



# CLUB 27

An Iconic Live Show and Historic Attraction

Created by Charles J. Yex

## The Story

# Club 27

## Remembering these Unfortunate and Untimely Losses

The 27 Club' has become one of the most elusive and remarkably tragic coincidences in rock & roll history. The deaths of multiple 27-year-old musicians (often as a result of drug and alcohol abuse, or violent means such as homicide, suicide, or transportation-related accidents) has led to the belief that 'deaths are more common at this age' than any other age. It appears true, at least it does with rock musicians.

Club 27 is an Exploratorium into this phenomenon presented in a concert venue setting with live music from Iconic Members of **Club 27**.

## GONE TOO SOON

*The number of Musicians who passed away at 27 is truly remarkable by any standard. Although, humans die regularly at all ages, there is a statistical spike for musicians who die at 27".*

# The Attraction

Club 27 is a mixed media and LIVE stage performance based on the lives and the untimely deaths of 7 of the most popular musicians that had died at age 27. These musicians have had a tremendous impact on what the world listens to, even to this day. It is a celebration of their lives and their music, a journey into the mystery of their deaths as members of "The 27 Forever Club". It is a discovery of the the lore, the theories, the facts of this phenomenon. All Revealed on Stage ... like nowhere else and like never before.

<https://www.youtube.com/watch?v=O-ppLCkvPJU>

<https://www.youtube.com/watch?v=A1pHEIGZybK>

# CLUB 27

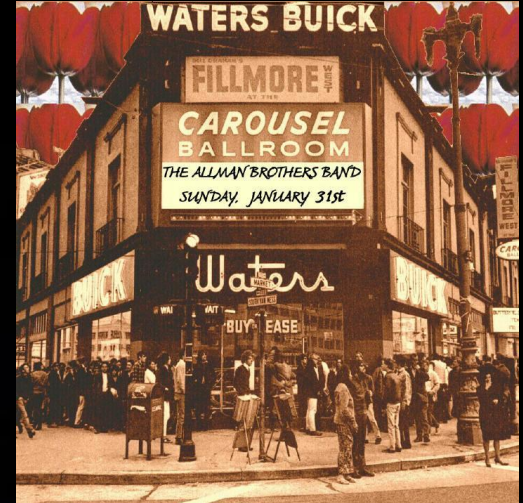




# The Theater

The Theater will transform into several famous venues that these artists had played at and are remembered from. The stage will evolve thru time and locations using cutting edge technologies including projection mapping, holographic projections, special effect media screens and dramatic set changes.

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# THE SHOW

Live Musicians will play several songs from each of the Famous Rock Stars on a transforming Multi-Media Stage.

Each personality will be set in a Virtual Venue a famous place in which they were known to play.

Real time Motion Capture and Facial Tracking combined with Projection Mapping and Hi-Tech effects like Augmented reality will trick the audience in that they are seeing the real artist on stage.

We will find talented performers that will look similar, play and sound like the Artist in which they portray. With the added special effects you will think you have been sent back in time and seeing these Mega Stars live in their day.

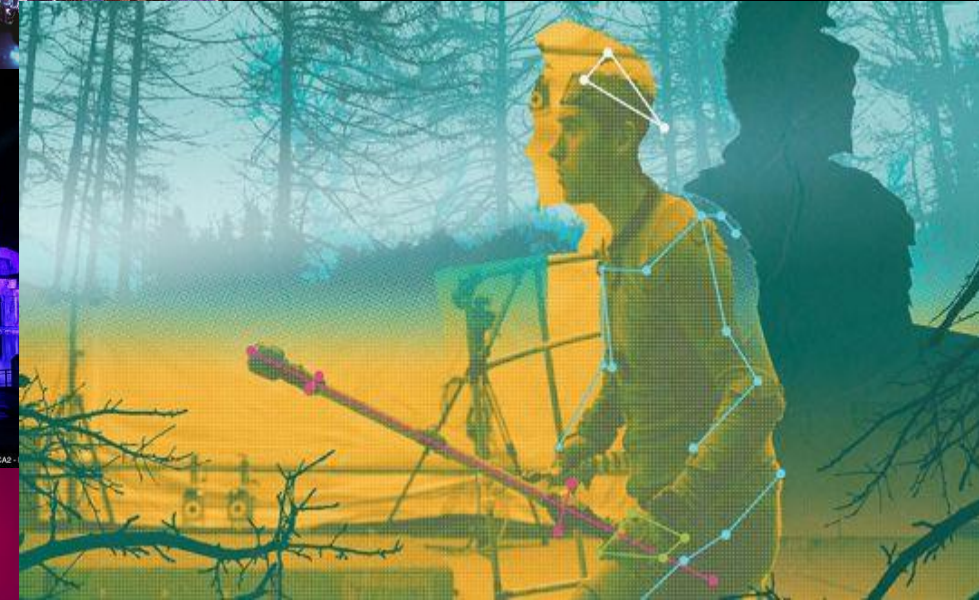
<https://www.youtube.com/watch?v=7Lgx3Rw1rAI&t=68s>

