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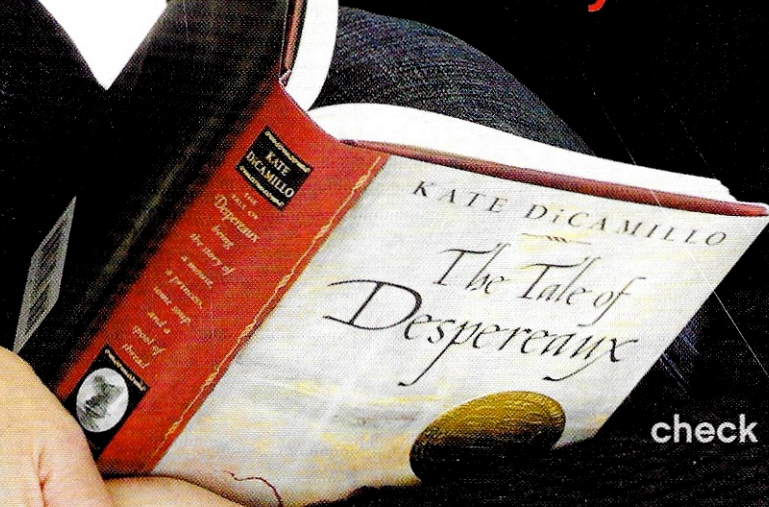
MAY 2004

the soul of
Memphis

romantic
Beijing

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see page 50

author
**KATE
DICAMILLO's**
storybook life



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From the beat of Beale Street to the gates of Graceland, Memphis has inspired countless artists to write, sing and make history.



ON THE COVER

Kate DiCamillo was photographed by Brett Patterson at the Minnesota Children's Museum on March 24, 2004. Grooming by Kim Horecka.

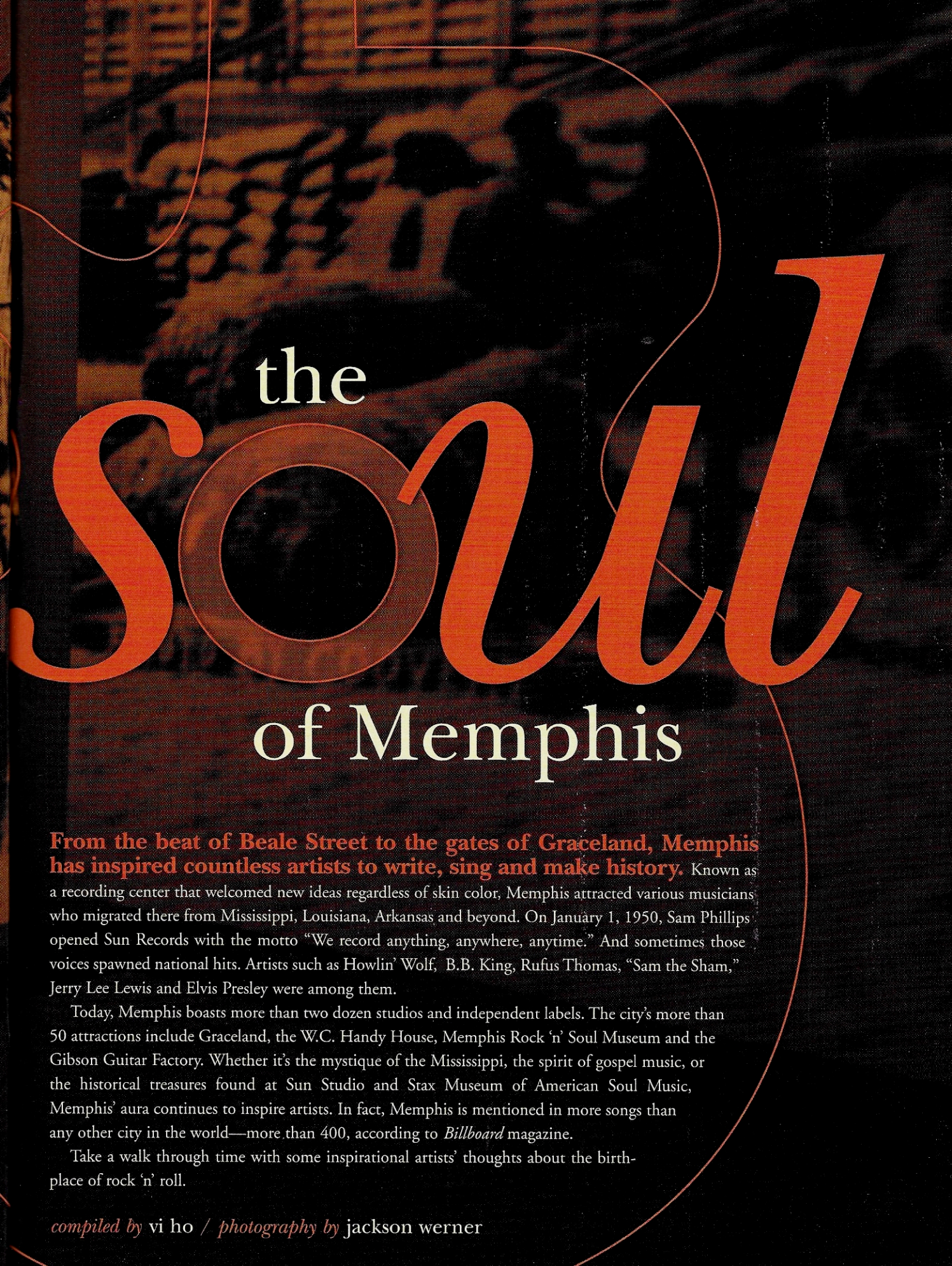
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the SOUL of Memphis

