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People

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George Clooney,
Oprah Winfrey,
Elizabeth Hurley,
Fran Drescher and
Jodie Foster



PLUS! THE ROCK & ROLL HALL OF FAME BASH

ROCK OF AGES

Stars big, bright and old come out in Cleveland for the opening of rock's Hall of Fame



JEFF KRAVITZ



KEN REGAN/CAMERA 8

▲ "For now and forever, the heart of rock and roll is in Cleveland," said a speaker as Yoko Ono exulted at the ribbon cutting.

► "I'm the architect of rock and roll," crowed Little Richard as he toured the museum designed by I.M. Pei, now a serious contender for that title.

◀ Bob Dylan and onetime protege Bruce Springsteen rehearsed their unscheduled "Forever Young" duet in Dylan's trailer before wowing the Municipal Stadium crowd.



ANDY LEVIN

JUST A FEW HUNDRED YARDS UP Cleveland's reborn lakefront from James Brown's dressing room in the bowels of decrepit Municipal Stadium, one of his glittering stage costumes rests enshrined in the new \$92 million chrome-and-glass, I.M. Pei-designed pyramid that is the Rock and Roll Hall of Fame and Museum. But as he prepares to take the stage before 60,000 fans and an HBO TV audience of 13.6 million, Brown makes it clear that he at least is no museum relic. "Music has to breathe and sweat," he says. "You have to play it *live*."

Indeed, the hordes of musicians and



fans who converged on Cleveland during Labor Day weekend for the museum's opening let it be known that they had come to hail rock and roll, not to bury it. "Just because they've put up the bricks and mortar doesn't mean the music has been interred," said John Fogerty, whose rare performance of two Creedence Clearwater Revival classics was one of many highlights in the 7-hour concert that capped the opening celebrations. Backstage, Brown greeted rock luminaries in his dressing-room trailer, and Bob Dylan and Bruce Springsteen stood in the wings watching their fellow rock icons

work out onstage. While Bon Jovi guitarist Richie Sambora and wife Heather Locklear smooched and cruised the backstage compound in a golf cart, other rockers gathered in reception rooms to schmooze and ogle. "There were a lot of legends sitting right next to you," marveled Guns n' Roses guitarist Slash, who had flown in to perform one Jimi Hendrix tune with Boz Skaggs. "I was like, 'Wow!' I mean, I got to meet Aretha Franklin!"

The event was the culmination of an idea hatched 12 years ago by Atlantic Records' Ahmet Ertegun and *Rolling Stone's* Jann Wenner, among others.

"My concept was that this would be a noncommercial endeavor to recognize the people who were responsible for what became the most popular music in the world, of all time," says Ertegun, 72. But early predictions that the museum would be opened by 1989 proved optimistic. "Doing it half-assed wouldn't have been right," says Wenner, 49. "We could have done this as a commercial venture, and it would have been up years ago. It would probably be in Orlando."

Chosen instead was Cleveland, where the term rock and roll was reputedly coined by famed deejay Alan



LEFT TO RIGHT: ANDY LEVIN, BRIAN LANKER/LIFE

Freed. Inspired by a grassroots movement of Cleveland rock fans, a delegation led by Mayor George Voinovich, now Ohio's governor, traveled to New York City in 1985 to strike a deal with Ertegun's Hall of Fame Foundation for the museum, beating out Memphis and 20 other suitors. "They made this fantastic offer of money, demonstrated enormous local citizen support, and they kept after us," says Wenner. "The Rock Hall was really a feather in the cap for this city," says Cleveland deejay Jeff Kinzbach, who urged listeners to support a massive fund-raising effort eventually joined by local and state governments and major corporations. "We never gave up," says Kinzbach. "We always kept pushing."