<https://www.youtube.com/watch?v=MMa2oT1wMIs>

<https://www.youtube.com/watch?v=3WGZlc5El8g>



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*A Museum and a Theater in One Venue*

## The Museum

It starts in a pre-show that will tell the story thru artful displays, original photos, cool memorabilia, and creative in-depth revelations of the Top 7 (and many other members) of the 27 Club. All displayed in a totally immersive modern museum quality format. Listen, learn and discover the truth and consequences of these untimely deaths and their connection to the 27 Club.





JOHN LENO  
HENDRIX  
COBAIN  
JOPLIN  
MORRISON  
AW

CLUB





## ROBERT JOHNSON

MAY 11, 1911- AUGUST 16, 1938

Cross Road Blues  
Traveling Riverside Blues  
Sweet Home Chicago  
Hellhound on My Trail  
Me and The Devil Blues

An American blues singer-songwriter and musician. His landmark recordings in 1936 and 1937 display a combination of singing, guitar skills, and songwriting talent that has influenced later generations of musicians.

Eric Clapton has called Johnson "the most important blues singer that ever lived."

According to lore, Johnson had made a deal with the devil at 'The Crossroads' of Mississippi highways... 'he sold his soul' to achieve success.

He died of possible strychnine poisoning on August 16, 1938 after receiving whiskey that was likely tampered with in a Greenwood, Mississippi bar.

**The First Member of Club 27.**

## BRIAN JONES

FEB. 28, 1942- JULY 3, 1969

Sympathy for the Devil  
Street Fighting Man  
Time is on My Side  
Mothers Little Helper  
Under my Thumb



Co-founder of the legendary rock group **The Rolling Stones**. Jones had been in the midst of a general downward spiral, that was mostly manifest in his increased abuse of drugs. He had been becoming more and more withdrawn, contributing less and less to the band's music.

"There were at least two sides to Brian's personality. One, Brian was introverted, shy, sensitive, deep-thinking. The other was a preening peacock, gregarious, artistic, desperately needing assurance from his peers. He pushed every friendship to the limit and way beyond". – Bill Wyman

On July 3 1969 Jones was found dead. He was discovered by his girlfriend floating face down in a pool, just a couple of weeks after he was kicked out of the band. His tragic death was ruled an accident, though many friends and fans suspect foul play.





## JIMI HENDRIX

NOVEMBER 27, 1942 - SEPTEMBER 18, 1970

All Along the Watchtower  
Hey Joe /Foxy Lady / Fire  
The Wind Cries Mary  
Little Wing  
Voodoo Child

An American guitarist, singer, and songwriter. Although his mainstream career spanned only four years, he is widely regarded as one of the most influential electric guitarists in the history of popular music, and one of the most celebrated musicians of the 20th century. The Rock and Roll Hall of Fame describes him as "arguably the greatest instrumentalist in the history of rock music".

When Jimi Hendrix set his guitar on fire at the 1967 Monterey Pop Festival, he created one of rock's most perfect moments. Standing in the front row of that concert was a 17-year-old boy named Ed Caraeff. Caraeff had never seen Hendrix before nor heard his music, but he had a camera with him and there was one shot left in his roll of film. As Hendrix lit his guitar, Caraeff took a final photo. It would become one of the most famous images in rock and roll.

