



NAME Rock and Roll Hall of Fame and Museum

LOCATION On the shore of Lake Erie in downtown Cleveland's North Coast Harbor at 1100 Rock and Roll Blvd, 44114

PHONE (216) 781-ROCK or (888) 764-ROCK

HOURS 10 a.m. - 5:30 p.m. daily (open until 9 p.m. on Wednesdays) Closed Thanksgiving and Christmas. From Memorial Day to Labor Day, the Museum is also open until 9 p.m. on Saturdays.

ADMISSION Adults \$22
Great Cleveland-area Adults \$18
Seniors (60+) \$17
Children (ages 9-12) \$13
Children (ages 8 and under) FREE

EXHIBITS The Museum's exhibits are designed to provide the visitor with a unique, interactive experience. The collection of artifacts and costumes is enhanced by the combination of state-of-the-art technology and innovative film and video. The Museum offers a comprehensive retrospective on rock and roll's origins, development, legends and immense impact on global culture.

The exhibits take the visitor on a fast-paced journey through the history of rock and roll music, from one-hit wonders to legendary inductees, from its roots in gospel, country and blues to the important local music scenes in such cities as Memphis, Detroit and San Francisco. Other exhibits are devoted to the pioneering rock and roll artists of the Fifties, the soul artists of the Sixties, the political protests against rock and roll and interplay between fashion and rock.

PROGRAMS The Museum hosts a variety of education and public programs. Public programs include year-round concerts and the Hall of Fames series featuring evenings with Rock Hall Inductees. There are education programs for everyone from toddlers to college students, to teachers and adults in general.

INITIAL PROJECT COST \$92 million for land acquisition, construction costs, fees, and equipment.

FUNDING The Museum was built through a public-private partnership that included the State of Ohio, City of Cleveland, Cuyahoga County, the Cleveland-Cuyahoga County Port Authority and Cleveland area and music industry corporations and foundations.

ANNUAL ECONOMIC IMPACT

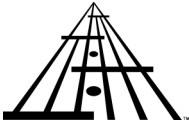
	\$107.1 million
Personal income generated annually in Cuyahoga County	\$25,000,000
State and local revenues generated annually	More than \$5,000,000
Jobs generated in Cuyahoga County	936
Disposable income generated annually in Cuyahoga County	\$23,000,000

ATTENDANCE More than 7,000,000 visitors have toured the museum since its September 1995 opening.

SPACES Total Area: 150,000 square feet
Outdoor Plaza: 65,000 square feet
Exhibition area: 55,000 square feet

MISSION The Rock and Roll Hall of Fame and Museum is the nonprofit organization that exists to educate visitors, fans and scholars from around the world about the history and continuing significance of rock and roll music. It carries out this mission both through its operation of a world-class museum that collects, preserves, exhibits and interprets this art form and through its library and archives as well as its educational programs.

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THE ROCK AND ROLL HALL OF FAME AND MUSEUM

The Museum: The Rock and Roll Hall of Fame and Museum is a 150,000 square-foot picturesque building that serves as the permanent home of the Rock and Roll Hall of Fame. This is the world's first museum dedicated to the living heritage of rock and roll music. The Museum features dynamic interactive exhibits, intimate performance spaces and presents a rotation of artifact and costume displays from the museum's permanent collection. Exhibits showcase specific eras, styles and milestones, as well as highlight the many facets of rock and roll's evolution. The Museum presents public programming, including the popular *Hall of Fame Series*, which regularly features Hall of Fame inductees in an informal interview and performance setting. The annual *American Music Masters Series* is dedicated to the exploration of an early influence inductee's music and enduring impact on popular music.

The Building: Designed by internationally renowned architect I.M. Pei, the building is a striking state-of-the-art facility that rises above the shores of Lake Erie. It is a composition of bold geometric forms and dynamic cantilevered spaces that are anchored by a 162-foot tower. The tower supports a dual-triangular-shaped glass "tent" that extends (at its base) onto a 65,000 square-foot plaza, providing a dramatic main entry facade.

The building houses more than 55,000 square-feet of exhibition space, as well as administrative offices, the Museum Store presented by FYE Music and a café.

I.M. Pei, arguably the world's most celebrated architect, designed the National Gallery of Art's East Building in Washington, DC, the John F. Kennedy Library in Boston, the Museum of Modern Art in Athens, and the expansion of the Louvre in Paris, among many other buildings worldwide.

"In designing this building," says Pei, "it was my intention to echo the energy of rock and roll. I have consciously used an architectural vocabulary that is bold and new, and I hope the building will become a dramatic landmark for the city of Cleveland and for fans of rock and roll around the world."