From the beat of Beale Street to the gates of Graceland, Memphis has inspired countless artists to write, sing and make history. Known as

a recording center that welcomed new ideas regardless of skin color, Memphis attracted various musicians who migrated there from Mississippi, Louisiana, Arkansas and beyond. On January 1, 1950, Sam Phillips opened Sun Records with the motto “We record anything, anywhere, anytime.” And sometimes those voices spawned national hits. Artists such as Howlin’ Wolf, B.B. King, Rufus Thomas, “Sam the Sham,” Jerry Lee Lewis and Elvis Presley were among them.

Today, Memphis boasts more than two dozen studios and independent labels. The city’s more than 50 attractions include Graceland, the W.C. Handy House, Memphis Rock ‘n’ Soul Museum and the Gibson Guitar Factory. Whether it’s the mystique of the Mississippi, the spirit of gospel music, or the historical treasures found at Sun Studio and Stax Museum of American Soul Music, Memphis’ aura continues to inspire artists. In fact, Memphis is mentioned in more songs than any other city in the world—more than 400, according to *Billboard* magazine.

Take a walk through time with some inspirational artists’ thoughts about the birthplace of rock ‘n’ roll.

compiled by vi ho / photography by jackson werner



Gospel

The roots of Gospel encompass the traditional musical styles of Africa—including those traditions that were enriched on the plantations of the American South. Tribal harmonies and rhythms were combined with melodies from the church to create a different form of American music.

In the rural South during the 1920s and 1930s, communities gathered on porches and in churches to celebrate and lament through music. This tradition lives on. Soul singer Al Green, known for legendary '70s hits such as “Let’s Stay Together” and “Tired of Being Alone,” founded the Church of the Full Gospel Tabernacle in 1976, where he continues to preach. “Music enlightens me,” he says. “It satisfies the long-ing desire to feel connected and to have a foundation.”

*“They’ve got catfish on the table
They’ve got gospel in the air
And Reverend Green’ll be glad to see you
When you haven’t got a prayer
But boy, you’ve got a prayer in Memphis.”*

—“Walking in Memphis,” Marc Cohn

Previous Pages: A jukebox in the Memphis Rock 'n' Soul Museum. This page: Full Gospel Tabernacle Choir practice.

*“Down by Mississippi where the water gets muddy
Or the old school where the kids go steady
Well, they hang around at the foot of Beale Street
Well, that’s where they hear that Memphis Beat
Oh going to Memphis, where the beat is tough
Memphis, I can’t get enough.”*

—“Memphis Beat,” Jerry Lee Lewis

Beale Street

As the most famous street in Memphis, Beale Street was the center of music exchange from the 1880s to the 1960s. It was also the heart of African-American society, where residents went to shop, bank, and of course, sing.

