



# PAINTED AXE

Rescued & Renewed Guitars

## PRESS RELEASE

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### Painted Axe Delivers 'Bad' Guitar for John Lee Hooker Jr.

Citing its beauty and sentimental value, Blues artists John Lee Hooker Jr. excitedly accepted his custom-painted guitar from Painted Axe during a concert stop in Muncie, IN.

Titled "Detroit Blues," the Epiphone SJ guitar features an inked depiction of the Koppin Theatre – one of Detroit's most important African American entertainment venues during the 1920s – with likenesses of BB King, John Lee Hooker, Bessie Smith, Ray Charles and Robert Johnson standing beneath the marquee.

"This is one bad guitar," said Hooker, pointing out the likeness of his father, Blues great John Lee Hooker, on the guitar to several of his band mates.

In early June, Mr. Hooker asked Painted Axe to honor his birthplace, Detroit, and some of his musical influences. Painted Axe founder Michael Gauf reviewed photo libraries and interviewed Detroit music experts to ensure the most accurate depiction.

"This was a very daunting project, considering Mr. Hooker's ties to Detroit and his musical heritage," said Michael Gauf, who owns of Painted Axe (<http://www.PaintedAxe.com>). "But with each step of the project, the guitar continued to take on a unique and special personality. With the last coat of clear finish, you could almost hear the music of those great Blues artists."

"You don't know how much this guitar means to me, my mother and my whole family," said an appreciative Hooker.

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

#### 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 of Hooker and his guitar and previous guitar releases are available at <http://www.PaintedAxe.com/publicity>.