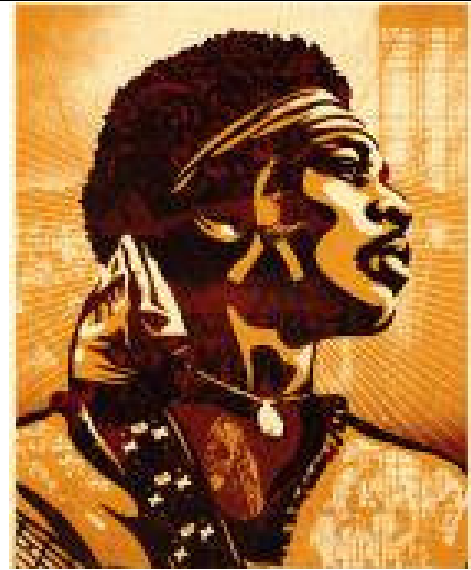


Woodstock Experience

Signed by Michael Lang
and Arlo Guthrie

Exhibition: 5th – 30th August 2009

Book Launch: 4th August 2009



© Shepard Fairey

The official book and exhibition for the 40th anniversary of the most famous music festival in history; Genesis Publications and Idea Generation Gallery present *Woodstock Experience*

“The Woodstock music and art festival might have started out with some iconic large festival identity, but it has moved way beyond that now and has become a word that is synonymous with the Sixties.” – Arlo Guthrie

Four decades on from the festival that shook the world, Idea Generation Gallery celebrates the anniversary of Woodstock with an exhibition of amazing photographs, all taken from the artist-endorsed, limited edition multi-media package; *Woodstock Experience*, published by Genesis Publications.

Featuring over 200 photographs by **official Woodstock photographer Henry Diltz**, and **unseen and unpublished** images by a star-struck but quick-witted teen photographer **Dan Garson**, *Woodstock Experience* provides a visual trip through these legendary days in a field in upstate New York.

Each two-part edition includes contributions from original interviews with 65 artists and luminaries, including Crosby, Stills and Nash, Carlos Santana and Arlo Guthrie and the festival’s organiser Michael Lang. The cover artwork has been designed by internationally renowned artist **Shepard Fairey**, and contains never before published lyrics, drawings, poems, monographs, diary entries and an original, vintage Woodstock ticket. *Woodstock Experience* is the ultimate record of one of the greatest moments in popular music history, and profiles the hippies, beatniks, musicians and festival organisers who were part of this cultural explosion in the summer of 1969.

<p>“It was a social, political and generational moment. It was a pop guerrilla moment” – Country Joe Macdonald</p>	<p>“Woodstock proved you can enjoy peace and music and brotherhood. That’s a huge accomplishment” – Elliot Tiber</p>	<p>“The myth of Woodstock has grown and grown. If all the people who told me they were at Woodstock were actually there then the whole world would have turned on its axis” – Graham Nash</p>

The Exhibition

The Woodstock Music and Art Fair is widely regarded as one of the most significant moments in popular music history and was listed one of the “50 moments that changed the history of rock and roll” by *Rolling Stone* magazine.

Idea Generation Gallery is proud to present *Woodstock Experience*, a selection of photographs taken from the limited edition, exquisitely produced hand-crafted boxed set from Genesis Publications. Commemorating the people, the place, and the time, this is *the* rock music exhibition of summer 2009.

		
<p>“That was the year of festivals, and Woodstock was different to the extent that we offered a situation outside of an urban environment” – Stan Goldstein</p>	<p>“My approach was to go for everything that we all, as a culture, sub-culture or counter-culture, listen to and love” – Michael Lang</p>	<p>“One thing led to another and soon we were talking about doing something to bring all the bands and people together in this utopian vision” – Michael Lang</p>

The Publication

In honour of the upcoming 40th anniversary of the Woodstock Festival, Genesis Publications, in partnership with Woodstock’s Executive Producer Michael Lang, have created a new limited edition multi-media package for publication in 2009, signed by Lang himself. The book will also feature an original essay from Ben Fong-Torres, former *Senior Editor of Rolling Stone Magazine*, on the anti-war songs sung at Woodstock and the political implications they had in the late Sixties.

