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Media Alert 01/06/09

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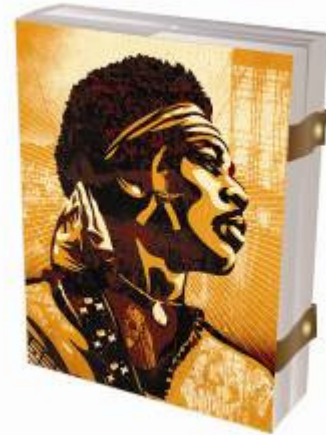
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GENESIS  
PUBLICATIONS

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## Shepard Fairey's homage to Woodstock

Genesis Publications  
launches the  
definitive  
retrospective



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Artist Shepard Fairey designs *Woodstock Experience* cover, 40 years on from the festival that changed the face of music

The elusive artist Shepard Fairey has designed the cover art work for Genesis Publication's *Woodstock Experience*, the exceptional and definitive retrospective marking the 40<sup>th</sup> anniversary of the festival to be launched this month.

Responsible for the iconic images for the Obama campaign in 2008, Fairey has designed cover art work for both the front and back of the book which is limited to 1,000 copies. Inspired by the photographs that appear in the book, taken by official Woodstock photographer Henry Diltz and never before seen photographs from Dan Garson; the images jump from the cover, inviting the reader to reminisce over one of the most important musical events of the Twentieth Century.

Dan Garson was just 17 when he went to Woodstock, having got a press pass for his high school magazine, his photographs reflect the wide-eyed wonder of a boy in awe of the free-love attitude, so different from his life in small-town America. Forty years later, his image of Hendrix inspired one of the most important artists of today the result of which we see here on the cover of the book.

*Woodstock Experience* is a two-volume book; the first volume of photographs is from Henry Diltz and contains behind the scenes images of the festival being set up, the planning and organisation, and the iconic artists of the day providing a soundtrack to a revolution. Dan Garson's extraordinary and never before seen images make up the second volume, along with his diary entries, and provide a unique insight into the mind of a teenage boy as he photographed some of the momentous happenings in musical history.

An artist used to depicting major figures who define a generation; Fairey's images of Hendrix and Woodstock organiser Michael Lang create a feeling of anticipation. Both men were leaders of the hippie generation and both figures on the cusp of something extraordinary.



**WOODSTOCK EXPERIENCE IS A LIMITED EDITION OF ONLY 1000 SIGNED BY MICHAEL LANG AND ARLO GUTHRIE**

**EACH BOOK FEATURES:**

**FOREWORD**

Introduced by Arlo Guthrie

**TWO VOLUMES**

Finely printed, cloth bound with gold and silver page edging  
 Volume 1: Main volume presents the illustrated history of Woodstock - by those who were there  
 Volume 2: The stunning - and totally unseen - photographic archive of Dan Garson

**PRESS PACK**

Reproduction of the original 1969 Woodstock press pack contains 5 new texts, essays & a replica site map

**7" VINYL SINGLE**

Limited edition pressing of 1,000 copies  
 'A' Side: Santana, 'Savor', performed live at Woodstock  
 'B' Side: Jefferson Airplane, 'White Rabbit', performed live at Woodstock

**WOODSTOCK ARCHIVES**

Artefacts reproduced include Santana's rider, Crosby, Stills & Nash artist contract, set lists & a Woodstock staff pass

**WOODSTOCK TICKET**

Somewhat incredibly, an authentic, 40-year old ticket is included in every box set, in mint condition

**HAND SIGNED & NUMBERED**

All copies are co-signed by Michael Lang & Arlo Guthrie

**HAND CRAFTED BOX**

- cloth covered, leather fastenings, finely printed Shepard Fairey art

**\*\*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
- 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

<p>forthcoming film 'Taking Woodstock'</p> <ul style="list-style-type: none"> <li>• Fantuzzi: musician/dancer – featured on Newsweek's cover at Woodstock</li> <li>• Fred Herrera: performed with Sweetwater</li> <li>• Gail Babnew: Audience member</li> <li>• Gerardo Velez: performed as percussionist with Hendrix</li> <li>• Bill Hanley: Woodstock sound man</li> <li>• Chris Langhart: Woodstock sound man</li> <li>• Henry Diltz: legendary photographer, shot Woodstock from start to finish</li> <li>• Jack Casady: performed with Jefferson Airplane</li> <li>• Rufus Friedman: stage hand</li> <li>• Sandy Goldman: Woodstock Ventures Employee</li> <li>• Carlos Santana: performer</li> <li>• Stan Goldstein: Head of staff and Hog Farm</li> <li>• Tom Law: Yoga instructor (featured prominently in movie)</li> <li>• Victor Zurbel: graphic designer and yoga instructor, accompanied Swami Satchidananda to Woodstock</li> <li>• Wavy Gravy: Merry Prankster and MC</li> </ul>	<ul style="list-style-type: none"> <li>• Mickey Hart: performed with Grateful Dead</li> <li>• Mike Heron: performed with Incredible String Band</li> <li>• Nancy Nevins: performed with Sweetwater</li> <li>• Perry Farrell: Janes Addiction lead singer</li> <li>• Ravi Shankar: performer</li> <li>• Richie Havens: performer</li> <li>• Ron Weisner: manager and producer, attended Woodstock</li> <li>• Rona Elliot: former NBC entertainment journalist, worked at Woodstock</li> <li>• <b>PLUS SPECIAL CONTRIBUTIONS FROM:</b></li> <li>• Tim O'Brien – author</li> <li>• Peter Max – artist</li> <li>• Shephard Fairey – artist and designer</li> <li>• George Lois – legendary art and advertising director</li> <li>• Wes Wilson – artist</li> <li>• Stanley 'Mouse' Miller – artist</li> <li>• Ben Fong-Torres: legendary Rolling Stone Journalist</li> <li>• Paul Krassner: satirist, Merry Prankster, founder of the Yippies</li> <li>• Carole Bayer-Sager – legendary songwriter</li> </ul>
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## Editor's Notes

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### 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.

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## Contacts

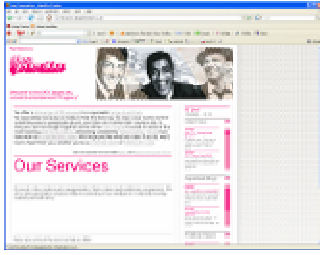
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### For further information/Use of pictures /Interviews

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# Websites



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For:

- Online Press Office
- Company contact detail



[www.genesis-publications.com](http://www.genesis-publications.com)

For:

- Background information