So it was little wonder that the city greeted the museum's opening last week with a frenzy not seen here since 1954, when Cleveland's perennially bedraggled Indians—now, coincidentally, in the throes of a splendid revival—last reached the World Series. Large crowds gathered outside the museum on Friday night, Sept. 1, as rockers including Robbie Robertson, Aretha Franklin and the Supremes' Mary Wilson arrived for a black-tie gala. The following day more than 10,000 fans showed up for the official ribbon-cutting ceremony and gave John Lennon's widow, Yoko Ono, one of the few standing ovations she has ever received. "Wow, Cleveland," she said, before she snipped, "you did it!"

Despite the museum's obvious flaws—including the tacky department-store mannequins used to display costumes—many of the exhibits are, in fact, quite moving. Visitors, who paid a maximum \$10.90 admission fee, crowded around a glass case containing Jimi Hendrix's 1968 lyrics to "Angel," written in lovely script on hotel stationery

when he woke from a dream about his dead mother, Lucille. Displayed nearby is part of the fuselage of the plane in which Otis Redding crashed outside Madison, Wis., in 1967. It was recovered from the city dump a month later by construction worker Larry Allen.

Early on, curator Jim Henke decided the museum couldn't compete with the big-spending Hard Rock Cafe and other collectors for rock memorabilia, so he campaigned to persuade artists to donate or lend artifacts. One prized acquisition is the control room at Sun Studios where Elvis Presley recorded his first songs—which was shipped from Memphis and re-created on the second floor. Elvis's producer Sam Phillips, who had saved the equipment, was wary at first. "He wanted to make sure that it was not the Disney World

Sad reminders of fallen idols: the '65 Porsche Janis Joplin bought for \$3,500 two years before she died; and part of the plane that crashed, killing Otis Redding, in December 1967.



KEN REGAN/CAMERA 3

▲ "I had to be a part of it," said Slash (performing Jimi Hendrix's "Red House").

▼ George Clinton (left) and three of his All-Stars paid tribute to Sly and the Family Stone.



KEN REGAN/CAMERA 3



DAVID ALLOCCA/ONY

▼ Aretha Franklin, whose set included a duet with Al Green, taped precious backstage memories.

▲ Rock wives Dorothea Bon Jovi (left) and Heather Locklear mugged with hubbies Jon Bon Jovi and Richie Sambora.



