

INTERVIEW

Diana van Berlo: Three years in Luv'!!!!

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Luv' in 1989: Diana van Berlo, Marga Scheide & Michelle Gold



Luv' and the Dureco team at a music trade fair in Hilversum (1989)

In the late 1980's, when **Marga Scheide** planned a comeback of **LUV'**, she recruited new members. One of them was **Diana van Berlo** who was part of the girl group during three years (1989-1992). She was involved in the recording of the albums "**For You**" and "**Sincerely Yours**". From an objective perspective, **Diana** (like **José Hoebee**, **Michelle Gold** and **Carina Lemoine**) is a talented singer because of her music background before her career in **Luv'**.

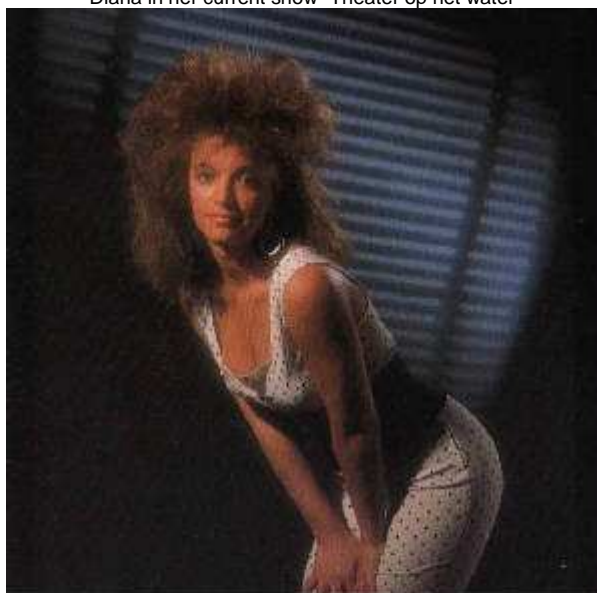
She scored a hit single with the trio on the **Dutch Top 40** and the **Flemish BRT Top 30**: the dance pop song "**Welcome to my party**" highly inspired by the "**Stock Aitken & Waterman**" sound. She frequently toured the club circuit and made a lot of TV performances.

After **Luv'** had disbanded in 1992, she sang in the short-lived duo "**Lady's DC**" with **Carina Lemoine**. She was a backing vocalist and recently played in "**4 acts**" (a music and theater show). Now she's singing in a dinner show: "**Theater op het water**" on a boat "**De Ameland**".

In december, she sent me an email to congratulate me on my site. I couldn't believe it!!! That's the magic of internet. **Diana** told me she appreciated that she was remembered by the fans long after her **Luv'** years. I asked her if she would answer my questions about her experience. She accepted. Very nice of her.



Diana in her current show "Theater op het water"



Sharon Vice

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Before Luv', Diana started her career as "Sharon Vice"

Ralph: When and how did you start your career in the music business?

Diana: When I was 18 years old, I took part in local casting shows. I often won the first prize. Then I started to perform in cafés and discotheques and my artist name was "**Sharon Vice**"!

Ralph: When and how were you recruited to become a Luv' singer?

Diana: In 1989 there were auditions for a girl group but nobody knew which one. **Marga** attended these auditions and then it rapidly became clear that it dealt with **LUV'**. I sang my songs and went home after hearing the usual words "You'll be hearing from us". A couple of days later, they called me and said that I was preselected with another girl and that I had to go to **Dureco** (a record company) in Weesp to sing again. We both had to memorize a track and we had to perform it in the studio. So I did it and finally they rang a few days later to inform me that I was chosen as a member of **LUV'**.

Ralph: Do you remember your first TV show with Luv'?

Diana: I exactly remember my first TV performance. It was "**De Grote Clubactie**" on **TROS**. And I knew that **Gloria Estefan** had to sing on the same programme. I thought it was wonderful to appear on a show beside a great star like her. When it was aired, we were busy with a TV special in Sri Lanka. It was a pity that I couldn't share this moment with my family. I heard later that my mother and my sisters had cried when they had watched me on TV and that they had been so proud of me.

Ralph: How were the recording session of the EP "**For You**" supervised by **Nigel Wright** and **Jacques Zwart**? What can you tell about it?

Diana: The recording of the album "**For You**" took place in the **Dureco Studio** in Weesp and **Patty Brard** was also involved in the project in the beginning. A stylist came on the first day to choose the image of the new **Luv'**. It was decided that a member of the group had to look "young and fresh" and that was me. My hair was cut on the same day and my style was completely changed. I was accomodated in a hotel in Hilversum and I remember that I called home and cried because I wasn't satisfied with my new haircut. Everybody thought it was beautiful except me. Soon after, **Patty** went back to America (where she lived at that time) and the album wasn't ready. Then we met **Michelle** who was an experienced session singer in England. We immediatly got along with her. It was the real start of the "new" **LUV'**.