Location: The Museum is located on the shore of Lake Erie in downtown Cleveland's North Coast Harbor at 1100 Rock and Roll Blvd., Cleveland, Ohio 44114.

Architect: I. M. Pei. Pei, Cobb, Freed and Partners (New York)

Timeline:	1983	Hall of Fame Foundation founded
	January 1986	First Hall of Fame induction, New York City
	May 5, 1986	Cleveland selected as the home of the Rock and Roll Hall of Fame and Museum
	June 1986	I.M. Pei selected as project architect
	June 7, 1993	Groundbreaking Ceremony
	September 1, 1995	Grand opening
	May 1997 - February 1998	<i>I Want to Take You Higher: The Psychedelic Era 1965-1969</i> exhibit
	April 2, 1998	Opening of new Hall of Fame wing
	August 1998 - Sept. 1999	<i>Elvis</i> exhibit
	November 1999- Sept. 2000	<i>Roots, Rhyme and Rage: The Hip-Hop Story</i> exhibit
	May 2000 - Sept. 2000	<i>Rockstyle</i> exhibit
	September 2000	<i>Jimi Hendrix Surround Sound Theater and Exhibit</i> opens
	Oct. 2000 – Dec. 2002	<i>Lennon: His Life and Work</i> exhibit
	May 2002	<i>Fifty Years of Rock and Roll</i> opens
	Feb. 2003 – Feb. 2004	<i>IN THE NAME OF LOVE: Two Decades of U2</i>
	April 2003	<i>Hang on Sloopy: The Music of Ohio</i> opens
	March 5, 2004	<i>The New Sound: Les Paul & the Electric Guitar</i> opens
	Apr 28, 2004 – Dec 31, 2004	<i>Reflections: The Mary Wilson Legacy Collection</i> exhibit
	May 27, 2004 – Sept 6, 2004	<i>Annie Leibovitz: American Music</i> exhibit
	Nov 24, 2005 – Sept 5, 2005	<i>The Genius of Ray Charles</i> exhibit
	February 2005	<i>Listen to the Music: The Evolution of Audio Technology</i> opens
	April 7, 2005 – March 2006	<i>Tommy: The Amazing Journey</i> exhibit
	May 20 – September 7, 2006	<i>Bob Dylan's American Journey: 1956-66</i>
	Oct. 21, 2006 – Oct 7, 2007	<i>Revolution Rock: The Story of the Clash</i>
	Nov 14, 2006 – April 15, 2007	<i>The Color of Rock: The Art of Philip Burke</i>
	May 25, 2007 – Sept 1, 2008	<i>Break on Through: The Lasting Legacy of the Doors</i>
	June 22, 2007 – March 16, 2008	<i>Catch a Wave: The Beach Boys, the Early Years</i>
	Nov 11, 2007 – Sept 7, 2008	<i>HELP! Behind the Scenes of the Beatles Movie</i>
	April 26, 2008 – present	<i>Take Me Out: Baseball Rocks!</i>
	June 26, 2008 – Sept 21, 2008	<i>Mike McCartney's Liverpool Life</i>
	Aug 29, 2009 – present	<i>WMMS: A Cleveland Legend Turns 40</i>
	Oct 10, 2008 – Jan 4, 2009	<i>Cleveland Rocks: The Birthplace of Rock and Roll</i>
	Oct 30, 2008 – Mar 1, 2009	<i>Sparkle & Twang: Marty Stuart's American Musical Odyssey</i>
	Jan 1, 2009 – Dec 31, 2009	<i>MOTOWN: The Sound of Young America Turns 50</i>

Initial Project Cost: \$92 million for land acquisition, construction costs, fees, and equipment.

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Attendance: More than 7,000,000 visitors have toured the museum since its September 1995 opening.

Total Area: 150,000 square feet

Outdoor

Plaza Area: 65,000 square feet

Exhibition

Area: 55,500 square feet

Key

Personnel: Terry Stewart, President & CEO
Jacklyn Chisholm, Vice President of Planning and Institutional Relations
Greg Harris, Vice President of Development
Jim Henke, Vice President of Exhibitions and Curatorial Affairs
Brian Kenyon, Vice President of Finance and Administration
Todd Mesek, Vice President of Marketing and Communications
Lauren Onkey, Vice President of Education and Public Programs

THE COLLECTION

Collection: The Rock and Roll Hall of Fame and Museum's collection is the world's definitive source for the preservation, interpretation and celebration of the history of rock and roll. Exhibited in conjunction with films and interactive computers, the artifacts in the collection tell the stories of rock and roll's great artists and help explain the music's evolution, as well as many of the themes and issues the music has addressed.