Divided into two sections, *Woodstock Experience* consists of behind-the-scenes and performance images from official Woodstock photographer Henry Diltz and never before seen images from a stunned Dan Garson, an aspiring photographer who aged 17 covered the event for his high school newspaper. The two sets of images represent both ends of the Woodstock experience: one from a world-worn rock and roll photographer; the other from a young man in awe of the music and free-love atmosphere so different from his life back in small-town America.




In a stellar mix of original interviews and images of over 65 artists and luminaries, Woodstock performers such as Crosby, Stills and Nash, Carlos Santana and Ravi Shankar and the festival’s organiser Michael Lang, *Woodstock Experience* documents the personal experiences of some of the most important artists, thinkers, writers, designers and photographers from around the world.

Woodstock Experience also explores Woodstock from cultural, social, political and environmental standpoints. Woodstock has undoubtedly left its mark but whether it effected lasting cultural change or was an illusion, whether it was the beginning or the end of an era, and what its long term impact on rock and roll has been are all explored in this amazing retrospective of one of the 20th Century’s most significant events.

Each edition of the book, with cover artwork designed by artist Shepard Fairey, comes as a time capsule, designed to be like a box of Lang’s mementoes from the festival, containing unique and special items from those three historic days. A pull-out drawer contains loose-leaf additions: a 7”-vinyl pressing, original fine art prints, specially written essays, Michael Lang’s own hand-drawn site map, reproduced in facsimile, and an authentic, vintage Woodstock ticket.

“Woodstock is one of the musical events of the 20th century and for many it sums up the Sixties.” Nick Roylance, managing director of Genesis Publications continues, “40 years later, it lives on in the minds of a generation that changed music forever and the imaginations of those who came after it”.

“It was the most incredible door we ever walked through. You don’t forget the sound you hear first inside. It goes through your fingers to the guitar, to the amplifier, to the speakers, to the monitor, up into the P.A. It hit the people – 550,000 people – then it comes back at you.” Carlos Santana

		
<p>“We knew at the time that we were living a mythic moment, something beyond history” – Arlo Guthrie</p>	<p>“The whole world is watching us, Here we are in the name of peace and music to show the world how we can have peace” – Swamiji</p>	<p>“When was the last time anybody did anything different? It was the 60s. That’s what they’re looking back to” – Arlo Guthrie</p>

****AVAILABLE FOR SYNDICATION****


ORIGINAL, EXCLUSIVE CONTRIBUTIONS FROM:

- Alex del Zoppo: performed with Sweetwater
 - **Arlo Guthrie:** singer songwriter performed at Woodstock, son of Woody
 - Arnold Robinson: Audience member and now professional tennis umpire
 - Arty Kornfeld – festival producer and legendary songwriter/producer
 - Carol Green: Woodstock cook
 - Chipmonck: Stage, lighting and MC at Woodstock
 - Chip Toma: stage hand
 - Cynthia Rubinstein: Audience member
 - **David Crosby:** performer
 - **Graham Nash:** performer
 - **David Clayton-Thomas:** performed with Blood Sweat and Tears
 - David Sanborn: performed with Paul Butterfield Blues Band
 - Edwin Kramer: Sound recordist at Woodstock
 - Elliot Tiber: found Woodstock site, and subject of Ang Lee’s forthcoming film ‘Taking Woodstock’
 - Fantuzzi: musician/dancer – featured on Newsweek’s cover at Woodstock
 - Fred Herrera: performed with Sweetwater
 - Gail Babnew: Audience member
 - Gerardo Velez: performed as percussionist with Hendrix
 - Bill Hanley: Woodstock sound man
 - Chris Langhart: Woodstock sound man
 - Henry Diltz: legendary photographer, shot Woodstock from start to finish
 - Jack Casady: performed with Jefferson Airplane
 - Rufus Friedman: stage hand
 - Sandy Goldman: Woodstock Ventures Employee
 - Carlos Santana: performer
 - Stan Goldstein: Head of staff and Hog Farm
 - Tom Law: Yoga instructor (featured prominently in movie)
 - Victor Zurbel: graphic designer and yoga instructor, accompanied Swami Satchidananda to Woodstock
- Wavy Gravy: Merry Prankster and MC

