



# THE ROLLING STONES

2004 CALENDAR



GRAPHIQUE DE FRANCE



# GRAPHIQUE DE FRANCE

## ROLLING STONES

They began as a bunch of unassuming young lads decked out in the dapper duds of early 60s pop groups. But the Rolling Stones refused to play nice for long. They broke the rules and set new standards, and a group named for a Muddy Waters song would soon become known as “The World’s Greatest Rock ‘n’ Roll Band.”

Long after other rock pioneers have faded away, the Stones continually poll in the top ten of all-time favorite rock bands. Why?

It could be the music. From the beginning, the guys were fans of earthy American blues and worked hard to master its intoxicating sound and rhythms.

They got it right. From the lamenting slow burn of *Angie* to the frantic keening of *Sympathy for the Devil*, the layering of Mick’s bawdy voice, powerful chords and a throbbing backbeat get under your skin. You don’t hear the Stones’ music. You feel it. And you just gotta move.

Or maybe it’s the guys themselves. Brash. Sexy. Gritty. Freewheeling. Rock’s original bad boys. Their rollicking concerts are the stuff of legend. Their lives off stage are almost mythic in their intensity. The Stones blew the door of rock personality off its hinges... and created a lifestyle for thousands of bands—and fans—to follow. Mick and the boys made it clear that rock and roll is an *attitude*. From the beginning

they’ve taunted and teased us to play along. The lips-and-tongue logo, designed by Andy Warhol in 1971, says it all. This is one fun, raucous, in-your-face band!

The Rolling Stones are indeed larger than life. Photographing them is like capturing lightning bugs in a jar... little moments of Jumpin’ Jack Flash and magic that you look at with wonder and excitement. The images and antics of these rock icons will help make your year a “gas gas gas!”

## HOT WHEELS

So cool, they’re hot. So hot, they’re cool.

Hot Wheels are one of the world’s most popular toys. Since the speedy little die-casts first hit the streets in 1968, Mattel has sold over 3 billion cars worldwide. New models are snatched up by eager kids—and over 15,000 serious adult collectors—as soon as they hit the shelves. One collector even paid \$70,000 for a pink VW wagon design!

Elliot Handler, a co-founder of Mattel, is credited with the inspiration for Hot Wheels. After playing with a stodgy, slow-moving Matchbox car, he asked his toy engineers to develop a fun car that would

“go.” The engineer returned with a design an hour later... and the cars haven’t stopped going. In the past 35 years, Mattel has released over 800 Hot Wheels models in 11,000 variations!

The secret to Hot Wheels “go” is their big wheels. The oversized tires combined with a delicate wire axle are what give the cars speed—whether on their trademark orange tracks or across the kitchen floor. Any kid will tell you: No car can do a loop-de-loop like a Hot Wheels car.

One reason the cars have such devoted fans is their meticulous detail and stylish looks, a standard set by legendary Hot Wheels designer Larry Wood. Early

models were released during Detroit’s “Golden Age” of car design. The late 60s and early 70s models of the Barracuda, T-bird, Firebird, and Cougar will forever be remembered as the epitome of American automotive power and style. Hot Wheels allowed anyone to have the same power and style... in the palm of their hand.

With their bold looks, power bulges, chrome side pipes, and totally-boss colors like lime and aqua, these 1968 Hot Wheels models will help you relive the glory days of American muscle cars. Now that’s hot!

## WOODBLOCK PRINTS

Traditional Japanese woodblock prints are a distinctly rich and evocative art form. Spanning from the 16th century to the 19th century, the style is known as *ukiyo-e*, or “pictures of the floating world.” The *fukeya* genre of prints focused on landscapes. Created in part as a response to the *shogun* rulers’ restrictions on travel, *fukeya* was often produced in sets as a travelogue. These vibrant prints helped the Japanese and people around the world to see the life and landscape of this wondrous country.

When viewing the luscious tones and delicate features of these prints, it is easy to forget that these painterly objects are

produced by carving the image on wooden blocks and striking multiple printings in various colors. The form is a blend of visual artistry and technical craftsmanship.

Two masters of *ukiyo-e* were Utagawa Hiroshige (1797–1858) and Katsushika Hokusai (1760–1849). Both artists are considered pioneers of *fukeya* woodblocks. Hiroshige produced a famous series of prints depicting scenes along the route from Edo to Kyoto. Hokusai’s set of thirty-six views of Mt. Fuji is hailed as a masterpiece of the genre.

Whether depicting the fury of the sea or the tranquility of an autumn field, the works of these artists evoke the mystical beauty that is Japan—and capture the

spirit and balance that guide much Japanese art. Simultaneously innocent and dramatic, they are emotional works that communicate a deep love for the artists’ homeland.

Once people discover the unique beauty of Japanese woodblocks, they are eager to see more. The Art Institute of Chicago has one of the most renowned collections of Japanese prints in the world. When visiting the Windy City, explore the wonders of Japan in the institute’s galleries. Then raise a cup of *sake* in a toast to Hiroshige, Hokusai, and other masters of this unique and special art form.