistant to the Nobel Prize winner Elie Wiesel on President Carter's Commission on the Holocaust. Not bad for a German Jew who showed up on America's shores penniless.

"If he could accomplish what he did with no formal education, no money in his pocket, no training at anything," Sir Ivan said, "then certainly I, with my Ivy League education, with my law degree, should try to achieve greatness and give something back."

Mr. Wilzig died last year, but his family continues to give to a number of charities, including Steven Spielberg's Shoah Foundation and the Jersey City Medical Center, a free treatment center for immigrants that now bear the Wilzig name."

If he was that lucky to survive the Holocaust, and I was that lucky to be born, "Sir Ivan continued," then there is a purpose I have to fulfill." That purpose, he said, is a mission to promote peaceful causes through music."

The thing you have to realize about growing up in the shadow of a large figure," explained Sir Ivan's 39-year-old brother, Alan, is that you feel compelled to consciously or subconsciously do two things. Number one is make your mark or message to society. The second, and this comes from having a father who is at the center of attention, is to do positive things to get your own attention.

Philanthropic tendencies aside, the primary character trait Sir Ivan said he inherited from his father is restlessness (Alan contended it was perseverance).

Indeed, during a 75-minute interview in the backyard of the castle, Sir Ivan rose from his chair no fewer than a dozen times to illustrate physically what he was talking about -- his mother's 4,000-piece erotic art collection, in one case -- and many of his responses to questions quickly splintered into an array of eventually related subtopics. Unsurprisingly, such personality characteristics served him poorly in his first chosen profession: law.

"I used to sit at my desk and write poetry about how much I hated my job," he said of his first job after graduating from the Cardozo School of Law at Yeshiva University." Being a lawyer was like being a glorified research assistant or librarian. Where's the glamour in that?"

After a year of practicing law, he helped his father run the Trust Company Bank of New Jersey, which last year merged with North Fork Bank of Long Island. Sir Ivan – still Ivan Wilzig, then – spent more than two decades at the bank, primarily in public relations and marketing. While he didn't love his job, it allowed him more creative freedom than law, and also enabled him to pursue his hobby of music at night.

Alan, who helped Ivan and their father run the bank after graduating from college, said that one of Ivan's more impressive accomplishments during his time with the bank was brokering a deal with A&P supermarkets that landed 40 new bank branches. At the time that the deal was closed, their father called it "the most important event in the bank's history."

"From a very early age, I knew I wanted to follow my father into banking," said Alan. "With Ivan, he was very good at it, but we always knew it wasn't for him." Sir Ivan's musical influences actually go back to his formative years in Clifton, N.J., a clash of two musical opposites: singing in the Hebrew choir at the local synagogue and being introduced to the Four Tops, the Temptations, and the Supremes by an older cousin in neighboring Passaic.

He began voice lessons as a young teen, but for years his father discouraged that interest, preferring that his children pursue more secure professions.

"My father was only impressed by success," he said. "He didn't want to have a singer for a son that nobody ever heard of. He didn't want to know anything about it unless I was successful at it."

In the past three years, the two singles Sir Ivan has recorded made Billboard's top 40 – number eight in the case of "San Francisco." His father, who as a recently arrive immigrant worked on the lowest rung of just about every ladder except for entertainment's, was initially unmoved.

But when it was explained to the elder Wilzig that Billboard was the "Wall Street Journal of the music industry," Mr. Wilzig signalled his acceptance by cutting Sir Ivan a check for twice the amount of his advance.

"I don't think that it's a gimmick that the money goes to charity but I can't say that it's totally about altruism either," said Alan, when asked about his brother's career change. "I'd say that it's 50-50 – part of it is altruism, but the other part is definitely the love of being on stage and performing." How much longer will this new career last? Sir Ivan said that he was easily see himself doing it through 60, but that after that, he'll just take it one step at a time. At the very least, he will continue charity work or philanthropy of some kind. "What Bob Geldof does for the rock and roll community," Sir Ivan said, "this is what I want to do for the rave community."

Sunday Star-Ledger

JULY 4, 2004

THIS IS THE DAWNING OF THE AGE OF IVAN



PHOTOS BY JULIA XANTHOS FOR THE STAR-LEDGER

Singer Ivan Wilzig, who calls himself Sir Ivan and Peaceman, stands with his dog Chiquita on a balcony at Wilzig Castle in Southampton, N.Y. Wilzig's father Siggie ran Trust Company of New Jersey.

A state banking scion's son quits family business to sing

BY CARRIE STETLER
STAR-LEDGER STAFF

He comes from one of the state's richest and most powerful families, the son of an Auschwitz survivor who built a multibillion-dollar banking empire. For 25 years, he worked at the bank with his dad.