- Jay Dreviers: stage hand
- Joann Petruzel: audience member
- Jocko Marcellino: performed with Sha Na Na
- Joe Cocker: performer
- (Country) Joe MacDonald: performer
- Joel Rosenman: festival producer
- John Sebastian: performer
- Jonathan Cole: performed with Quill
- Jorma Kaukonen: performed with Jefferson Airplane
- Judy Collins: legendary folk artist, attended, didn’t perform
- Keef Hartley: performer
- Leo Lyons: performed with Ten Years After
- Leslie West: performed with Mountain
- Lew Soloff: performed with Blood Sweat and Tears
- Louis Licari: audience member, famous NY hair stylist to the stars
- Mel Lawrence: festival director of operations
- Michael Lang: festival producer
- Michael Shrieve: performed as drummer with Santana
- Michael Wadleigh: Director of Woodstock the movie
- Mickey Hart: performed with Grateful Dead
- Mike Heron: performed with Incredible String Band
- Nancy Nevins: performed with Sweetwater
- Perry Farrell: Janes Addiction lead singer
- Ravi Shankar: performer
- Richie Havens: performer
- Ron Weisner: manager and producer, attended Woodstock
- Rona Elliot: former NBC entertainment journalist, worked at Woodstock

PLUS SPECIAL CONTRIBUTIONS FROM:

- Tim O’Brien – author
- Peter Max – artist
- Shephard Fairey – artist and designer
- George Lois – legendary art and advertising director
- Stanley ‘Mouse’ Miller – artist
- Ben Fong-Torres: legendary Rolling Stone Journalist
- Paul Krassner: satirist, Merry Prankster, founder of the Yippies
- Carole Bayer-Sager – legendary songwriter, Burt Bacharach’s ex-wife

	<p>WOODSTOCK EXPERIENCE IS A LIMITED EDITION OF ONLY 1000 SIGNED BY MICHAEL LANG AND ARLO GUTHRIE</p> <p>EACH BOOK FEATURES:</p> <ul style="list-style-type: none"> • Over 300 pages printed large format (310mm x 235mm) on luxurious, heavyweight art papers • Over 200 photographs printed in fine screen lithography and image varnished • Original text by over 65 contributors providing revealing, first-hand anecdotes • Preface by Arlo Guthrie • Arlo and Michael Lang have hand-signed every copy in the edition
---	--

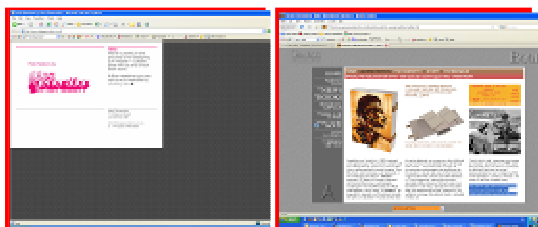
Dates:	5 th – 30 th August 2009	Private View & Book Launch:	4 th Aug: 6.30pm – 8.30pm
Address:	Idea Generation Gallery 11 Chance Street London E2 7JB	Tube:	Liverpool Street or Old Street
Opening Hours:	Monday to Friday: 12pm - 6pm Saturday & Sunday: 12pm – 5pm	Prices:	Free
		First Thursdays:	Open to 8pm

Contacts

For further information / Use of pictures & extracts / Interviews with Micheal Lang:

Idea Generation: +44(0)20 7749 6853
Alice Evans: alice@ideageneration.co.uk

Websites



www.ideageneration.co.uk

For:

- Online Press Office
- Client list
- Company contact detail

www.genesis-publications.com

For:

- Background information

Editor's Notes

Genesis Publications

Genesis Publications is an independent British publisher specialising in signed, numbered, craftsman-bound limited edition books on modern music. Each title is produced to the highest standard in the tradition of the private press and with the full co-operation of each author or artist concerned, and their autographs signify their approval and authentication of each edition.

