



THE GRAMMY MUSEUM® AT L.A. LIVE

FEEL THE POWER OF MUSIC™

GRAMMY MUSEUM® TO UNVEIL NEW EXHIBIT HONORING OTIS REDDING

***Respect! Otis Redding and the Revolution of Soul is Slated To Open
January 22, 2016***

LOS ANGELES (December 8, 2015) — The GRAMMY Museum® will honor the life and career of multiple GRAMMY® Award-winning singer/songwriter **Otis Redding** with a new exhibit opening **Friday, January 22, 2016**. On display on the Museum's fourth floor through September 2016, ***Respect! Otis Redding and the Revolution of Soul*** will offer visitors a unique look at the influential career of the legendary King of Soul™, and the lasting impact he made on music and pop culture in such a short period of time.

"One of America's greatest soul singers, Otis Redding helped bridge the gap between rock and soul music in the mid-'60s," said Bob Santelli, Executive Director of the GRAMMY Museum. "His fans spanned both black and white listeners, and he believed that music was the universal language that could tie us all together. His life came to a tragically early end, and we are honored to share the impact of his career with this new exhibit."

"My father's first GRAMMY was awarded at the 11th GRAMMY Awards® in March 1969, almost 47 years ago. To be able to unveil this exhibit, which represents his professional and personal legacy, in the weeks prior to the 58th GRAMMY Awards, means the world to us," said Otis Redding's daughter, Karla Redding-Andrews, Executive Director of the Otis Redding Foundation.

Bringing together a collection of diverse artifacts, ***Respect! Otis Redding and the Revolution of Soul*** will feature many items from the private collection of the Otis Redding Estate, including:

- Redding's 1968 GRAMMY Award for Best Rhythm & Blues Vocal Performance, Male for "(Sittin' On) The Dock of The Bay";
- Original stage outfits;
- Rare photographs and performance footage;
- And much more

"I hope the exhibit depicting my husband's legacy will continue to forever influence musicians around the world, including those nominees and winners for the 58th GRAMMY Awards," added Zelma Redding, Executor of the Otis Redding Estate.

The Redding Estate and Otis Redding Foundation will present Celebrating 75 Years of Otis Redding in Macon, Ga., September 9-11, 2016 with the highlight of the weekend being An Evening of Respect, tribute concert featuring celebrity guests on Saturday. All proceeds benefit the Otis Redding Foundation and the new Otis Redding Center for Creative Arts. More information is available at www.otisreddingfoundation.org/eor.



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About Otis Redding

Born in Dawson, Ga., and raised in Macon, Otis Redding, Jr. was one of the most influential vocalists of the 1960s. He began his career at an early age performing with the Vineville Baptist Choir, before he joined Johnny Jenkins and the Pinetoppers in 1960. When Redding drove Johnny Jenkins to Memphis for a session at Stax Records in October 1962, Stax co-owner Jim Stewart allowed Redding to cut a couple songs with the remaining studio time. The result was "These Arms Of Mine" in 1962 — the first of many hit singles that Redding enjoyed during his tragically short career.

Redding went on to perform in the United States, Canada, Europe, and the Caribbean, and his concert tours were among the biggest box office smashes of any touring performer during his time. His performances included a show at the iconic Whisky A Go Go on Los Angeles' Sunset Strip in April 1966, a live recording of which was later released in October 1968; and a set at the legendary Monterey International Pop Festival in June 1967 where he achieved crossover fame.

On December 10, 1967, Redding was involved in a plane crash that took his life, along with the lives of members of the Bar-Kays band. But at the ripe age of 26, his legacy was solidified. "(Sittin' On) The Dock of the Bay" was released posthumously in 1968. It reached No. 1 on the Billboard Hot 100 and the R&B Singles chart, earned two GRAMMY Awards, and marks one of three recordings of his inducted into the GRAMMY Hall Of Fame. Inspired by The Beatles' classic *Sgt. Pepper's Lonely Hearts Club Band* album, the song signaled Redding's creative expansion as a writer and artist, and became his biggest worldwide hit and signature recording. Redding's numerous awards and accolades include induction into the Georgia Music Hall of Fame in 1981 and the Rock and Roll Hall of Fame in 1989, and a Recording Academy Lifetime Achievement Award in 1999. Today, Redding is regarded as one of the music acts that helped make Los Angeles' Whisky A Go Go a music mecca. The exhibit will open just three months prior to the 50th anniversary of the legendary shows he performed here in April 1966.

About The GRAMMY Museum

Paying tribute to music's rich cultural history, this one-of-a-kind, 21st-century museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music — the GRAMMY® Award. The GRAMMY Museum features 30,000 square feet of interactive and multimedia exhibits located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests will experience music from a never-before-seen insider perspective that only the GRAMMY Museum can deliver. For more information, please call 213-765-6800 or visit www.grammymuseum.org. For breaking news and exclusive content, follow @TheGRAMMYMuseum on Twitter and Instagram, and like "The GRAMMY Museum" on Facebook.

The GRAMMY Museum is open Monday through Friday from 10:30 a.m. to 6:30 p.m., and Saturday and Sunday from 10 a.m. to 6:30 p.m. Museum admission is \$12.95 for adults; \$11.95 for senior citizens (65+) and college students (18 years and older, valid ID required); and \$10.95 for youth (ages 6–17) and members of the military. GRAMMY Museum members and children 5 and under are admitted free. Located at 800 West Olympic Boulevard, Suite A245, Los Angeles, CA 90015, with an entrance off of Figueroa Street, the Museum resides within the L.A. LIVE campus, at the intersection of Olympic Boulevard and Figueroa Street in downtown Los Angeles.



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Media Contacts:

Crystal Larsen
GRAMMY Museum at L.A. LIVE
213.763.2133
clarsen@grammymuseum.org

Arron Saxe
Jampol Artist Management, Inc.
arron@jamincla.com