But Ivan Wilzig quit his day job after his father died in September.

He became "Peaceman," a Chihuahua-toting superhero in satin designer capes. At age 49, he has launched a career singing techno, a pulsating dance music played mostly in clubs.

On the weekends, you can find Ivan in the Hamptons, boogieing with women half his age at Wilzig Castle, a modern fortress that is part Playboy mansion, part Medieval Times. If he were some working-class schmo, this transformation wouldn't be such a shocker. But Sir Ivan, as he has dubbed himself, is the son of Siggie Wilzig, patriarch of a New Jersey dynasty known for its philanthropy and business acumen. For Ivan to seek stardom in the world of club music is



Ivan Wilzig dances with glow sticks at a party in his castle.

like Caroline Kennedy fronting a metal band.

In other words, this isn't the future that Siggie, an Orthodox Jew, envisioned for his oldest son.

"My father had no patience with 'aspiring' actors or 'aspiring' singers," said Ivan, who grew up in Clifton and now lives in Manhattan when not in the Hamptons. "After his very insecure and unstable life, he wanted me to go into business. And I did it for a long time. I didn't disappoint him. But I knew that I could never fill his shoes in a Wall Street-type scene."

Succeeding as a caped techno singer seemed easier for Ivan. But ultimately, his goals are more ambitious. "I want to be recognized as the spiritual leader of the rave generation," he said during an interview last month.

"The ideals of the '60's changed the world, but they didn't go far enough. I'm trying to get people to love one another."

Ivan's dreams of world peace through fun and

[See **SINGER**, Page 12]

SINGER

CONTINUED FROM PAGE ONE

Ivan the techno goes for the gold

international fame -- chiefly his fun and international fame -- may seem bizarre. But in his mind, they're a tribute to Siggie, who emerged from two concentration camps to achieve his piece of the American dream.

A larger-than-life figure with a shock of salt and pepper hair and a cutting sense of humor, Siggie overcame every conceivable hardship. Of 1,500 Jewish high school children in his native town of Prussia, Siggie was the only survivor. During World War II, at age 14, he watched his mother march to the gas chambers and his father beaten to death. Three of his brothers were killed.

After the war, he worked for the U.S. Army counterintelligence corps and helped apprehend the brother of Joseph Goebbels, the Nazi propaganda minister. He arrived in this country penniless and went on to run Trust Company of New Jersey, which became one of the state's largest banks. When it merged with North Fork Bancorporation Inc. of Long Island in December, it had assets of more than \$4 billion.

Siggie died of cancer at age 76, leaving an indelible mark on the state.

Jersey Medical Center's Wilzig Hospital, which opened in Jersey City three months ago, was named in honor of him and will be a standing legacy to his philanthropy. Ivan, sans cape, attended the ribbon-cutting ceremony and posed for pictures with Gov. James E. McGreevey, who counted the Wilzigs among his campaign contributors.

As president of Trust Co., Siggie loaned money to immigrants and minorities when no else would.

"No one who met my father forgot him," Ivan said. "If he met a guy in a shoe store, the guy would tell you that in five minutes of talking to my dad, he learned more about business than he did in years of the industry."

Ivan strives to be just as unforgettable.

He is a frenetic talker with a compulsion for self-publicity and a permanent tan. He has at least 20 different "Peaceman" capes, the fabrics ranging from gilded brocade to coral paisley. There are matching capes for his dog, Chiquita. For casual occasions, he wears Italian designer shirts, unbuttoned to the navel.

When he worked for his dad, Ivan, who never married, was known in tabloids as "the playboy banker." He appeared on a segment of VH1's "Hopelessly Rich." But he's trying to shed that image.

"I think playboy is an antiquated term," he said. "I'm Sir Ivan now."

WORKING 9 TO 5

Ivan's full-time career is now music. He signed a two-record deal this year with Artemis Records, which had a hit four years ago with "Who Let the Dogs Out" by the Baha Men.

Ivan's gimmick is something he calls "technippy" (a fusion of "techno" and "hippie"). He remakes tunes from the Woodstock era with a throbbing, synthesized dance beat. Floating above the mix are Ivan's surprisingly boyish vocals. (When he speaks, he sounds like a deeper-voiced Don Kirshner).

Sir Ivan's cover of "Imagine" by John Lennon hit No. 31 on the Billboard club play charts three years ago, in the wake of 9/11. His version of "San Francisco (Be Sure to Wear Some Flowers in Your Hair)" reached No. 8 on the Billboard dance singles charts.

