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FOR IMMEDIATE RELEASE

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## **Ann Arbor Summer Festival Adds Devo to Lineup**

**New wave legends appear in support of their first release in 20 years**

When: Tuesday, July 6, 8:00 p.m.  
Where: Power Center, 121 Fletcher Street, Ann Arbor  
Admission: \$100 VIP, \$65, \$60, \$55, \$50  
Box Office: (734) 764-2538 or [annarborsummerfestival.org](http://annarborsummerfestival.org)

ANN ARBOR, MI (May 13, 2010) – The Ann Arbor Summer Festival is pleased to announce the addition of art punk pioneers **Devo** to their Mainstage lineup on **Tuesday, July 6** at the Power Center. America's ultimate geek band dusts off their red flowerpot hats and yellow boiler suits to return with a new record after 20 years. In support of their latest release, the new wave legends stop in Ann Arbor as part of their 2010 U.S. summer tour. Tickets go on sale to the public on **Thursday, May 13 at 9:00 a.m.** through the Festival Ticket Office at (734) 764-2538 or online at [annarborsummerfestival.org](http://annarborsummerfestival.org).

One of new wave's most innovative and successful bands, Devo, was also perhaps one of its most misunderstood. Formed in Akron, OH, in 1974 by Kent State art students Gerald Casale and Mark Mothersbaugh, Devo took its name from their concept of "de-evolution" - the idea that instead of evolving, mankind has actually regressed, as evidenced by the dysfunction and herd mentality of American society. Their music echoed this view of society as rigid, repressive, and mechanical, with appropriate touches -- jerky, robotic rhythms; an obsession with technology and electronics (the group was among the first non-prog rock bands to make the synthesizer a core element); often atonal melodies and chord progressions - all of which were filtered through the perspectives of conceptual misfits. Devo became a cult sensation, helped in part by their concurrent emphasis on highly stylized visuals and groundbreaking music videos directed by Gerald Casale.

Devo's big break came with the short film which they wrote and starred in, "The Truth About De-Evolution". It won a prize at the 1976 Ann Arbor Film Festival. When the film was seen by David Bowie and Iggy Pop, they were impressed enough to secure the group a contract with Warner Bros. Recorded under the auspices of pioneering producer Brian Eno, 1978's Q: Are We Not Men? A: We Are Devo! was seen as a call to arms by some and became an underground hit.

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Others found Devo's sound, imagery, and material threatening; Rolling Stone, for example, called the group fascists. But such criticism missed the point: Devo dramatized conformity, emotional repression, and dehumanization in order to attack them, not to pay tribute to them. While 1979's *Duty Now for the Future* was another strong effort, the band broke through to the mainstream with 1980's *Freedom of Choice*, which contained the gold-selling single "Whip It" and represented a peak in their songwriting. The video for "Whip It" became an MTV smash, juxtaposing the band's low-budget futuristic look against a down-home farm setting and hints of S&M.

Today, DEVO COMMUNICATIONS (DEVOCOM), is the umbrella under which Mark and Gerald return to their most conceptual roots as a virtual agency hatching ideas and projects from the ground up, demonstrating a devolved slant on contemporary product branding. The re-tooled clubdevo.com website, the bands official website now hosted by Warner Bros., will make its debut as well. Vintage Devo merchandize designs will be available through the site along with band blogs, activity updates, and news of forthcoming music video creations in advance of the bands' body of amazing new music. Something for Everybody is the upcoming ninth studio album by Devo, which will be released on June 15, 2010

As announced in March, the festival's Mainstage series features a wide variety of established and emerging artists. In addition of Devo, the lineup features **Patty Griffin, Chris Isaak, Bernadette Peters, Afro-Cuban All Stars, John Pizzarelli, Marc Broussard, Buddy Miller, Company T.P.O., Capitol Steps, Cinematic Titanic, Caravan Palace** and **Die Roten Punkte**. Tickets are currently on sale through the festival ticket office at (734) 764-2538.

The Ann Arbor Summer Festival's mission is to present a world-class celebration of arts and entertainment that enriches the cultural, economic, and social vitality of the region. Started in 1983, the festival attracts more than 60,000 people each year from the local community and throughout Southeast Michigan.

#### **Festival Ticket Information:**

In Person: Michigan League Ticket Office, 911 N. University Avenue  
By Phone: (734) 764-2538  
Online: [annarborsummerfestival.org](http://annarborsummerfestival.org)

The Ann Arbor Summer Festival is made possible with support from the 2010 Series Sponsors: Bank of Ann Arbor, Benard L. Maas Foundation, O&W, Inc., Sesi Motors, and Toyota. Additional support is provided by Allergy and Immunology Associates of Ann Arbor, Edward Jones, Elastizell Corporation of America, First Martin Corporation, Highlander Graphics, Howard Cooper Import Center, Miller Canfield, Phire Branding Company, State Street Area Association, Ulitho, U.S. Wine Imports, and Whole Foods Market. Media partners for the season include: AnnArbor.com, Ann Arbor Observer, Michigan Radio 91.7 FM, WEMU 89.1 FM, WDET 101.9 FM, and WQKL 107.1 FM. The Ann Arbor Summer Festival's 2010 season is supported in part by an award from the National Endowment for the Arts.

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