On September 18, 1970, the famous American songwriter and musician, Jimi Hendrix, died in London, England. Easily one of the most influential guitarists of classic rock, Hendrix has been described by the Rock and Roll Hall of Fame as "arguably the greatest instrumentalist in the history of rock music." Leading up to his death, Hendrix had been very sick, suffering from a combination of fatigue, insomnia, and some manner of flu. He had also been openly struggling with insecurities about his personal relationships, and a general disillusionment with the music industry. Needless to say, Hendrix was in a low state. On the morning of the the 18th, Hendrix was found dead by his girlfriend, Monika Dannemann. He had choked on his own vomit while under the influence of drugs: a truly tragic end for such an iconic individual.

## JANIS JOPLIN

JANUARY 19, 1943 - OCTOBER 4, 1970

Piece of My Heart  
Me and Bobby McGee  
Mercedes Benz  
Cry Baby  
Get It Why You Can  
Summertime



The legendary singer-songwriter who started with the psychedelic-acid rock/soul band Big Brother and the Holding Company and would later go on to perform as a solo act with her own backing groups. Nicknamed "**Pearl**", was one of the most successful and widely-known female rock stars of her era.

*"I'm a victim of my own insides. There was a time when I wanted to know everything ... It used to make me very unhappy, all that feeling. I just didn't know what to do with it. But now I've learned to make that feeling work for me. I'm full of emotion and I want a release, and if you're on stage and if it's really working and you've got the audience with you, it's a oneness you feel" ... J. Joplin*

Janis died of an assumed heroin overdose on October 4, 1970. The OD, influenced by alcohol and what is thought to be a particularly potent batch of heroin that incited several other overdoses, felled the singer in her Hollywood California home. Her 4<sup>th</sup> solo album 'Pearl' would reach number 1 on the Billboard charts was released just 3 months after her death.



## JIM MORRISON

DECEMBER 8, 1943 - JULY 3, 1971

Light My Fire  
Riders on the Storm  
L.A. Woman  
Hello I Love You  
Roadhouse Blues  
People are Strange

An American singer - songwriter and poet, best remembered as the lead vocalist of the Doors. Though an official police report depicts Doors front man as having died in a bathtub of a heroin overdose, myriad other versions of the singer's death exist, including accounts that he accidentally snorted some of girlfriend Pamela Courson's heroin- having mistaken it for cocaine- and died from this accidental ingestion. Regardless of the exact method, Morrison died on July 3, 1971.

*Due to his poetic lyrics, distinctive voice, wild personality, performances, and the dramatic circumstances surrounding his life and early death, Morrison is regarded by music critics and fans as one of the most iconic and influential frontmen in rock music history.*

Morrison was, and continues to be, one of the most popular and influential singer-songwriters and iconic frontmen in rock history. In 2011, *Rolling Stones Magazine* readers' placed Jim Morrison in fifth place of the magazine's "Best Lead Singers of All Time"

## KURT COBAIN

FEBRUARY 20, 1967 – APRIL 8, 1994

All Apologies  
Come as You Are  
Smells Like Teen Spirit  
Heart Shaped Box  
Lithium  
In Bloom



An American singer, songwriter, and musician. Cobain is remembered as one of the most iconic rock musicians in alternative music. He and his band Nirvana are credited with starting a new Genre of rock music known as Grunge.

*When Cobain was nine years old, his parents divorced. He later said that the divorce had a profound effect on his life, while his mother noted that his personality changed dramatically; Cobain became defiant and withdrawn.*

Controversy still swirls around the death of Nirvana front man who, on April 8, 1994, was found dead in his Lake Washington home by an electrician. The coroner's report estimated Cobain's time of death to be around April 5 from a self-inflicted gunshot wound to the head.





## AMY WINEHOUSE

SEPTEMBER, 14 1983 - JULY 23, 2011

Rehab  
Back to Black  
You Know I'm No Good  
Tears Dry on Their Own  
Valerie  
Love is a Losing Game

An English singer and songwriter. She was known for her deep, expressive contralto vocals and her eclectic mix of musical genres, including soul, rhythm and blues, and jazz.

"She was my musical soulmate and like a sister to me. This is one of the saddest days of my life."