A new single, "Peace on Earth," which Ivan co-wrote, was released by Artemis this month. Like his other songs, it is dedicated to Jewish children who died in the Holocaust. On

the CD's inner sleeve is Siggie Wilzig's motto: "Free men who forget their bitter past do not deserve a bright future."

Mike Rizzo, a DJ at WKTU radio station in New York, said Ivan's latest is a favorite on his dance music show.

"It's definitely getting great phones," said Rizzo, using industry slang for requests. "People are digging it."

Siggie mostly overlooked Ivan's music career, convinced it was only a hobby. Jerry Quint, who knew Wilzig for three decades, said Siggie was proud of Ivan's voice but was concerned that show business was "tough and a lot of people with talent don't make it."

Even when "Imagine" hit Billboard, Siggie, then in the early stages of cancer, was unimpressed until a nurse explained what Billboard was.

"She said, 'It's the Wall Street Journal of the music industry. You should be proud of your son,'" Ivan said. "He said, 'That's fantastic! Whatever they gave you as an advance, I'll double it.' That was his way of saying, 'mazel tov.'"

But Ivan kept his job as a vice president at the bank, where he worked in marketing and publicity. (He still works as a business "conciierge," bringing in new accounts, but he no longer goes to the office.)

According to his brother Alan, 39, Ivan did a good job -- despite his penchant for clubbing. One of his coups was cementing a 1998 deal that put Trust Co. banks in more than 40 New Jersey A&P supermarkets.

"At a time when banks weren't good at going out and marketing their products, he said, 'go out and get the business, don't make them come to you,'" said Alan, executive vice president of North Fork.

Denise Collins, who worked briefly as Ivan's secretary, said he managed to curb his outrageousness on the job and "repressed that side of him."

Ivan was very "creative," she said, but wasn't always taken seriously within the company.

"The bank's heart logo, that was all Ivan," Collins said. "He didn't always get the credit he should have. He couldn't be the person he wanted to be. The minute he got out of the banking industry, I guess he started to be himself."

FOLLOWING THE SON

Ivan isn't the only Wilzig to go public with his wild side since Siggie's death.

His mother Naomi plans to open the World Museum of Erotic Art in Miami's South Beach section. The city gave her approval this year.

A grandma from the Weequahic section of Newark, Naomi has one of the largest erotic art collections in the world. It includes a phallus sculpture from the film "A Clockwork Orange" and a \$25,000 replica of a chair once owned by Katherine the Great, embellished with carvings of genitalia.

"We respected Siggie's wishes when he was alive, but he was very much of a controlling figure and there came a point in our lives where we had to do things on our own," said Naomi, who complained her husband found the collection "outlandish" and banned it from their New Jersey home.

She also blames Siggie for thwarting Ivan's singing career.

"As a child, Ivan got a lot of applause and attention. We put him on stage at parties and let him entertain," said Naomi, who is 69. "His favorite song was 'sugar in the morning, sugar in the evening.' We forged that in him at a very early age. To turn around and say, 'don't do it,' I didn't agree with his father when he tried to stifle that in him."

Ivan's sister Sherry, a 46-year-old suburban mom from Essex County who also runs a real estate investment company, has her own theories about her brother's budding career.

"Because of my father's background, we all tried to be so good. Ivan never wanted to cause my father any pain. He was born a dozen years after my father being 80 pounds and liberated from the camps. As their child, you have a sense of wanting to make the world better and be the best you can," she said. "So maybe in later life, you want to break out."

GIVE PEACEMAN A CHANCE

Techno artists like Ivan rarely crack the Top 40, according to Ricardo Companioni, dance charts manager at Billboard, because radio rarely plays club music.

Still, Ivan is convinced he has mass appeal.

When he's famous, he said he will organize the "Rave to Save the World From Senseless Violence," a dance event to benefit victims of terrorism. His "Peaceman Foundation," funded through any profits from the event's CD, will fight hate crimes and promote anti-violence.

He also said he hopes to market a "Peaceman" action figure "to give kids an alternative to violent toys."

His plans may sound deluded, but Daniel Glass, head of Artemis Records, believes Ivan has the potential to transcend techno. He also claims Ivan's success isn't bought.

"No one bought a record they didn't want to buy," Glass said. "I know he didn't buy us."

A connoisseur of the limelight, Ivan is picky these days when it comes to nightclubs and galas.

On a recent Thursday night, his limo arrived at CroBar, a hot New York night spot where he hoped to find a DJ playing techno and house music (the predominant music in New York clubs is hip-hop).

