

ROCK

International Exhibition on Rock and its languages - 4thFourth Edition

**from FEBRUARY, 2nd to APRIL, 6th 2014
AT PAN – PALAZZO DELLE ARTI NAPOLI**

[*April, 19th 2014| *Record Store Day* | Room PAN]

FREE ADMISSION

ROCK! ⁴: the music on display again...

12 thematic sections to trace 60 years of great Rock!

"1954/2014: ROCK'N'ROLL BIRTHDAY!" THIS IS THE THEME OF THE 4TH EDITION OF THE INTERNATIONAL EXHIBITION "ROCK!" THE EVENT, THAT WILL TAKE PLACE BETWEEN FEBRUARY, 22ND AND APRIL, 6TH AT PAN - PALAZZO DELLE ARTI NAPOLI, WILL CELEBRATE THE 60 YEARS SINCE ELVIS PRESLEY'S FIRST SINGLE ("THAT'S ALL RIGHT, MAMA") AND THE LEGENDARY "ROCK AROUND THE CLOCK" BY BILL HALEY & HIS COMETS'.

FROM FEBRUARY, 22ND TO APRIL, 6TH at the **PAN - Palazzo delle Arti Napoli**, back again the **4th edition** of the "record exhibition" **ROCK!**: the event was conceived and directed by the journalists Carmine Anymone and Michelangelo Iossa. This year edition will occupy an area of 1.000 square meters.

in the previous editions the total amount of visitors reached 39.000 people. moreover there were more than 100 thematic meetings with the protagonists of the Italian and international music scene. among the artists that took part to the events there were: **Pete Best** of "the **Beatles**", **Roger Taylor** of "**Duran Duran**", **Ian Paice** of "**Deep Purple**", **Chris Barron** of "**Spin Doctors**", **Paul Whitehead** (author of the legendary covers of *Genesis* and *Van der Graaf Generator*), **Joe Satriani**, **Jono Manson** of "**Blues Travelers**", **America**, the prog-band **Osanna** with **David Jackson** (the sax player of *Van der Graaf Generator*), the guitarists **Ricky Portera**, **Andy Timmons**, **Scott Henderson** and **Eric Johnson**, the drummers **Carmine & Vinny Appice** and **Carl Palmer** and all the main singers of Naples as **Peppino di**

Capri, Enzo Gragnaniello and **Tony Esposito**. More activities: over 90 guided tours for schools, academies, colleges of art, cultural associations, universities, two production companies (*Napoli Strizza l'Occhio al Rock!* in 2012 and *NapoLiverpool* - Piero Gallo ensemble in 2013), projections of documentaries, presentations of book and discos and engaging live set.

Among the partners: **City of Naples - Department of Culture, Consulate General of the United States of America** (that contributed to the realization of the "Stars and Stripes" areas), the **British Consulate in Naples**, the **office of UK Trade & Investment of the British Embassy in Italy**, the **Consulate General of the Federal Republic of Germany**, the **Irish Embassy in Italy** and the **Irish Presidency of the European Union**, The **Goethe Institut**, "**Suor Orsola Benincasa**" University, **Bideri Foundation**, **Metronapoli**, **Gibson Guitar** and **Hard Rock Cafè International**...

Who conceived and directed "**ROCK!**" were **Carmine Aymone** and **Michelangelo Iossa**, journalists, music critics and teachers of the history of rock. The previous editions of the event recorded a daily average of visitors among the highest ever recorded by the PAN.

In occasion of the 4th Edition, **the Exhibition will include thousands of items**, gadgets, vinyl record, audios, photographs, vintage posters, musical instruments and much more object from the most important Italian and European private collections. The event represents a full immersion on the most famous rockstars and on the music of the last decades, a way to experience again the art that changed that inevitably influenced the contemporary music.

As usual, **ROCK!** will host a series of **live shows** (for this Edition the planned live-sets are: **Twin Dragons**, the **U.S. Naval Forces Europe/Allied Forces Band**, **Rino Zurzolo**, **Joe Amoruso** and much more), **workshops**, **presentations of books**, **CDs**, **movies**, **thematic meetings on the history and the development of rock**.

SATURDAY, MARCH, 1ST the Exhibition will host **ULI JON ROTH'S CONCERT (SCORPIONS, UFO, G3** with Joe Satriani and Michael Schenker, **Electric Sun**).

The exhibition will also host works of art inspired by rock music. Among the artists: **Lello Esposito** (who created a figurative piece of art "**ROCK!**"), **Anna Amoretti**, **Sarah Van Hoe**, **Maurizio Bonolis**, **Lino Vairetti**, **Ombretta del Monte**, **Fabrizio Morrone**...

