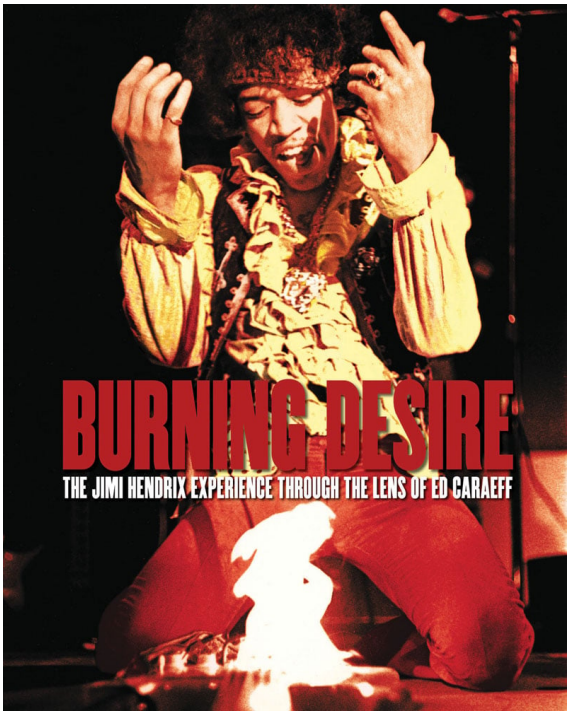
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Burning Desire - Jimi Hendrix

The Jimi Hendrix Experience through the Lens of Ed Caraeff

Ed Caraeff

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- Rare and unseen photos of Jimi Hendrix including 100 black-and-white and color images including the greatest rock-and-roll image of all time: Hendrix burning his guitar on-stage at the Monterey International Pop Music Festival
- Exclusive backstage shots
- Immortalises Hendrix's most iconic onstage performances, including Monterey, Whisky A-Go-Go and Newport where fans "may have seen the best performance of their lives"
- Contains many reprint articles from 1960s music magazines, covering the rise of one of the greatest rockers the world has ever known
- Timed to coincide with the 50th anniversary of one the greatest rock events of all time - The Monterey Pop Festival

In 1967, a 17-year-old aspiring photographer named Ed Caraeff found himself front row at the Monterey Pop Festival, California. Caraeff had never seen Hendrix before, nor was he familiar with his music. But Caraeff had his ever-present camera and as Hendrix lit his guitar, he snapped a photo. That picture – Hendrix burning his guitar at Monterey – has become one of the most iconic images of rock and roll. A photo that defined Hendrix as an artist, appeared on the cover of *Rolling Stone* magazine not once, but twice, and launched Caraeff's photographic career. Timed to celebrate the 50th anniversary of the Monterey Pop Festival, *Burning Desire* reveals never-before published images from the magnificent, Hendrix-dedicated archive that Caraeff has compiled. From onstage to backstage, Jimi Hendrix was as electric in front of the camera as he was when he strummed his guitar. In *Burning Desire*, Caraeff showcases more than 100 images, including rare shots and contract sheets, and discusses his experiences with this incredible musician. Contents: Monterey International Pop Music Festival: June 18, 1967 Hollywood Bowl: August 18, 1967 Anaheim Convention Center: February 9, 1968 Ackerman Union Ballroom: February 13, 1968 Hollywood Bowl: September 14, 1968 Whiskey-A-Go-Go: October 1968 Newport '69: June 20-22, 1969

Ed Caraeff is a name recognized by anybody who is anybody in the music industry. A photographer, illustrator and graphic designer, he has directed art for, photographed, and designed hundreds of record album covers from 1967 to 1982 for numerous artists, including The Stooges, Elton John, Steely Dan, Carly Simon, Three Dog Night, Tom Waits and Dolly Parton. His photography has appeared on the cover of four issues of Rolling Stone and boasts a rightful place in the permanent collection at The Rock and Roll Hall of Fame.

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