



ONO ARTE CONTEMPORANEA
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JACK WHITE

American Roots

Giovedì 12 giugno, dalle ore 18.30
via santa margherita, 10
bologna | www.onoarte.com



I consider music to be storytelling, melody and rhythm
Jack White

ONO arte contemporanea presents **JACK WHITE: American Roots** a photo journey inside the life and career of one of the most eclectic and prolific musician and writer of the last years.

Singer-songwriter, record producer, multi-instrumentalist John Anthony Gillis, a.k.a Jack White, is best known for being the frontman of the band White Stripes, founded in 1997 together with his wife Meg White, from which he took his surname. The band immediately stood out for its alternative sound that mix garage-rock and early american blues. Son House, Robert Johnson, Hank Williams, Loretta Lynn are a few names that had an heavy impact on the band's musical background along with the punk sound of band such as MC5 e and The Stooges, from their same hometown Detroit.

At the same time Jack White has always stated that his first inspiration was nothing less than Bob Dylan, which White admires so much to consider him his putative father.

All this elements contribute to the deep roots that White has in the American culture and which he follows also in his instruments, effects and distortions choice, making him a symbol of the modern American music.

But Jack White also gained the media's and public's attention due to not less important visual elements: in each and every of his public appearances, in every album cover and in every live performance, he chose for the band a strict usage of the colors white, red and black for the clothes, the stage elements and the instruments as well. White also used this color blocking usage of colors in his solo career and in the collaborations with his other bands (The Raconteurs and The Dead Weather), switching red with blue.

This is why Jack White inspires so many international artists and photographers which shoot him not just as a magazine star but as a fine writer and composer with a magnetic persona.

The exhibition runs from June the 19th until September the 14th 2014. It includes 45 photos by Cambridge Jones, Patrick Pantano, Ewen Spencer, Kevin Westenberg, Andy Willsher, Michael Jurick and Pieter Van Hatten. It has the patronage of Bologna City Council and Consulate general of the United States Florence. In collaboration with Third Man Record, Jack White's record label. Sponsored by DC Shoes, Compagnie des Hotels, Sonos and Ales & co. Deezer, the revolutionary global music service with a catalogue of 30 million tracks, is partner of the event and will follow the photo show with a dedicated playlist: <http://bit.ly/1okXB1Z>. Furthermore, on Deezer, you can discover Ono Arte gallery official profile: <http://bit.ly/1lsyXsD>