

Rock Art Show Hits The Road

As anyone wearing a Jerry Garcia tie can tell you, many musicians have turned to visual art as another outlet for their creativity. Right Brain Revenue, a company owned by Greater Media/Philadelphia marketing director Scott Segelbaum, has launched a touring event showcasing the art of musicians as a revenue builder for radio stations.

Segelbaum first got the idea of having a rock art show when he was the promotion director of classic rock KLSX Los Angeles. After arriving in Philadelphia, he did a similar event at classic rock WMGK.

"This is upscale, cool and a natural extension of artists people love," he says. "If you're a Paul McCartney fan, you would be interested in his art. And if you go home with a piece of his artwork, you've got a limited-edition lithograph signed by Paul McCartney."

Former heritage rock WMMR Philadelphia PD Sam Milkman is acting as a consultant for the rock art show project. He cites a book called "Musicians As Artists" for which Segelbaum served as a consultant. "The theory is that if your mind is geared to creating artistic musical work, then those same circuits help create visual art as well," Milkman says. "We all have some sort of inclination of what the artwork of Jerry Garcia looks like, but apparently, it works that way for many creative minds. It's really cool to see what comes off the pen of Paul McCartney or Tom Petty. And it brings you closer to the artist."

The show features about 100 lithographs, photographs and signed lyric sheets by artists including John Lennon, David Bowie, Ron Wood, Garcia, McCartney, Petty and Jon Anderson of Yes. The show also features photographers that have shot album covers and have signed some of their photographs.

The prices range from \$100 to \$4,500, but Segelbaum says there will be "a few select high-profile shows where I may take out on consignment some original John Lennon artwork that sells for \$13,000.

"This is a sales dream come true," Segelbaum adds. "Programming loves it, and the sky's the limit on how to sponsor it. It's a lot of work to

put everything together, but once it's all together, I have this stock, inventory and the relationships I've built up over the last 10 years where I can get access to all these pieces."

After stations book the show, Right Brain Revenue brings all the artwork to the city. "We ask the radio station to supply the venue, which can be a revenue generator," Segelbaum says. "In Philadelphia, for example, the venue pays to have us there because of the traffic we get. What we ask in return is a commission on the sales of their sponsorships. So there are no upfront fees, there's no guarantees and the fees that we ask for are after the commissions have been paid."

The rock art show is geared for classic rock or triple-A stations, as those artists are the most appropriate ones for the stations with which Segelbaum has done the show in the past. But he doesn't rule out expansion to other formats.

"The art that we've been able to curate has been a lot of Beatles, Stones and basically the Mount Rushmores of rock," he says. "But I absolutely think it can branch out. John Lennon and Jerry Garcia are incredible artists, but Marilyn Manson is a great artist, too. So it certainly can expand to other formats as it goes on."

Segelbaum encourages participating stations to have a client reception and invite the media. "It's a very good way to show off the radio station in an upscale way," he says. "When we had our opening-night party in Los Angeles, we invited the media, [which] tends to love this because it's a visual promotion." He adds that Elton John, Stevie Nicks, Brian Wilson, Brian Setzer and Graham Nash attended the Los Angeles event, while Steven Van Zandt and Led Zeppelin's John Paul Jones were at one of the Philadelphia shows.

With such visitors, this type of event is ideal for artist appearances. "You have an extension of the radio station in a retail location," Segelbaum says, "and if an artist happens to be going through, it's perfect for them to do interviews or an acoustic show or a live broadcast to attract people."

The first station that the rock art show will be visiting is classic rock WGRF Buffalo, N.Y.

