



MOTOWN ALIVE

Art Form: Music

Style: Motown

Culture: African-American

Technical Needs

- Microphones
- P.A. sound system

Meet the Artists

Motown Alive consists of the following members:

- Lovely Fuller, Jr., bass guitar and lead and background vocals;
- Cornelius Hall, guitar;
- Brian Parker, drums and lead and background vocals;
- Charlie Love as lead singer and background vocals; and
- Joanna Connor, lead and background vocals

About the Performance

Motown Alive combines Rhythm & Blues, Gospel, Swing and Pop to form a unique new sound that took the world by storm. During the performance Motown Alive gives information about the history of Motown and plays Motown favorites. Students and teachers alike will be clapping and singing along to this classic show.

Contextual Information

Berry Gordy Jr. started Motown Records in 1957 after his record store in Detroit went bankrupt. He then turned to songwriting for R & B acts. Motown Records was located at 2648 West Grand Boulevard and was called "HITSVILLE, USA."

Mr. Gordy hired high school students, Eddie Holland, Lamont Dozier and Brian Holland for \$2.00 a week plus one half cent per record royalties to write songs.

He also hired Blues and Jazz musicians who called themselves The Funk Brothers, to put the back beats into the hits for Diana Ross and the Supremes, Marvin Gaye, Stevie Wonder, The Four Tops, Martha Reeves and the Vandellas, The Jackson 5, The Temptations and more. The Funk Brothers played on more #1 hit records than the Beatles, The Beach Boys, The Rolling Stones and Elvis Presley combined!

Today Motown is as strong as ever with a whole new roster of artists such as: Erykah Badu, India Arie and Michael McDonald to name just a few, and they show no sign of slowing down.

Vocabulary

Alto Low female voice, above a tenor saxophone

Amplifier An instrument that enables a guitar (for example) to be made louder by electricity

Bass Baritone guitar (a lower clef instrument)

Electric Amplified by electrical equipment

Guitar Six-string instrument, treble clef instrument.

Lyrics The words to a song

Microphone Electrical instrument that allows the voice to be made louder by electricity

Strings The steel or nylon wires on a guitar

Vocal Human voice