Some of Beale Street’s original buildings were lost through time, but by the early ’80s a full renovation was taking place. Today, it’s *the* place to take in the city’s nightlife. Visitors hit the many clubs that line the block for live music, including B.B. King’s Blues Club, the intimate Mr. Handy’s Blues Hall and the downstairs patio at Alfred’s Bar & Grill. During the day, visitors stop at A. Schwabs, the oldest shop in Memphis, to peruse voodoo powders and 99-cent neckties.



Historic Beale Street is a hot spot for live music, such as B.B. King’s Blues Club, owned by the legendary blues musician.



Graceland

Elvis Aaron Presley purchased Graceland and its 14 acres of land for \$100,000 from Thomas and Ruth Moore in March of 1957. The Moores had named the home in honor of Ruth's great-aunt Grace. Elvis liked the name so much he decided to keep it, and lived at Graceland for 20 years.

More than 600,000 devoted fans from around the world walk through the gates of Graceland each year. Tour highlights include Elvis' TV room (he had 14 TVs), the "jungle" den in the main house, his enormous collection of gold records, awards and costumes, and behind the house, his racquetball building. Added in 2000 is the Chapel in the Woods, where fans can tie the knot next to Presley's home.

*"I'm going to Graceland, for reasons I cannot explain
There's some part of me wants to see Graceland
And I may be obliged to defend, every love, every ending
Or maybe there's no obligations now
Maybe I've a reason to believe
We all will be received in Graceland."*

—"Graceland," Paul Simon

Elvis' 15-foot couch is one of the many touches that make Graceland visually stunning.

“Sun Studio is the birthplace of rock ‘n’ roll . . . Stax is the birthplace of Soul. Music has influenced so many people there is not enough time to talk about it. It’s amazing to have these two studios in the same city.”

—Bono, lead singer of U2



Sun & Stax

“The forces of cultural collision struck thrice in the Memphis area, first with the Delta blues, then with Sun, then Stax,” says Memphis author and producer Robert Gordon. “These sounds touched the soul of society; unlike passing fads, these sounds have remained with us.”

Sun Studio produced more rock ‘n’ roll records than any other label of its time. Artists whose careers originated there include Elvis Presley, B.B. King and Rufus Thomas.

Similarly, more than 2,000 artifacts tell the story of soul at Stax Museum of American Soul Music, located at the original site of Stax Records, made famous by Otis Redding, Isaac Hayes and the Staple Singers. In addition to the Stax sound, the museum includes the music of Motown and Hi Records.

Stax Museum of American Soul Music is home to an amazing collection of artifacts, photographs and exhibits.

Editor's Picks

WHERE TO EAT

- **Corky's**
800.9.CORKYS
The restaurant is known for its open and closed barbecue pits—made for slow cookin'.
- **Interstate Bar-B-Que**
901.775.2304
Try the tasty barbecue pork sandwiches and shredded-pork and cheese nachos.

- **Rendezvous**
888.HOGS.FLY
Bring extra napkins for the mustard-based slaw and dry barbecue ribs with lots of sauce.

WHERE TO STAY

- **The Peabody**
800.PEABODY
Catch the Peabody ducks as they march on the red carpet of the only historic hotel in Memphis.



FedEx Forum

Opening in July, the FedEx Forum is located at the intersection of Highway 61 and historic Beale Street. With a themed tribute to the musical heritage of Memphis, and as the new home of the Memphis Rock 'n' Soul Museum, the complex is designed to bring downtown's energy inside one arena, and will seat more than 18,000.

"The Forum enjoys arguably the most significant location of any large venue in the world," says Rey Flemings, president and CEO of the Memphis and Shelby County Music Commission. "I believe it will become one of the nation's most-loved venues.... If popular music has a mecca, surely it's at the intersection of Highway 61 and Beale. Performing a great show at the birthplace of American music will become an important milestone in an artist's career."

TO GET THERE Stroll down Beale Street to relive the birthplace of soul, the blues and rock 'n' roll, or take a walk through the National Civil Rights Museum, the Memphis Rock 'n' Soul Museum or the Stax Museum of American Soul Music.

Northwest and its Airlink partners offer an average of 214 daily departures from Memphis to various U.S. destinations, Toronto and Amsterdam. Northwest WorldVacations offers a variety of accommodations and tours, including a platinum tour of Graceland.

