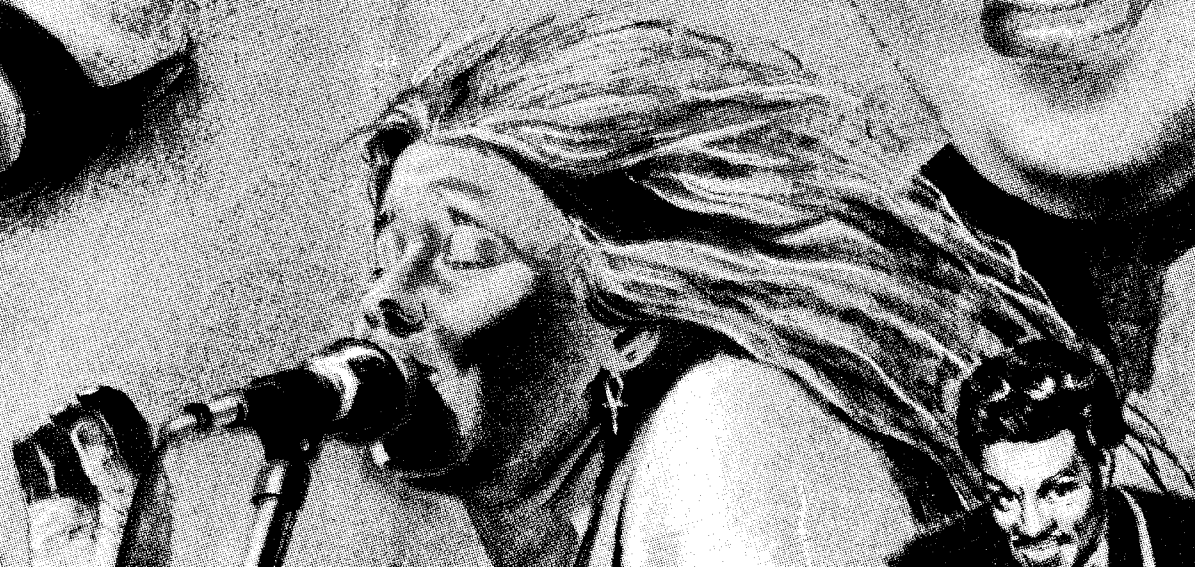


ROCK and ROLL

Hall of Fame and Museum





BY KEVIN C. JOHNSON
ILLUSTRATION BY RICK
STEINHAUSER

T rue or false: The Rock and Roll Hall of Fame and Museum will be a good place to see some old guitars hanging on the walls. Try false — a very big false. “There’s so many different things happening with the museum, so many different experiences, I don’t think people know what to make of this museum. Maybe there’s an idea out there that this is one big malt shop,” says museum Director Dennis Barrie, interviewed earlier this month in front of a still-incomplete exhibit on the museum’s second level. “Maybe they think it’s a Hard Rock Cafe or something like that. Truth is, we have one of the greatest rock memorabilia collections in the world. It’s staggeringly deep,” boasts Barrie. It needs to be great, and deep, to justify a price tag

See **ROCK**, Page G2

INSIDE



A cutaway look at the Rock and Roll Hall of Fame and Museum.



Who’s in, who’s out, and how the selection process works.



Directions, parking details and a schedule for the big weekend.



What do Northeast Ohio rockers think of the museum?

"What they're going to do is pick everyone's bones and stick them in there." — MICK JAGGER

Aug. 28, 1994

ROCK

- Museum spans 5 floors and 150,000 square feet

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of \$92 million (though, in all fairness, that \$92 million is only about half of what it cost to make *Waterworld*).

No matter how great, it'll still be tough keeping some of the numerous naysayers quiet.

Since the beginning when Cleveland was chosen over a number of more popular cities, the rock hall has felt the brunt of many jokes, including some from the late-night gabfest hosts.

Earlier this month, David Letterman (in a weaker monologue moment) said: "They finally have gotten around to building a building. Thank goodness, finally. The organization is very excited. They think if they put together a really nice buffet with lobster and stuff, cold cuts and that kind of thing, that Elvis will show up."