JEFF KRAVITZ

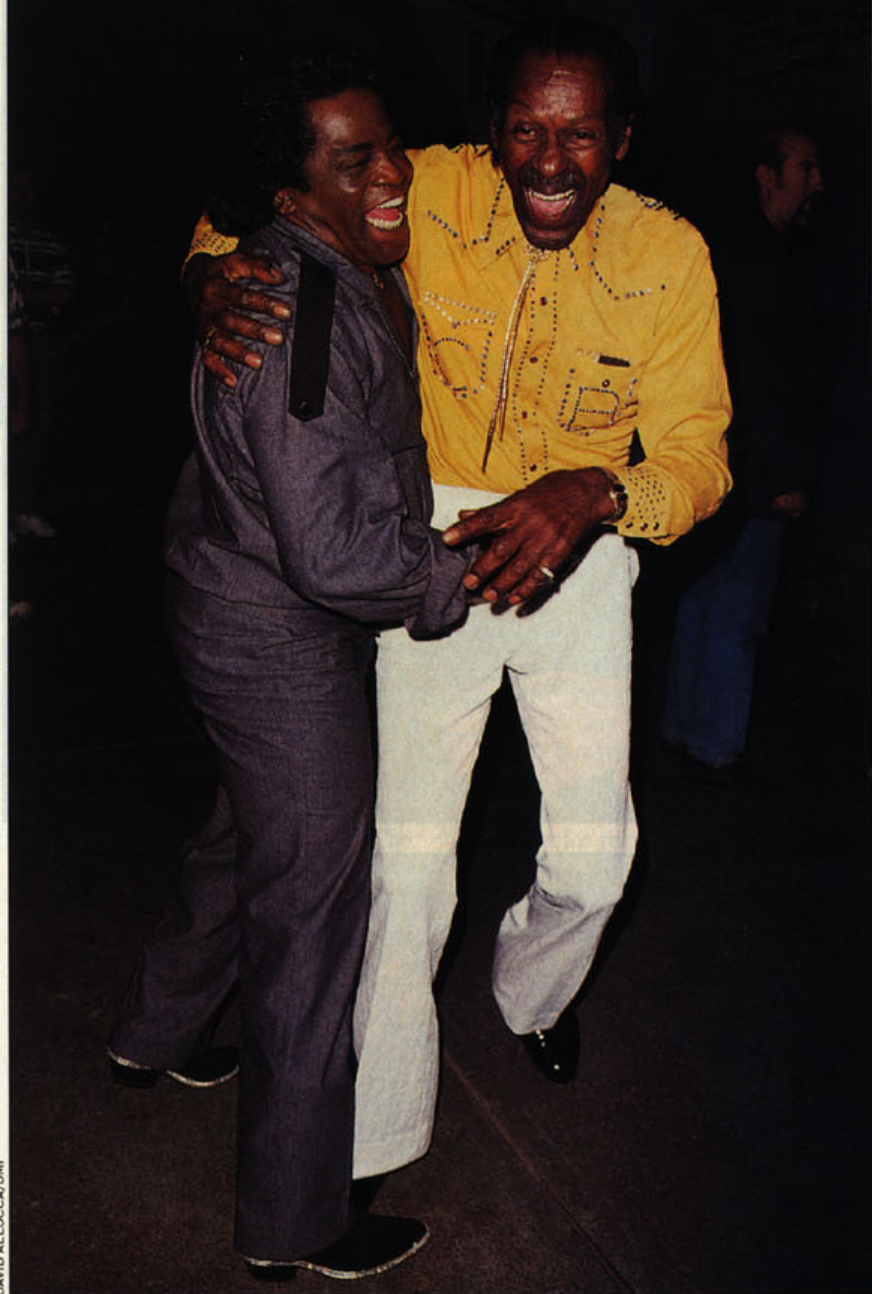
◀ Laurie Anderson and Soul Asylum's David Pirner schmoozed with Lou Reed (left), who dedicated a song to his late bandmate Sterling Morrison.



Jimi Hendrix's jacket, a Beach Boys' surfboard and a Madonna stage costume, designed by Rob Saduski, deck the Hall.

DAVID ALLOCCA/ONY

LEFT TO RIGHT: TONY FESTA, BRIAN LANKER/LIFE, ANDY LEVIN



DAVID ALLOCCA/DMI



MARK QUINN/APP

A Dancing Hall of Famers Chuck Berry (right) and James Brown got down to it backstage.

◀ **John Mellencamp** (left) got a hug even after muffing his "Ring of Fire" duet with Johnny Cash.

▶ **The ubiquitous Sheryl Crow** paid lip service to the Rolling Stones during her concert set.

of rock and roll," says Henke.

Other initially skeptical musicians had similar reactions. "Don Henley was here with a disposable camera, going crazy," says museum director Dennis Barrie. "Michael Stipe [of R.E.M.] was touching every wall. Art Garfunkel went around shaking all the construction workers' hands." So persuaded, artists and their families responded with enthusiasm. Yoko loaned the museum John's wire-rimmed glasses and his *Sgt. Pepper* uniform. A friend of Sex Pistol Sid Vicious, who died of a heroin overdose in 1979, donated a stage outfit so soiled that staffers wore gloves to handle it. ZZ Top offered fur-covered drum sets from their own artifacts warehouse. "I don't think these people really thought they were making history or that their stuff would end up in a museum," says Henke, a former managing editor at *Rolling Stone*. "But they kept their stuff, just like I saved every concert ticket stub I ever had."

Now that the doors are open and his dream to erect a lasting tribute to the creators of the world's liveliest art form has come true, Wenner looks somewhat relieved as he stands outside the building Clevelanders call the Rock Hall. "Now," he says, "we just have to figure out how to run a museum."

■ **STEVE DOUGHERTY**

■ **BRYAN ALEXANDER** and **KEN MYERS** in *Cleveland* and **KIMBERLY DAVIS** in *Chicago*