To capture the ever-evolving spirit of rock and roll, the collection features some items for temporary display. Through these changing exhibitions, the Rock and Roll Hall of Fame and Museum can continually offer visitors fresh, new experiences in rock and roll.

Highlights: Among the highlights of the collection are:

Costumes:

- * Bruce Springsteen's outfit from the cover of *Born in the U.S.A.*
- * Prince's *Purple Rain* coat
- * Madonna's bustier from "Like a Virgin"
- * David Byrne's "Big Suit" from *Stop Making Sense*
- * Roger Daltrey's fringed leather outfit from the Rolling Stones' *Rock and Roll Circus*
- * David Bowie's *Ziggy Stardust* jumpsuit
- * Bono's Zoo-TV "Fly" costume
- * John Lennon's and Ringo Starr's *Sgt. Pepper* uniforms

Personal Effects:

- * Telegram from Paul & Linda McCartney to Neil Young, 1982
- * John Lennon passport and green card
- * Jimi Hendrix handwritten *Purple Haze* lyrics
- * Handwritten lyrics to the Beatles' *In My Life* and *Lucy In the Sky With Diamonds*
- * John Lennon grammar school report card
- * Buddy Holly high school diploma

Instruments:

- | | |
|---|--|
| * Duane Eddy Guild guitar | * Lead Belly 12-string Stella acoustic guitar |
| * Eddie Cochran 1955 Gretsch guitar | * Jimi Hendrix 1965 Fender Stratocaster guitar |
| * Duane Allman 1959 Gibson Les Paul and 1963 Gibson SG Standard | * Louis Jordan tenor saxophone |
| * Les Paul "Clunker" guitar | * Robbie Robertson 1958 Fender Stratocaster |

Exhibit Sets:

- * Recreation of Sun Studios with Sam Phillips' original recording equipment and piano
- * Music scenes that trace the following movements: Memphis Rockabilly, London/Liverpool British Invasion, Detroit Motown, San Francisco Psychedelic, Mid-'60s L.A., London/New York Punk, and Seattle Grunge.
- * ZZ Top *Eliminator* Car
- * U2 *Zoo-TV* Stage set cars

THE EXHIBITS

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Special Features:

- Over fifty different exhibits explore the history of rock and roll through thousands of original artifacts, including instruments, costumes, stage props and paper documents. The museum also includes numerous films, videos and interactive computer stations to further tell this story.
- State-of-the-art radio studio where SIRIUS Satellite Radio and visiting radio stations from across the country conduct live broadcasts.
- 164 -seat indoor theater for films, lectures, press conferences and performances.
- Outdoor area for concerts
- The Hall of Fame, a dramatic multi-media gallery combines film footage, music interviews, animation and photography on three giant screens to tell the story of the Rock and Roll Hall of Fame inductees.

Additional Features:

Sparkle & Twang: Marty Stuart's American Musical Odyssey is an astounding array of performance costumes, accessories, handwritten lyrics, personal letters and instruments, collected by country music artist Marty Stuart. The collection represents 40 years of the classic musical greats behind rock and roll, country, rockabilly, bluegrass and southern gospel. Amazingly, Stuart obtained some of the best pieces in his collection from Nashville thrift stores. Sparkle & Twang shares the dual story behind the legendary music personas, as well as the significance behind preserving the culture that represents America's musical past. More than 300 artifacts are featured in this exhibit.

Cleveland Rocks: The Birthplace of Rock and Roll - Photographs by George Shuba: In the 1950s and '60s, Cleveland, Ohio was the place for rock and roll acts to make their U.S. debuts, test their nerves on live TV, or appear in a venue few stars would dare to try today: high-school auditoriums. George Shuba, the "Grandfather of Rock and Roll Photography," was a ubiquitous figure on the area music scene. Cleveland Rocks focuses on the years 1963-69, when the Fab Four, Jimi Hendrix, the Rolling Stones, Jackie Wilson, and the Doors sent local teens into joyful hysterics. While the subjects of Shuba's luminous silver gelatin prints are ostensibly the musicians, it is the faces around them that often stand out: happy teenaged boys in suits and ties, girls with short cotton dresses and stiffly-sprayed beehives, lines of wary, tough-looking Cleveland policemen prepared to force back the crowds. This exhibition is more than a glimpse into the pop-music scene in a blue-collar Midwestern city: it encapsulates an era.

