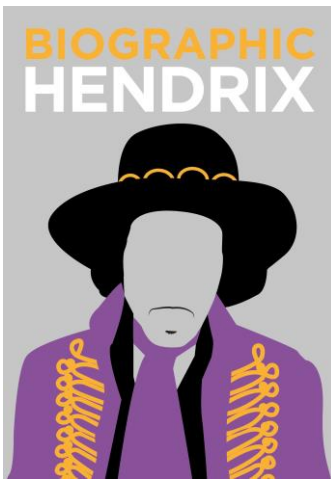


PRESS RELEASE

THE BIOGRAPHIC SERIES

The Biographic series presents an entirely new way of looking at the lives of the world's greatest thinkers and creatives. Taking 50 defining facts, dates, thoughts, habits, and achievements of each subject, they use **infographics** to convey each of them in vivid snapshots. When we can recognize an artist by a set of icons, we can recognize how completely that artist and their work have entered our culture and consciousness. Each Biographic title is designed to be as entertaining as it is informative.

Timelines not only pinpoint significant dates, but set them in the context and culture of their times. Dynamic maps locate biographical waymarks alongside other points of interest. Flow-charts and bubble-diagrams depict working processes and styles, and character traits are illuminated by visual comparisons. Biographics blend the essential with the trivial. Packed with facts, they are the essential guides to the paths that led to greatness.



BIOGRAPHIC HENDRIX

By Liz Flavell
By Ammonite Press
July 2018 • RRP £9.99

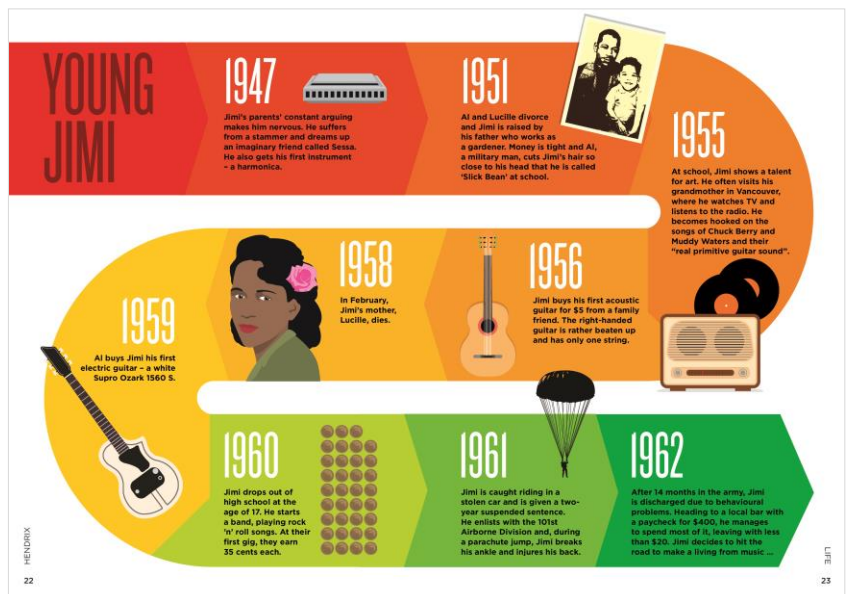


Many people know that Jimi Hendrix was a pioneering guitarist and songwriter whose performances were at the heart of Sixties pop culture. What, perhaps, they don't know is that he trained as a paratrooper in the US Army; that his first guitar cost only \$5, while the guitar he set light to at a festival later sold for \$380,000. Hendrix was a fascinating musician, although left-handed he learned to play the guitar right-handed because his father believed being left-handed was a sign of the devil. He had run-ins with the law throughout his life but it was joyriding in a stolen car that got him sentenced to military service in the Army. Whilst living in London he resided in house next door to the former home of composer George Frederic Handel – inspired by his former neighbour of yesteryear Hendrix spent hours listening to classical music. He had an incomparable influence upon the musicians of his generation, and subsequent ones, and this book is filled with illuminating infographics of Jimi Hendrix's legacy.

Biographic: Hendrix presents a visual walk along the watchtower through his life and work, with an array of irresistible facts and figures converted into infographics to reveal the genius behind the purple haze.

About the author:

Liz Flavell is a former music journalist who writes and edits reference books, with a focus on history and biography. Her most popular titles include biographies of Elvis Presley, John Lennon and Christian Dior.



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LEGENDARY LOOKS

Hendrix changed the face of male fashion when he arrived in London in the 1960s. At the time, bands such as The Rolling Stones and The Beatles were kitted out in made-to-measure suits, but Hendrix's military jackets and use of jewellery inspired many to follow in his fashion footsteps.

SCARVES AND BANDANAS

Scarves were a staple of Hendrix's wardrobe, and in 1968 he began tying them around his arms and legs for dramatic effect. As his career progressed, he swapped his hats for bandanas.

MILITARY MAN

One of Hendrix's first looks was that of a Bohemian army officer. This vintage military jacket was acquired from the famous 'Granny Takes a Trip' boutique on Kings Road, Chelsea.

SILK SHIRTS

Hendrix shopped at the Portobello and Kensington markets, picking up fancy dress shirts. At the Monterey Pop Festival in 1967, Hendrix wore this yellow silk shirt, designed by Mick Jagger's brother, Chris Jagger.

VELVET COWBOY

Hendrix picked up this wide-brimmed Westerner-brand cowboy hat in 1967, and customized it with a purple band and brooches. The hat was stolen in 1968 - many of his clothes were pilfered by fans who wanted to prove they had spent the night with Hendrix.

WOODSTOCK

Fashion designers Michael Braun and Toni Ackerman met Hendrix in 1968 and they designed his Woodstock outfit, as well as all the colourful, billowing shirts for which Jimi became famous.

KIMONOS

Michael Braun and Toni Ackerman were also responsible for many of Hendrix's kimonos. Hendrix loved the soft material, which allowed him full movement of his arms when playing guitar.

HENDRIX 46

WORLD 47

TOURING THE WORLD

Hendrix played with The Jimi Hendrix Experience from October 1966 to June 1969, in which time the band toured Europe and the United States extensively. Life on the road was exhausting - as a result, the band split and Jimi went on to form Band of Gypsys in 1969.

CONCERTS

USA 161	UK 37
GERMANY 6	CANADA 4
SWEDEN 4	DENMARK 4
FRANCE 1	TOTAL 217

MEMORABLE PERFORMANCES

- ADMIT ONE OLYMPIA THEATRE PARIS OCTOBER 1966
- MONTEREY POP FESTIVAL JUNE 1967
- WINTERLAND BALLROOM SAN FRANCISCO OCTOBER 1968
- WOODSTOCK AUGUST 1969 NEW YORK
- FILLMORE EAST JANUARY 1970 NEW YORK
- L.A. FORUM APRIL 1970
- ATLANTA INTERNATIONAL POP FESTIVAL JULY 1970
- ISLE OF WIGHT FESTIVAL AUGUST 1970
- ROYAL ALBERT HALL FEBRUARY 1969 LONDON
- BERKELEY COMMUNITY THEATER MAY 1970 CALIFORNIA
- NEW YORK MARCH 1968



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