

25th

Gold Coast Luxury Magazine

DECEMBER 2023

BEST OF 2023
**KATHY
IRELAND**

& YourHomeTV for the Holidays

\$20.00 USD

Fashion | Luxury | Profiles | Features | Shopping | Travel | Art | Design | Auto | Food | Health



We are DEVO!

Interview with DEVO expert Jade Dellinger

By Adam Kluger

What are some of the key takeaways from your new book about DEVO?

When David Giffels and I co-authored “We Are DEVO” (SAF Publishing Ltd./UK, 2003/2008), it was the first-ever book about the band and relatively comprehensive. Even now, it is often cited as the definitive book on the band, but The University of Akron Press seemed enthusiastic about rather drastically revising the focus and including new material. So, we have added lots more photos, a new introduction and postscript, as well as, new interviews with Devo director Chuck Statler, Iggy Pop and additional insights from Mark Mothersbaugh. We have also chosen to focus on the part of

the story that had always interested us most - the early years in Ohio and that lengthy gestation period before they signed a record deal and before they were discovered by a national audience. When I interviewed Jerry Casale for our first book, he suggested that the story end with their appearance on Saturday Night Live in 1978. So, “The Beginning was the End: DEVO in Ohio” (The University of Akron Press, 2023) essentially does as he had recommended to us more than two decades ago.

What other projects or concerts are in the works to celebrate Akron’s finest?

The band will continue their “Farewell Tour”

and we are hopeful that the “DEVO 5-0: The Beginning was the End - A Fiftieth Anniversary Tribute to The De-Evolution Band” exhibition will continue to travel from the Bob Rauschenberg Gallery at FSW to additional museum venues into 2024.

How were Neil Young, Mick Jagger and David Bowie connected to DEVO?

Much of this is detailed in our forthcoming book, but Bowie (and Iggy Pop) essentially discovered DEVO; Neil Young took inspiration from them for his “Trans” album and adopted the title “Rust Never Sleeps” (from an advertising campaign that Mark and Jerry had worked on and a t-shirt they

had made); and Mick Jagger reportedly danced around a bit in a record executives office with the band when granting his approval of Devo's robotic rendition of The Rolling Stones' classic "Satisfaction."

Does the band have any favorite songs/albums?

Devo often cites David Bowie, Roxy Music and others as early influences, but Jerry was also a big fan of Captain Beefheart and played experimental Blues-Rock with Robert Kidney and Terry Hynde in 156075 (aka - "The Numbers Band"). Mark's earliest band was called Sat-Sun-Mat (for Saturday-Sunday matinee) with Chrissie Hynde (Terry's little sister and known best now for The Pretenders). Devo's television

debut was playing their devolved cover of The Rolling Stones' "Satisfaction", but they also liked Jimi Hendrix enough to do a later rendition of "Are You Experienced?" (and even featured Hendrix-impersonator/tribute guitarist Randy Hansen in their video). Jerry directed the Foo Fighters first video, but that's largely because Nirvana and Dave Grohl were huge fans of Devo.

What is DEVOLUTION?

If you accept Darwinian evolution, then the opposite or reverse seems to make perfect sense too. And, just as it did when Jerry Casale, Bob Lewis and Mark Mothersbaugh (co-founders of The De-Evolution Band) first contemplated this idea as some sort of

rationale or explanation for the atrocities they were witnessing in the 1970's, their "theory" (manifesto and impetus for a band producing "de-evolutionary art" or Art Devo) seems even more relevant today. Bob Lewis authored a text titled "Readers vs. Breeders" and Jerry contributed "Polymer Love" to a 1972 issue of Los Angeles-based counter-culture weekly - "The Staff", but Mark's lyrics to "Jocko Homo" (appropriated from the 1932 film "The Island of Lost Souls") provided both the call and response. "They tell us that we've lost our tails - evolving up from little snails. I say it's all just wind in sails - Are We Not Men? We are Devo!" And, that "call and response" later served as the title of Devo's debut album - produced by Brian Eno...