But who's laughing now?

With rocky roads, departing directors, financial follies and slow starts left behind, the rock hall is poised to turn Cleveland and its run-down reputation around on its heels. The museum's eye-popping, sleek design by I.M. Pei spans five floors and 150,000 square feet.



Barrie admits he has often wondered if he and his staff would pull off such a detailed and extensive task.

"Every day, including today . . . 15 minutes ago (I wondered)," Barrie jokes. "But we're going to open come hell or high water."

Barrie promises an exciting and engaging place, full of the classic music artifacts visitors expect.

Some highlights: **John Lennon's** Sgt. Pepper jacket, **Roy Orbison's** sunglasses, Jimi Hendrix's handwritten lyrics to *Purple Haze*, Buddy Holly's high school diploma, Grace Slick's dress from the original Woodstock, George Clinton's *Atomic Dog* shoes, Tina Turner's dress from the *Tommy* film, Grandmaster Flash's Kangol cap and stage costumes from Mick Jagger, James Brown, the Temptations and Sly and the Family Stone.

Barrie says the rock hall is a serious place, too, where people can learn but have fun in the process.

"The truth is we take on a lot of very interesting issues. We take on rock's history with all its glories and all its warts, all its problems and all its successes. Rock's story is a very exciting and wonderful one, but it's also one that's had some sad and difficult moments and we face those head-on."

The museum "tells the full story of the history of rock 'n' roll, says Suzan Evans, executive director of the New York-based Rock and Roll Hall of Fame Foundation. "The information is rich in an entertaining way. They'll (visitors) be pleasantly surprised at the depth of information. It really portrays what rock 'n' roll is about, the energy."

That energy is a changing one.

"There's all these different feels and moods to the museum. No one place is the same," says Barrie.

Ready for a tour?

Here's what visitors will see when they walk through the Rock and Roll Hall of Fame and Museum, starting as they descend the escalator to the promenade level referred to as **Roll Over Beethoven**. This is the main level, where the **Ahmet M. Ertegun Exhibition Hall** is.

• **The Standin' at the Crossroads** theater marquee announces show times for two 10-minute films

The Rolling Stones in the band's early years. Yes, that's Mick Jagger in the

on the history of rock 'n' roll.

Theater One features rock's earliest influences in a film showcasing the environment in which the genesis of the music evolved.

Theater Two features the dramatic creative period of the '50s and '60s in a film exploring the intertwining of artists of various races, backgrounds and musical influences in the creation of rock 'n' roll.

• **Rock of Ages: The Early Influences** displays vintage black-and-white portraits of artists, mostly pioneers, who have been inducted into the Rock and Roll Hall of Fame.

• **At The Beat Goes On**, visitors select the name of a performer, then from a menu select the name of another performer that influenced the first performer. Through video and audio clips and performer quotes, the importance of cross-fertilization and inspiration among generations of artists is shown.

• **Rock and Roll Music** allows visitors to access 500 songs arranged by artist and musical style, and listen to any title they choose. Titles range from early classics to hits of today. This area is located in two areas of the main floor.

• Explore rock's controversies and protests in **Don't Knock the Rock**. The oversized panels look at attempts to censor or ban music, including Elvis Presley's gyrations and the burning of the Beatles' records.

There's also an unintentionally humorous quote from Tipper Gore from 1985, in which she says of some of that day's racier music: "I'm a fairly with-it person, but this is curling my hair."

• **U Got the Look** is the history of rock fashion, spanning five decades. Little Richard narrates a video examining performers' styles, fashion statements and trends, hairdos, shoes and makeup. Nearly 20 rock performer costumes will be on display.

• **Artists in Focus** is the museum's in-depth, individual artist exhibits, using open platforms, enclosed cases and large display walls.

Artists will rotate; those current-

ly included are the Beatles, Jim Morrison, Presley, Michael Jackson, John Lennon, The Who, Jimi Hendrix, U2, George Clinton, Neil Young, the Allman Brothers and others. The video wall will show the artists' performances and other footage.

• The rotating **Record Label Exhibits** look at landmark record labels, starting with Sun Records and Atlantic Records.

