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The 27s: The Greatest Myth of Rock & Roll

Book by Eric Segalstad and Josh Hunter to be Released October 27, 2008

*Exploring the Legend and Legacy Behind "The 27 Club"
Its Most Infamous and Most Overlooked Members*

October 16 2008—Jimi Hendrix, Janis Joplin, Jim Morrison and Kurt Cobain. Equally as notorious for their impact on music as they are for their untimely deaths, the foursome have become the involuntary faces of The 27s—or the group of musicians who met their demise at that very age. Yet, it's the lesser-told stories of bluesman Robert Johnson, Rolling Stones founder Brian Jones, The Minutemen's D. Boon and over two-dozen other artists that elevate The 27s from coincidental to legendary.

The 27s: The Greatest Myth of Rock & Roll explores their lives and legacies in a 312-page custom-illustrated narrative, available exclusively online beginning October 27 (followed by an official release in April 2009) for, appropriately, \$27.00.

Created by Eric Segalstad & Josh Hunter and independently released by the duo's production company Samadhi Creations, *The 27s* is equal parts music history account and visual journey fashioned in a compelling narrative. There are no chapters, bios or brief character overviews. Rather, the story of the thirty-four musicians is a complete essay that chronicles the intertwining of their lives and careers, spanning decades. Wondering why Iggy Pop and The Minutemen's bassist shared the stage? Mike Watt could tell you—he has played for The Stooges since their reunion in 2003, standing in for original bassist Zander who died of pneumonia... at age 27. Ten years after Zander's death in 1975, Watt's bandmate D. Boon was tragically killed in a car accident, also at age 27.

"*The 27s* tells the story of music's evolution, through the eyes of its most legendary artists," says 27s co-creator Eric Segalstad. "From Robert Johnson's moss-covered Delta blues to Brian Jones' rock & roll; Dyke & the Blazers' proto-funk; Pigpen, Jimi, Janis and Jim's psychedelic sixties; Uriah Heep's stadium rock; Pete Ham's pop; Echo & the Bunnymen's new wave and Cobain's grunge, to the progressive sounds of Jeremy Ward and The Mars Volta—it's all there." Segalstad continues, "Our initial idea for the book was simple: a few pages for each artist—an illustration and brief bio, sprinkled with new or hard to find information. The concept remains, but along the way we thought, 'how can we make this concept into a story? There has to be an arc somewhere.' That's when we realized that The 27s really do tell the history of rock & roll."

Bolstering The 27s story is the series of custom artwork and illustrations. Co-creator Josh Hunter intentionally veered away from the standard black and white photography typically included in rock history books in favor of something more creative, to pay tribute to the musicians included. One-of-a-kind portraits, illustrated maps, informational sidebars and timelines all supplement the text and provide a frame of reference for the reader.

The 27s was written with the Internet Generation in mind—if the book's copy is the main website, then the sidebars and graphics are the external links, providing the reader with additional information and an appropriate frame of reference.

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“We created different layers in *The 27s*, constructing a sort of treasure hunt for the alert reader,” says Hunter. “Each page holds a new surprise so the question of ‘what lies ahead?’ is always eminent. Not just in the sense of wondering where the [written] story is going, but also in the visual atmosphere. We wanted this story to have a cinematic quality and I think that makes this book very different from any other music book you’ll find.”

Hunter and Segalstad had a multitude of resources to draw from for *The 27s*, tapping into hundreds of biographies, memoirs, journals and periodicals as well as dozens of interviews and other primary sources. The 27s, after all, have been part of pop-culture’s collective consciousness for years—in print, on screen and on-stage. *The 27s Club* premiered at the 2008 Tribeca Film Festival in New York, telling the story of fictitious rocker Tom Wallace. Recently, author Ian Halperin penned the off-Broadway play *27 Heaven*—through which “the big four” all meet in the afterlife. Yet, *The 27s: The Greatest Myth of Rock & Roll* is the first book to tackle the history of The 27s in its entirety, giving all thirty-four musicians a voice, as their influence continues to linger. Although connected by death, *The 27s* explores their life, legacies and incredible impact on music history.

About The 27s: The Greatest Myth of Rock & Roll

Independently released and created by Eric Segalstad & Josh Hunter of Samadhi Creations, *The 27s: The Greatest Myth of Rock & Roll* is a 312-page, custom illustrated, perfect-bound soft-cover that explores the legacy of thirty-four musicians whose lives were cut tragically short at the age of 27. The book unfolds through historical accounts, eerie coincidences, trivia, interviews and more. Hendrix, Morrison, Joplin and Cobain may be at the forefront of the pop-culture phenomenon, but three years of research and interviews uncovered more than two-dozen other 27s who pushed rock in new directions and continue to inspire. Available exclusively online on October 27 and set for official release in April 2009, *The 27s: The Greatest Myth of Rock & Roll* can be found at www.the27s.com.

ABOUT SAMADHI CREATIONS, LLC

Established in 2007 and headquartered in Berkeley Lake, GA, Samadhi Creations is an independent production company founded by Eric Segalstad and Josh Hunter and serves as a vehicle for their creative endeavors in publishing, filmmaking and music. After discovering a shared interest in vintage gig posters and the artists such posters represented, the duo began to collaborate on Samadhi’s first release, soft-cover book *The 27s: The Greatest Myth of Rock & Roll*. *The 27s* was written, designed and published by Segalstad & Hunter and is set for exclusive online release October 27, 2008.

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