- Mark Ronson (Amy's Producer)

The Grammy-winning British retro-soul singer whose remarkable musical achievements were often overshadowed by her tumultuous personal life, was found dead at her home in the Camden section of London on July 23rd. Though police were calling the cause of death "unexplained" while they awaited a medical examiner's report, many have speculated that Winehouse finally succumbed to addiction following years of well-documented drug and alcohol problems. The singer was 27 years old. -

Rolling Stone Magazine

Many other Artists will be remembered in the

## CLUB 27 MUSEM

Including (but not limited to)

### Alan 'Blind Owl' Wilson

Singer and front man of blues outfit Canned Heat, Alan "Blind Owl" Wilson, died of an apparent drug overdose in Topanga Canyon, CA on September 3, 1970

### Peter Hamm

A singer, songwriter, and guitarist whose biggest fame was achieved with rock band Badfinger, Pete Hamm hanged himself in a Surrey garage on April 24, 1975, just days shy of his 28th birthday

### Rudy Lewis

The lead singer of the Drifters was found dead in a Harlem hotel room on May 21, 1964, the day the group was set to record "Under the Boardwalk". Though no official autopsy was performed, Rudy Lewis is believed to have died of a drug overdose.

### Ronald 'Pig Pen' McKernan

Founding member of the Grateful Dead. Pigpen started drinking when he was twelve and by his mid-twenties, had cirrhosis of the liver, ulcers and other health problems. Pigpen was on his own at his apartment in Corte Madera, overlooking San Francisco Bay, when the end came on March 8th, 1973. He had been dead for up to two days when his landlady found him. Died from internal bleeding.

# MORE ABOUT THE 27

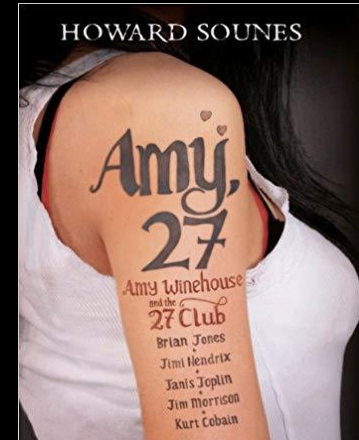
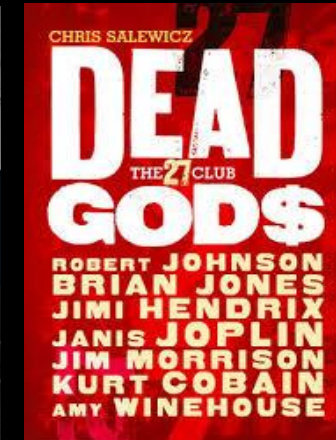
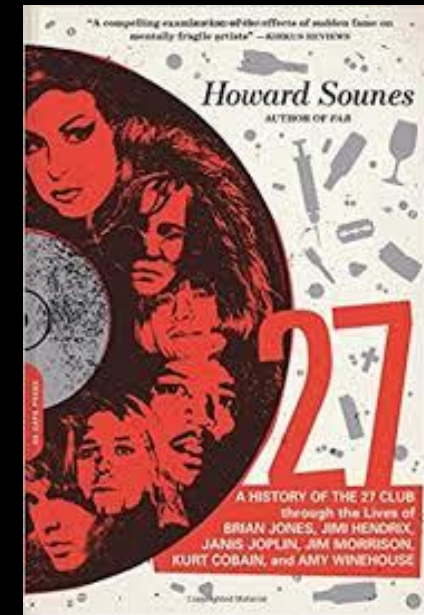
Since 1892 over 50 Musicians have died at the age of 27, the link below names all 50.

<https://www.youtube.com/watch?v=qRMxKHOnd4>

Websites, exhibits, books and films have been made to promote the lore, disprove the connection or to celebrate the lives of the “Forever 27 Club”.

<https://www.forever27.co.uk/>

<https://www.youtube.com/watch?v=Ez3tIHbUUyg>





# CLUB 27

**Rock -n Roll Lives On...and ON**

Legendary Rock Stars  
Chart Topping Hits  
Awe-Inspiring Performances  
Amazing Atmosphere  
Unbelievable Special Effects  
Historic Facts and Memorabilia

**An Iconic Live Show and Historic Attraction**

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