• Rock's musical foundation in folk, blues and rhythm 'n' blues is found in **Got My Mojo Workin': The Blues Influence**, **Chimes of Freedom: The Folk Influence** and **Good Rockin' Tonight: The R&B and Soul Influence**.

The exhibit shows how rock evolved from these earlier styles, using instruments, lyrics, photographs, documents, records and text.

• **Come See About Me** is an interactive performer database where visitors can access information on more than 500 performers.

• Experience the sounds of some of rock's greatest cities in **Rockin' All Over the World**. The scenes are: *Whole Lotta Shakin' Goin On*: Memphis 1948-1958; *Mardi Gras Mambo*: New Orleans 1950-1963; *Dancin' in the Streets*: Detroit 1962-1971; *Somebody to Love*: San Francisco 1965-1969; *Blank Generation*: London/New York 1975-1980 (punk); *The Message*: New York 1979-1991 (rap); and *Smells Like Teen Spirit*: Seattle 1985-1995 (grunge).

• **Let's Spend the Night Together** showcases the memorable tours over the years by the Rolling Stones.

• The continuously showing film **What I'd Say** has artists talking about the songs and the music that inspired them.

• **One Hit Wonders** tells the story of 14 artists who shared one brief shining moment in fame, including Toni Basil (*Mickey*), Lipps Inc. (*Funkytown*) and Vicki Sue Robinson (*Turn the Beat Around*).

The wall above and below the exhibit includes the names and single hits of scores of other where-are-they-now candidates including Anita Ward (*Ring My Bell*), Michael



The Disney Channel

e middle.

Sembello (*Maniac*), Right Said Fred (*I'm Too Sexy*), Taco (*Puttin' on the Ritz*), the Floaters (*Float On*), Musical Youth (*Pass the Dutchie*) and Wild Cherry (*Play That Funky Music*).

• **Good Vibrations: The Making of a Song** traces the process a hit record goes through, from scribbling lyrics on a napkin to selling millions of records. The evolution of three songs is examined, using text, photographs, artifacts and audio.

• **You've Really Got a Hold on Me** pays tribute to the fan and depicts some of the more fanatic behavior associated with idolizing rockers. A video presentation shows interaction between performers and fans and interviews with obsessive fans.

Included are Peter Lavenger's collection of more than 800 drumsticks used and autographed by rock drummers and Joni Mabe's "Traveling Panoramic Encyclopedia of Everything Elvis."

• **Hail Rock and Roll**, the second floor of the museum, is dedicated to rock 'n' roll and the media.

Dedicated to the One I Love shows how radio initially shaped the popularity of rock music and how disc jockeys developed styles that made them personalities in their own right. Visitors can listen to air checks from famous rock DJs over the years.

The Big Beat: Alan Freed is a short film highlighting the career of the famous Cleveland DJ.

Can't Take My Eyes Off You

ON THE COVER

Clockwise from top right: Hall of Famers Elvis Presley, Chuck Berry, the Beatles, James Brown, Bob Dylan, the Supremes and Janis Joplin.

explores rock's impact on TV, **Every Picture Tells a Story** depicts rock's influence on the movies and **My Back Pages** looks at print media and goes behind the scenes at various rock publications.

Video Killed the Radio Star explores the birth of music videos, how they've changed the presentation of rock music and affected youth culture.

• **Free-standing Performer Focus Exhibits** are featured in spaces on the second, third and fourth floors. Each case will feature two artists or groups. Artists include the Band and the Byrds.

• Continuously showing in a fourth-floor theater, the museum's largest theater, is *It's Only Rock and Roll*, which chronicles the history and evolution of rock 'n' roll.

• A working **Radio Broadcast Studio** allows visiting DJs from around the world the opportunity to broadcast live from the museum to their home audience.

• **The Hall of Fame** on the museum's fifth floor is a visual tribute to the artists and industry leaders who've been inducted. Glass walls contain backlit panels with the etched-in signatures of the inductees. Computer monitors show images of the inductees and brief programs on their careers.

The lobby of the hall of fame has three monitors showing continuous highlights of past induction ceremonies.

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