As a line of hopefuls stood behind CroBar's velvet ropes, waiting for a doorman to beckon them, Ivan breezed through the entrance. No one seemed surprised to see a middle-aged ex-banker in an amber cape, studded with Swarovski crystals.

"When you're at a nightclub, especially in New York City, a man with a peace sign and a tie-dyed cape might not look that weird," said Rockstar Richard, the club's promoter. "(But) if you're a promoter and you're doing a party and Ivan shows up, people know you're serious."

At CroBar that night, Ivan was disappointed to learn the featured act was Mini-Kiss, a band of midgets in Kiss makeup. When they were finished, the crowd thinned and a techno party began in the club's main hall, where the bass thundered with stomach-quaking volume.

Ivan shimmied at the boots of a pedastalled go-go dancer, but quickly called it a night. The club was neither crowded enough, nor exciting enough, for him to stay.

"I need constant change," he said. "The next new restaurant, the hottest women, the wildest fashion show, that's the only real thrill in night life."

As he relaxed in his limo, Ivan was asked why he didn't just use his own money to fund world peace.

Did he have to become a pop star, too?

"It would be very simple just to write checks," scoffed Ivan, who said he donates \$100,000 a year to causes that range from cancer treatment to Steven Spielberg's Shoah Foundation.

"That's how rich people fill their charitable needs. But then the money runs out, and then what? This way, you build a foundation and you always have the money coming in."

For Ivan, the "Peaceman Foundation" will continue the Wilzig tradition of philanthropy. It may also be his attempt to find meaning in a life filled with hedonism.

"Sometimes, when you go out to a club and there's 5,000 people there dancing, it's not a good scene," he said. "But I ask myself: Is this a night where I want to work and spread peace?"

THE WORLD OF WILZIG

Ivan Wilzig's parents and siblings:



Siggie Wilzig, father

A major force in the world of New Jersey business and philanthropy until his death in September at age 76.

An Orthodox Jew born in Germany, Siggie survived two concentration camps and a three-week "death march" in subzero temperatures from Auschwitz, in Poland, to the Mauthausen camp in Austria.

He arrived in the United States in 1947 and worked as a traveling salesman, hawking neckties and leather goods. By 1965, he was elected president and chief

executive of the Wilshire Oil Co. in Texas.

He moved the company's headquarters to Jersey City, where he became the head of Trust Company of New Jersey in the early 1970s. A signature of his bank was its efforts to loan to minority and immigrant families.

When the bank merged with North Fork Bancorporation Inc. of Long Island last year, Trust Co. was valued at \$726 million and had assets of approximately \$4 billion.

He was appointed by President Jimmy Carter to the U.S. Holocaust Memorial Council in 1980.

Naomi Wilzig, mother



ST. PETERSBURG TIMES

At the age 69, she plans to open the World Museum of Erotic Art in Miami.

She was raised in a strict Jewish family in the Weequahic section of Newark. Her father was Jerome Sisselman, known as "king of the Meadowlands," a developer who once owned some of the land where Giants Stadium now stands.

Naomi, against her parents' wishes, eloped with Siggie when she was 18.

Her husband disapproved of her erotic art collection, which she started in 1992 when Ivan asked for some "conversation pieces" for his apartment. She now has more than 5,000 items in her Florida home, from Japanese "pillow books" to fetish art.

She authored two books about her collection, "Forbidden Art: The World of Erotica," and "Visions of Erotica." Both were written under the name "Miss Naomi." After Siggie died, she began using her full name to promote her collection.

Alan Wilzig, brother



An executive vice president of North Fork Bancorporation, he helped design Wilzig Castle, a \$5 million turreted summer home in Southampton on Long Island. It has 10 bathrooms, seven bedrooms, including Egyptian and Balinese suites, an archway decorated with marble slabs and several suits of armor on display. The pool has underwater speakers and a metal-coated fiberglass sculpture of his wife Karin as a bare-breasted mermaid. Karin, a native of Belgium, is also an artist and designer.

Alan, 39, collects motorcycles and has designed a few, including a space-age Ducati with an opalescent surface inspired by a Fabergé egg.

After Siggie died, Alan wed Karin, with whom he had lived for 12 years. She converted to Orthodox Judaism before their marriage.

Sherry Wilzig, sister



Calls herself "the boring suburban sister" who lives in Essex County. She is married, with children, and likes antiquing and shopping at flea markets.

Sherry, 46, is chairman and chief executive officer of Wilshire Enterprises, a real estate investment company that used to be Wilshire Oil, the Texas company Siggie ran in the 1960s.

Ivan describes her as "a Joan Rivers" type, but she shuns the spotlight.

— Carrie Stetler, The Star-Ledger