As the new home of sports and entertainment for Memphis, the FedEx Forum will cover more than 805,000 square feet.

MEMPHIS

A Month of Memphis

Celebrate with hogs, tunes and more

Make your way to Memphis in May, where you'll find loads of barbecue and more music than you could imagine. Whether you're looking for the perfect pork shoulder, or want to celebrate the people and culture of South Africa, the "Memphis in May International Festival is many things to many people," says Jim Holt, Memphis in May president and CEO.

Here are some of the events in store:



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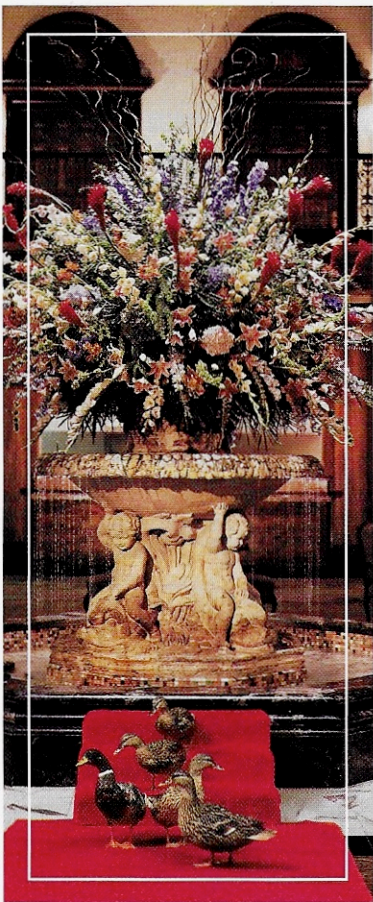
"Memphis in May offers something for everyone, whether you are a music enthusiast, a lover of international culture or a fan of the wonderful barbecue that our city is most famous for."

—Jim Holt, president and CEO

Heavenly Music

One party. Three days. Four stages. More than 60 artists—all in one city. From April 30 to May 2, the Beale Street Music Festival will captivate music lovers from around the globe as they gather over 33 acres overlooking the mighty Mississippi. Memphis will live up to its reputation as the birthplace of rock 'n' roll when it welcomes such hit bands as Journey, Buddy Guy & Double Trouble, Indigo Girls and the Steve Miller Band. Whether it's blues, rock, R&B or alternative music that shakes the soul, the festival will offer a little something for everyone.

continued on page 48



*The Wonders Series
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HUB HAPPENINGS
MEMPHIS

Memphis in May

continued from page 46

■ **All About Pork**

Memphis visitors and residents will be thinking, eating and dreaming of pig when the World Championship Barbecue Cooking Contest hits downtown May 13 to 15. And when it comes to qualifying for the contest, there's no messing around. To meet specifications, grill masters must not precook, sauce, spice, inject or marinate the meat in any way. Hundreds of teams compete for the best barbecue in the land, and even dress up their grills as piggy banks and pot-bellied stoves.

The competition draws more than 90,000 pork lovers from Australia, Russia, Morocco, Canada, New Zealand, Thailand and the United Kingdom—many who've come to testify about their special sauces, rubs and ribs.

The three-day hog fest also features the Ms. Piggie competition (adults in snouts), and T-shirt and best booth contests.



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■ Party at Sunset

As the sun sets over the mystic Mississippi, the oldest event of Memphis in May will take place on May 29. The Sunset Symphony draws thousands of family and friends for a pleasant evening filled with the music of the Memphis Symphony Orchestra. And as the party comes to a close, a spectacular fireworks display will light up the river.

MEMPHIS IN MAY 2004 FESTIVAL DATES

April 30-May 2

Beale Street Music Festival

May 7-8

Desti-Nations International
Family Festival

May 13-15

World Championship
Barbecue Cooking Contest

May 29

Sunset Symphony

www.memphisinmay.org

AN ITALIAN FAMILY REUNION CENTURIES IN THE MAKING

Long before there was an American dream, Italians awakened the world to the Renaissance. One family, the great Medici dynasty, was at its center. This exhibition tells their story through the work of Michelangelo, Leonardo, Raphael, Botticelli and others. Don't miss it.

Masters of Florence

Glory & Genius at the Court of the Medici

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