Ralph: In late 1989 **Luv'** recorded a charity single ("**Starmaker**") with other Dutch girl groups (**Mai Tai, Frizzle Sizzle...**). How was the recording session?

Diana: **Starmaker** was indeed a single with several artists and I remember that we made a lot of TV performances to promote it. Everybody recorded their part separately because it was impossible to sing together at the same time. We enjoyed the TV shows we did together.

Ralph: In June 1990, **Michelle Gold** left the group. Why? What did she do after that? Are you still in touch with her? Do you know what she's doing now?

Diana: **Michelle** left the group because it was difficult to cope with frequent return trips "England/Netherlands" and she had a son at home. His name was **Teo** and he was 10 years old at that moment. I don't know what she's doing right now but who knows? Maybe our paths will cross again. I appreciated her a lot.

Ralph: **Michelle** was replaced by **Carina Lemoine**. What can you tell about the first time you first met **Carina**?

Diana: **Carina** also had to audition but we weren't there, except **Jacques Zwart** (**Marga's** former friend). She performed a song and we listened to it and it sounded incredibly terrific!. Then a meeting was planned to know if how our relationship would be satisfying. And we rapidly liked her a lot. There was a special connection between **Carina** and me. It is probably due to the fact that we were younger than **Marga**. **Carina** had and still has a wonderful voice. And I'm still in touch with her.

Ralph: After your record deal with Dureco, you and the girls signed another contract with RCA/BMG. What was the reason of this transfer?

Diana: Actually I don't know. Maybe because **BMG** was based in Germany and we were famous there.

Ralph: In Late 1990, **Luv'** recorded the "**Sincerely Yours**" album with famous session musicians from the Dutch scene. How was this special recording? What can you tell about it?

Diana: The musicians had already played their music when we had to record. To sing on such an album had always been difficult but when it was ready to be released, we were very proud of it.

Ralph: According to you, what was your best live show? and your best TV performance?

Diana: The performance that impressed me the most was the one in Dubai in front of 600 Dutch marines just before the **Gulf War** started. It was a big party! And the best TV moments were the specials we recorded in Sri Lanka, Thailand and St. Martin.

Ralph: Apart from the Netherlands and Belgium, you performed abroad. Where did you and the girls sing?

Diana: As I've already told you Dubai but also Germany, Sweden and Spain.

Ralph: What's your favourite song of the new Luv' and your favourite track of the "original" trio?

Diana: My favourite Luv' songs are "*He's my Guy*" and "*Welcome to my Party*". And I like "*You're the Greatest Lover*" from the original Luv'.

Ralph: In 1992, Luv' disbanded. Why?

Diana: Ooh it's long story. Well let's say that in a female trio there's always a girl who's unwanted.

Ralph: Are you still in touch with Marga Scheide?

Diana: No.

Ralph: After Luv', Carina and you formed a short-lived duo (Lady's D.C). How long did it last? What's your opinion on this duo?

Diana: Carina and I performed under the name "Lady's D.C" during a year and we had a great time. We recorded a single "*Now is the time*" and the track still sounds good according to me. Carina is a very talented singer.

Ralph: What happened after Lady's DC?

Diana: I worked in a record company called R.P.C and I discovered the other side of the music business. Like the design of CD booklets and the whole process (from the recording session in the studio to the release of CDs and their sale in stores). It was a great learning experience. I also recorded background vocals for several artists at that time.

Ralph: Are you still in touch with Carina?

Diana: Yes, often.

Ralph: Have you ever met the other Luv' members (Patty, José, Ria)?

Diana: I met Patty in the beginning and also Ria on a TV show.

Ralph: What are your current and future projects?

Diana: I'm singing in a dinner show. It takes place on a boat called "**De Ameland**" in Rotterdam on the Meuse. The premiere was on January 10th 2009 and this year I'll be involved in a lot of shows with a whole troupe. It's such good fun. Sometimes I perform solo but I prefer a diner show with a group.

Ralph: What about your music tastes? Which style or genre do you like? Who's your favourite Dutch or foreigner singer/band?

Diana: I think that **Alicia Keys** is a fantastic singer but I also like Dutch music (for example **Nick & Simon**).

Ralph: The music business has been in crisis for many years. How does it affect you as a recording artist?

Diana: I don't really suffer from it because I haven't released a CD for years.

BIG THANKS to **Diana** for making this interview possible!!! I wish you all the best for your dinner show!!!

Infos:

***Theater Op Het Water** (**Diana's** current show):
<http://www.theaterophetwater.nl/>

***Diana's** page on Wikipedia:
http://en.wikipedia.org/wiki/Diana_van_Berlo



Luv' in 1991: Marga Scheide, Diana van Berlo & Carina Lemoine



Diana and Carina as "Lady's D.C" in 1994