

ALICE COOPER

Being described as a legend in one's own time is certainly a blatantly abused cliché, but no one has taken a vivid imagination and unusual persona to the people with as much controversy and success as Alice Cooper. Call him Master of Shock Rock, Black Humorist Supreme, or simply one of the era's great showmen, his mark has been undeniable.

Alice received his long-awaited star on the legendary Hollywood Walk of Fame in 2003, as well as lifetime achievement awards from both Classic Rock and Mojo, two of the most important rock music magazines in the world, and has a syndicated Monday-Friday rock'n roll radio show, launched in 2004, which is already on over 100 stations worldwide.

With the release of "Along Came A Spider," his 2008 album, Alice shows no sign of slowing down. Recent Alice tour highlights have included a stop at the legendary Montreux Festival, filmed for a live DVD, three shows in 2006 in North America as special guests to The Rolling Stones, and concerts throughout North & South America, Europe, Australia, New Zealand, and Asia.

Alice Cooper has been a disturbing proposition from the very beginning. Debuting in 1970, he soon turned the music world upside down, wearing outrageous clothing and make-up, performing loud hard music framing sharp-edged lyrics. "We were into fun, sex, death and money when everybody was into peace and love," Alice explains. "We wanted to see

what was next. It turned out we were next, and we drove a stake through the heart of the Love Generation."

Alice Cooper touched a deep nerve in the minds of teenagers everywhere, bringing him countless gold and platinum albums from around the world, including "Love It To Death," "Billion Dollar Babies," "Welcome To My Nightmare," and "Trash, featuring such anthems as "Eighteen," "Elected," "School's Out," and "No More Mr. Nice Guy," as well as the classics "Only Women Bleed" and "Poison."

His recording successes notwithstanding, it is on stage, both musically and visually, that Alice has had his greatest impact. Colossal concert tours utilizing multi-level stage sets and elaborate scenery in ways unprecedented for a rock band. Audiences gasped and cheered at such props as the magic movie screen, a guillotine, an electric chair, and a gallows (with Alice invariably the victim). Each tour continually topped the preceding one, setting a standard for technical wizardry and sheer theatrical imagination. The gallows made its return in 2007, for the first time since 1988.

Long before there was MTV, Alice's "Elected" video clip was one of the very first actual story line, non-performance video clips ever produced. And his ABC network television special of "Welcome To My Nightmare" was essentially the first long-form video album, co-starring Alice and Vincent Price intertwined with musical performances.

One of the first rock stars to have his own Marvel comic in the '70's,

Alice's 1994 album, "The Last Temptation," was a multi-media event, released in conjunction with a trilogy of Marvel comics, based on the concept of the album, done in collaboration with noted graphic novel author Neil Gaiman, best-known for his "Sandman" series.

The Coop has appeared (with stars including Helen Hayes, Mae West and Gene Wilder, among others) in movies and television, including, most notably, "Wayne's World," "Freddy's Dead: The Final Nightmare," "Roadie," "John Carpenter's Prince of Darkness," and "Something Wilder," with Gene Wilder.

From the "who would have believed this in 1971" department, there's Alice Cooper, appearing in advertisements for companies like Crowne Plaza Hotels, Marriott Hotels, Sony Electronics, Bridgestone Tires, Virgin Atlantic Airlines, 21st Century Insurance, Sky TV, CompUSA, Staples, Aviva, and others. And then there's his decade-long sponsorship, as a golfer, by Callaway.

In 1998, Alice opened Cooper'stown, a rock'n roll/sports bar and restaurant in downtown Phoenix, specializing in barbecue, family food, and fun for sports and music fans.

1999 saw the release of the definitive four CD box set on Warner Archives/Rhino Records entitled "The Life And Crimes of Alice Cooper," chronicling Alice's musical legacy. Also available are the DVD releases of the 1975 "Welcome To My Nightmare" concert movie from Rhino Home Video, 1986's "The Nightmare Returns" live concert DVD, "Brutally Live"

from his 2000 concert tour, the "Live at Montreux" DVD filmed in 2005, and "Prime Cuts - The Alice Cooper Story," a documentary of Alice's career.

Alice's 2000 and 2001 albums, "Brutal Planet" and "Dragontown," were harsh and intense depictions of a world on the brink, while "The Eyes of Alice Cooper" (2003) and "Dirty Diamonds" (2005) were more old-fashioned brash, play-it-loud rock and roll albums, their roots planted firmly in familiar Alice territory.

"The Eyes" album was described as a surprising turn, which shouldn't surprise anyone as the last thing that Alice Cooper likes to be is predictable. Recorded loose and live in a garage-type environment, quickly capturing the energy of the new songs rather than laboring over them for weeks or months, it's a very modern-sounding two guitar rock and roll album with a nod to Alice's past. A collection of fast-paced, guitar-driven songs reflecting many of Alice's classic themes about frustration and teenage angst, "The Eyes of Alice Cooper" quickly became classic Alice.

"Dirty Diamonds" was a logical follow-up to "The Eyes," recorded quickly again, in Los Angeles in only a few weeks, retaining the live feel that Alice feels so strongly about, yet at the same time it managed to sound less casual, more arranged. Familiarly Alice Cooper at all times.

2008 brought the release “Along Came A Spider,” reviewed widely as a worthy addition to Alice’s catalog of themed albums, setting the story of a serial killer to music. Classic Alice, yet contemporary as well.

The road is still Alice's second home as he continues to tour extensively throughout the world, with a full schedule planned for his 2009 itinerary, from May into December.

And then there’s “Golf Monster,” Alice’s autobiographical book about how he transferred his alcohol addiction to a golf addiction, chock full of anecdotes, photos, golf tips, and Alice’s trademark sense of humor. The book published in hardcover in 2007 and then in paperback in 2008.

Alice Cooper brought show business and rock 'n roll together in ways never seen before (and rarely seen since). It is not surprising that, after all the shock waves he has caused, the legend of Alice Cooper continues strong into the new millenium.