



PAINTED AXE

Rescued & Renewed Guitars

PRESS RELEASE

July 15, 2005

Painted Axe Hooks Up with John Lee Hooker Jr.

John Lee Hooker Jr. asks Painted Axe to honor his cultural and musical roots with custom-painted acoustic guitar

July 15, 2005 -- Painted Axe is thrilled to announce its commission from 2004 Grammy nominee and W.C. Handy award winning blues artist John Lee Hooker Jr. Mr. Hooker, son of the legendary blues great, John Lee Hooker, has asked Painted Axe to depict a 1920s Detroit African American music scene on an acoustic guitar.

"We are extremely grateful to Mr. Hooker. He has challenged us to paint this guitar with a theme and passion near and dear to his heart," said Michael Gauf, founder and owner of Painted Axe (<http://www.PaintedAxe.com>). "Mr. Hooker is a Detroit native and we want this guitar to be time-period-sensitive and meet his wishes to honor several of his musical influences."

A two-year-old Epiphone (Jumbo) SJ-18 was chosen for the project because of its sound quality and available surface area to paint. Extensive research on Detroit's African American entertainment district and fashion during the 1920s was completed. Period images of Detroit also were tracked down and acquired.

Besides a rendition of the Koppin Theatre, one of Detroit's most important venues in the African American community during the 1920s and early '30s, the guitar will also feature likenesses of BB King, John Lee Hooker, Bessie Smith, Ray Charles and Robert Johnson.

"Mr. Hooker's confidence in Painted Axe carries enormous weight and benefit," said Gauf. "We hope it encourages his colleagues and other artists to seek their own guitars with personality from Painted Axe."

Hooker Jr., currently on tour to support his recently released "Blues With a Vengeance" CD, continues to gather critical acclaim and build his following. He describes his music as "two parts R&B, one part jazz and down home blues." Hooker Jr. is carrying on a century-old family musical heritage - that he learned from his father John Sr. - who in turn learned from his stepfather, the Louisiana-born guitarist Will Moore. You can catch up on him at <http://www.JohnLeeHookerJr.com>.

Painted Axe has created custom guitars using '70s wallpaper, the famous Delta crossroads, spin art and a loud female rocker as themes. Guitars start at \$500.

Painted Axe will be attending the NAMM's Summer Session in Indianapolis July 22-24. Be sure to look for us ... We'll be the ones in the black and gold bowling shirts.

About Painted Axe

Painted Axe, based in Indianapolis, was founded in 2004 by Michael Gauf, who also owns a web development company. The company can be reached at 217-273-8030. Visit Painted Axe at <http://www.PaintedAxe.com>.

High resolution publicity photos and previous releases are available at <http://www.PaintedAxe.com/publicity>.

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