WMMS: A Cleveland Legend Turns 40: Since it first went on the air 40 years ago on September 28, 1968, Cleveland's WMMS radio station has earned a coveted place in the history of FM radio. The station played a key role in breaking such rock icons as David Bowie, Roxy Music, Rush and Bruce Springsteen. Along with its impressive playlist, the station has been home to such legendary deejays as Billy Bass, "Kid Leo" Travagliante, "Matt the Cat" Lapczynski, Len "Boom Boom" Goldberg, Ed "Flash" Ferenc, Jeff Kinzbach, Betty Korvan, Murray Saul, Steve Lushbaugh and Rover. In celebration of its 40th anniversary, the station hosted and broadcast a live Springsteen concert from the Agora theater in Cleveland, which was one of the most heavily bootlegged concerts of the rock era. Readers of Rolling Stone magazine voted WMMS as "Radio Station of the Year" nine years in a row, and to this day the station remains a powerful influence. The WMMS 40th Anniversary exhibit will open on August 29th on the third floor of the Rock Hall. Featured will be a variety of artifacts, including David Helton's original iconic radio station buzzard logo, airchecks from the deejays, original photos, gold and platinum records, interoffice memos and video and listening stations that document the impact of one of America's most important radio stations.

Listen to the Music: The Evolution of Audio Technology: This exhibit examines the development of consumer audio technology over the last century, its impact on the evolution of rock and roll and its roots and on the experience of *listening* to rock music. The exhibit includes a graphic timeline, artifacts and listening stations containing 18 recordings made by Thomas Edison from 1877 to 1929. The exhibit will also look at the evolution of technology starting with Edison's invention, then going through the changes in radio and radios, vinyl records and all the way to MP3 players and iPods.

The New Sound: Les Paul and the Electric Guitar: The name Les Paul is synonymous with the electric guitar. As a player, inventor and recording artist, Paul has been an innovator from the early years of his life. In 1941, Paul built his first solid-body electric guitar, and he continued to make refinements to his prototype throughout the decade. He also worked on refining the technology of sound, developing revolutionary engineering techniques such as close miking, echo delay and multi-tracking. This exhibit will look at the development of the electric guitar, as well as Paul's inventions in the area of recording.

Hang on Sloopy: The Music of Ohio: This exhibit examines the long history of Ohio pop music through the use of artifacts, photographs and music. A soundtrack accompanying the exhibit illustrates the range of Ohio talent from Dean Martin to Devo. Visitors will see and feel the influence that popular music has had in Ohio, and the impact that Ohio's talent has had on the world of rock and roll.

Rave On: Rock and Roll's Early Years: This exhibition celebrates the enduring music of rock and roll's originators including Buddy Holly, Chuck Berry, Fats Domino, the Everly Brothers and Little Richard, among others.

500 Songs That Shaped Rock and Roll: By using this interactive database, visitors can access some of rock and roll's most popular and influential recordings.

Respect: The Sound of Soul: This exhibit explores the rich legacy of soul music, with a wide variety of items from James Brown, Al Green, Curtis Mayfield, Otis Redding and many others.

Three theaters which take visitors on a cinematic journey through rock and roll history: *Mystery Train* and *Kick Out the Jams* in Theater One and Two examine the roots of rock and its continuing evolution today. The It's Only Rock 'N' Roll Theater presents *Rock Is* and other special films.

Right Here, Right Now: This permanent exhibition space is dedicated to today's hottest and up-and-coming artists. The current exhibit includes artifacts from Madonna, Britney Spears, No Doubt and Eminem.

EDUCATION AND PUBLIC PROGRAMS

American Music Masters Series

The cornerstone of the Rock and Roll Hall of Fame and Museum's education programs. Initiated in 1996, the *American Music Masters* series is an annual event that celebrates the lives and careers of rock and roll's early influences - artists whose music predated rock and roll but who significantly impacted the evolution of popular music. Each year the series includes Museum exhibits, lectures, films, performances, a conference and an all-star tribute concert benefiting the Oral History Archives of the Rock and Roll Hall of Fame and Museum.

Hall of Fame Series

The Rock and Roll Hall of Fame and Museum's *Hall of Fame Series* was initiated in 1996 to bring Hall of Fame inductees together with fans in an intimate setting to discuss their careers and often perform. Aretha Franklin, Dion, the Kinks' Ray Davies, Jerry Wexler, Wilson Pickett, Ruth Brown and Little Richard are among those who have appeared as part of the *Hall of Fame Series*.