Genesis was founded in 1974 by Brian Roylance, a former student at the London College of Printing; his aim to create a company true to the art of printing and craftsmanship. For this reason Genesis books are printed and hand-bound in Italy by top artisans. Brian's son and daughter, Nicholas and Catherine Roylance now run the company.

Genesis Publications has become the world's leading limited edition publisher in the field of modern music, in the last 30 years producing over 50 limited edition collectors' items, featuring pop and rock icons of the 60s, 70s and 80s. Subjects have included The Beatles, The Rolling Stones, The Who, Bowie, Lennon, George Harrison, Dylan and Pink Floyd founder, Syd Barrett. Authors and/or contributors include: George Harrison, Sir Paul McCartney, Ringo Starr, Yoko Ono, Eric Clapton, Peter Blake, David Bowie, Keith Richards, Bill Wyman, Mick Jagger, Charlie Watts, Ravi Shankar, Ronnie Wood, Pete Townshend and Sir George Martin. Working with many of the world's leading musicians, artists and writers, Genesis has established a reputation for quality which is second to none, and it was this that led The Beatles to invite Genesis to compile, edit and prepare for press their book *The Beatles Anthology* which was published to acclaim in October 2000.

TERMS AND CONDITIONS FOR USE OF IMAGES

ACCREDITATION

- Unless otherwise agreed in writing if any material reproduced by the media omits the copyright/accreditation notice relating to the material and specified by Idea Generation, a reproduction fee of up to £1000 shall be administered per image

Copyright

- All copyright remains with the Photographer – Henry Diltz, and Dan Garson unless otherwise stated,
- Photo by-lines for each photographer with copyright symbol must run adjacent to any images thus:
Subject name; year; © Henry Diltz / © Dan Garson

Editorial

- The name and date of book and publishing house must be credited at the beginning of any editorial
- The following must be stated clearly in the same, or similar, font and point size, at the end of any editorial: Woodstock Experience the signed, handmade limited edition book of 1,000 copies is available through Genesis Publications; www.genesis-publications.com ; Tel - +44 (0)1483 540 970; Collector copies £395
- In addition to the above, any extract using more than one image or exceeding one page, must also clearly display a pack shot image of the front cover.

USE OF IMAGES/EXTRACT

- All usage of pictures/extracts must be first approved in writing by Ellen Harrison, Idea Generation
- A maximum of 2 free press images can be used per piece of coverage
- All pictures/extracts must be used within two (2) weeks of receipt
- Material shall not be copied or loaned, and no use whatsoever shall be made of it by the recipient without the written consent of Idea Generation
- Save for the purpose of production for the licence due photographs may not be stored in any electronic medium without the written permission of Idea Generation.
- Material shall not be altered, added to, have any part deleted or otherwise manipulated without the written consent of Idea Generation

THESE TERMS AND CONDITIONS

- Any objection to these terms and conditions must be negotiated in writing to Ellen Harrison at Idea Generation before Agreement is signed
- As the recipient you agree to indemnify Idea Generation with respect to any claims or damages or any loss or costs arising in any manner from the reproduction, without proper reduction rights of any picture/extract supplied to you by Idea Generation
- While Idea Generation takes all reasonable care in the performance of this agreement generally Idea Generation shall not be liable for any loss or damage suffered by the recipient or by any third party arising from the use or reproduction of any material
- In case of printed publications, two copies of the relevant pages containing any material supplied are to be furnished free of charge within two weeks
- All review copies must be returned to Ellen Harrison at Idea Generation within one week of use, unless otherwise specified.
- This Agreement will be governed by and construed in all respects in accordance with the laws of England & Wales.
- IN WITNESS WHEREOF the Parties hereunto have executed this Agreement the day and year

Signed by:
On behalf of:

Signed by: **HECTOR PROUD**
On behalf of: **IDEA GENERATION LIMITED**