THE 12 THEMATIC AREAS of ROCK!4

1 - **USA Rocks!** [Created with the **Consulate General of the United States of America, Naples**]

On the occasion of the 60th anniversary of the release of *That's All Right Mama*, first single by Elvis, the exhibition ROCK! celebrates the fathers of rock'n'roll: **Bill Haley, Jerry Lee Lewis, Elvis Presley, Buddy Holly, Muddy Waters...**

2. **ROCK FANTASY**

- **ROCK & CARTOONS**: a journey into the relationship between the animation and the world of international and Italian rock

- **ROCK & COMICS**: Jim Morrison, John Lennon, the Queen, Pink Floyd, punk and grunge... the comics that dealt with the myths of rock.

3. **ROCK: sonorous "documents/monuments"**

Ten documents and monuments that influenced the history of rock as for instance Live Ais, the Woodstock nation, Bel Air massacre, Martin Luther King's speeches, Nelson Mandela, the Berlin Wall. This area of the Exhibition presents projections and thematic meetings.

4. **CantaNapoli INTERNATIONAL**

By **Bideri Foundation** (45 rpm record "Sciummo" by Bing Crosby, "O sole mio" by Count Basie, "Torna a Surriento" by Quincy Jones...): the great myths of music pay homage to Neapolitan songs.

5. **THE ROCK ON POSE**

HENRY Ruggeri, the great photographer of Rock!: one of the most popular 'objectives' of the international rock in his solo exhibition of images taken during his ten years career.

6. **WHAT IF...**

The great covers of rock - as "Sgt. Pepper" by Beatles, "The Dark Side of The Moon" by Pink Floyd - reinterpreted by visual artists such as **Lino Vairetti, Peppe Rosamilla** and much more.

Le grandi copertine del rock – da "Sgt. Pepper" dei Beatles a "The Dark Side of The Moon" dei Pink Floyd – 'rilette' e reinterpretate da noti artisti figurativi come **Lino Vairetti, Peppe Rosamilla** e molti altri...

7. **Mark Wilkinson**

An exhibition of **23 works**- including originals, prints and reproductions of paintings produced for ROCK!4 produced by **Mark Wilkinson**, author of the legendary covers of rock history. His works marked the visual path of bands and musicians such as **Marillion, Iron Maiden, Fish, Syd Barrett of Pink Floyd, Judas Priest, Bon Jovi.**

THE BRITISH ARTIST AND ILLUSTRATOR, WILL BE THE GUEST OF THE SHOW - TOGETHER WITH FISH, THE LEGENDARY FOUNDER AND LEAD SINGER OF MARILLION - SATURDAY, MARCH 15TH, 2014.

8. Let's start from ... ROCK! - Massimo Troisi

1994/2014: 20 years after the death of the famous actor and director, the exhibition rock!, with the help and cooperation of his great friend Alfredo Cozzolino, will trace Massimo Troisi's extraordinary artistic career through an exhibition of posters of his famous film ,its theater, memorabilia, video cassettes, albums, cd, soundtracks of his works.

9. The sound of music: history of talking machines and of Radio

[Section by **Raffaele Grieco**]

As every year, the exhibition presents an exhibition of contemporary and vintage audio equipment, gadgets and objects.

As part of the celebrations of the 140th anniversary of Guglielmo Marconi's birth, this section will be enriched with a radio exposure curated by **Lisa Sannino Marrone** and made of over that 40 radios from the 40's to the 60's.

10. Lou Reed: American Poet

The exhibition ROCK! celebrates the former Velvet underground **Lou Reed**, recently died, with an exhibition of objects, rare discos, photographs and posters.

11. Baby ROCK!

This year as well the exhibition will present **BABY ROCK!** section: every Saturday (from 11.00am to 12.30pm) the protagonists will be the children aged between 4 and 10 (maximum 20 children, the presence of parents is required), that will have the opportunity to play with art and rock!

This section was created in collaboration with the schools of *Suor Orsola Benincasa* and the *British Council* of Naples. During the meeting, children will approach the visual art of rock, learning English and having fun with the most famous rock songs of all time!

12. The 4 strings of ROCK!: History and evolution of the electric bass

Organized in collaboration with *Guitar Center Naples* of Cristiano Ceruti (www.centrochitarre.com), the section presents the history of the electric bass, from the first models dating back to 1951 created by Leo Fender to the most recent ones.

NOTE: For the second consecutive year, the exhibition ROCK! - 'In collaboration with Good Ones' - will be an integral part of the European circuit of **RECORD STORE DAY**, World Day of Discs Stores. Saturday, April 19th, 2014 the Pan Room of the Palazzo delle Arti Napoli will host an exclusive meeting to celebrate the 40th anniversary of the publication of the first album of the brilliant composer and bassist **Jaco Pastorius**.

ROCK! ⁴.

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PAN - *Palazzo delle Arti Napoli* | II FLOOR

February 22nd, 2014 - April 6th, 2014 | FREE ADMISSION

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CULTURAL DIRECTION

Michelangelo Iossa | Carmine Aymone

PRESS OFFICE

Alessandra Del Prete

ALDELPRETE@GMAIL.COM

TEL. : 0039 349 12 63 282