Rock and Roll Night School

Rock and Roll Night School is a monthly series of educational, discussion-based night classes offered free of charge from 7:00 to 8:30 p.m. on the 4th Wednesday of each month. Jason Hanley, musicologist and director of education at the Rock and Roll Hall of Fame and Museum, will lead classes, which are geared towards adults interested in gaining more knowledge about rock and roll History. The program will explore the history of rock and roll, from its roots to its current incarnations. Special attention will be given to the music's impact on society, its reception by fans, and its most innovative practitioners. Each class will include a presentation, music and video clips, and group discussions.

From Songwriters to Soundmen: The People Behind the Hits

"From Songwriters to Soundmen: The People Behind the Hits" gives Rock Hall audiences an inside look at aspects of the music business that are often concealed from view. The series, held on the third Wednesday of every month, runs from October to June of each year. From label executives to producers to guitar techs, the music industry is populated with remarkable characters who have equally remarkable stories to tell. If many of us know a whole lot about the stars, too few among us know about the folks who work alongside the stars, who discover stars, who direct the careers of stars, who produce their songs. The Songwriters to Soundmen program is one of a series of educational programs established by the Rock Hall to tell the story of the social and cultural significance of rock and roll music.

Summer Teacher Institute

The annual Summer Teacher Institute takes an interdisciplinary approach to bringing popular music into teachers' curricula in meaningful ways. Geared particularly for secondary English, social studies and music educators (but open to anyone interested), the institute meets daily for five days in June. The course includes rock and roll history lectures, guest speakers, and workshops.

Teachers Rock

Teachers Rock provides a forum for K-12 level teachers and school administrators who are interested in integrating popular music into their classrooms across the disciplines. The monthly series is offered free of charge from 4:30 to 6 p.m. on the 2nd Wednesday of each month at the Rock Hall. Education Programs Manager Susan Oehler, an ethnomusicologist and former public school teacher, leads the series. Each session explores a moment in the history of popular music and includes a featured lesson or resource. The goal is for teachers to learn how to use appropriate classroom activities and methods that integrate rock and roll music, from its roots to its current incarnations. Open discussion invites participants to share lessons and instructional methods with colleagues. Documentation of participation is available at the close of each session.

Toddler Rock

Toddler Rock is a nationally acclaimed music-based outreach/education program for underserved preschoolers, their parents, caregivers and teachers. The program was designed and is implemented by board-certified music therapists and targets 3-5 year olds. Its purpose is to promote positive interaction of children with their parents and teachers, and to increase the children's academic, social, communication and music skills through the structured use of music. Toddler Rock has been chosen for recognition as a 2006 Coming Up Taller Semifinalist by the President's Committee on the Arts and the Humanities and its partner agencies, the Institute of Museum and Library Services, National Endowment for the Arts, and the National Endowment of the Humanities.

Rockin' the Schools

Funded by a grant from the John P. Murphy Foundation and the Cleveland Grand Prix Charities, *Rockin' the Schools* offers students, grades 6 – 12, the opportunity to learn about the history, poetry, and culture of rock and roll music within the Museum's modern architectural environment.

Distance Learning: On the Road

The Rock and Roll Hall of Fame is at the forefront of bringing popular culture into the classroom. The Museum's award-winning distance-learning program, *On the Road*, uses videoconferencing technology to offer a one-of-a-kind educational experience for grades 4-12. Our educational programs reach students of all ages and teach them how music has played a role in some of the most important social, cultural and political issues in modern history.

Summer in the City Concert Series

The Rock and Roll Hall of Fame and Museum presents a series of concerts every summer that features both local and national acts.

HISTORY OF THE ROCK AND ROLL HALL OF FAME AND INDUCTION PROCESS

The concept for a museum and archive dedicated to rock's vital heritage was initiated in 1983, when a group of influential figures in the music industry created the Rock and Roll Hall of Fame Foundation to honor the men and women who have made unique contributions to the energy and evolution of rock and roll. The Foundation undertook a nationwide search for an appropriate location, and in 1986 Cleveland was selected as the home of the Rock and Roll Hall of Fame and Museum.

In addition to supporting the development of the Museum, the Rock and Roll Hall of Fame Foundation organizes the annual nomination, election and induction of new members into the Rock and Roll Hall of Fame. The nominees are chosen by a committee of historians and musicologists, and are eligible if they have released a record at least 25 years prior to induction. They are then voted on by an international group of music industry professionals, including producers, broadcasters, journalists and performers. Since 1986, over 225 artists, as well as members from the non-performer and early influence categories, have been inducted into this pantheon of rock greats.