



Covered! • Classic Record Sleeves & Their Imitators

advance information

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You're browsing through some albums or cds and all of a sudden one crops up which causes a moment of recognition and a feeling of "haven't I seen this cover before somewhere?"

The answer is that you might well have done. For just as popular music of the present day seems to rifle the albums and bands of earlier generations, so the sleeve designers are far from reluctant to lean on the past for inspiration. Sometimes this is done by way of a deliberate reference point. In other cases the band might be wanting to pay homage to their influences, or peers. It might simply be that they have just seen an old cover which they like so much they want to borrow it.

On other occasions the similarities are less well intended, designed to mimic or (dare we say it) even poke fun at classic designs and bands. Sometimes the new covers are simply a deliberate spoof of a well-know piece of artwork, done for subversive or mischievous reasons.

So you get Ian Gillan of Deep Purple, just kicked out of the group and understandably angry at them, referencing one of his former band's classic covers, but highlighting himself and blurring away the rest of the group on purpose. Deep Purple iconic 1970 album "In Rock" has, over the last forty years, provided dozens of groups with cover ideas, of which a few can be seen on the sample pages on this sale sheet. Then there is co-



median Barry Humphries commissioning a very clever pastiche of the familiar Sound Of Music album cover, only with himself in a frock dancing up the hill instead of Julie Andrews (such a great cover it has been used on the book jacket).

Paul Weller's former band The Jam did an album called Sound Affects, and wanted a cover which recalled the pioneering series of BBC Radio sound effects albums of the sixties. Those early sleeves used a grid pattern of logos and images to convey the audio content, an idea which was closely followed by The Jam - even down to the

band imitating the typeface of the BBC logo in their name. The end result was a knowing design which only older fans would have even been aware of.

Perhaps one of the most famous examples is that of the Clash single London Calling, which brought together a photograph of the arch Punks trashing their guitars and



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hand-drawn lettering which turned out to have been lifted from an early iconic Elvis Presley record sleeve.

Black Sabbath and Siousxie & The Banshees are unlikely bedfellows, yet both groups released albums which look suspiciously similar, but turn out to have been based on the Rosemary's Baby Soundtrack album

sleeve.

The list goes on. For this fascinating book, Belgian based collector Jan Bellekens has scoured the second hand stores and record fairs of Europe and assembled an amazing collection, of which this book contains a selection of over 650 sleeves, all shown in full colour. The original covers which

provided the initial inspiration are shown alongside a selection of their newer cousins, with explanatory notes.



For details of Easy On The Eye and author of this title please see next page. For information and sample pages, press information, full list of artists in this book, etc. please visit: [www.easyontheeyebbooks.wordpress.com](http://www.easyontheeyebbooks.wordpress.com)

● **FIRST BOOK ON THE SUBJECT** ●

No book on this area of sleeve design has been published before.

● **OVER 650 SLEEVES** ●

The sleeve which provides the inspiration is shown first, along with a selection of those which have taken ideas - or more - from it, and all in colour.

● **MIXES WELL KNOWN and RARE SLEEVE ART** ●

Great mix of covers which will interest design students and lovers of album cover art.

● **CROSS MARKET SALES POTENTIAL** ●

To designers, popular music fans and collectors of the artists covered by these albums.

● **VISUALLY ATTRACTIVE** ●

Full colour, with graphics and layout by a respected CD packaging designer.

● **FULLY DOCUMENTED** ●

Notes on covers, artist, date of release, etc. with details of the designs and images used.

● **HIGH QUALITY** ●

Attention to detail in both the printing, design and layout.

● **PRESS ATTENTION** ●

Book featured in MOJO and RECORD COLLECTOR magazines, with style media picture editors targeted via EPKs of sleeves and text.

● **WEB TIE INS** ●

Sample pages on publishers web site, with links to established and popular online record sleeve galleries.

● **POSTER** ●

Limited edition designer poster available through website.



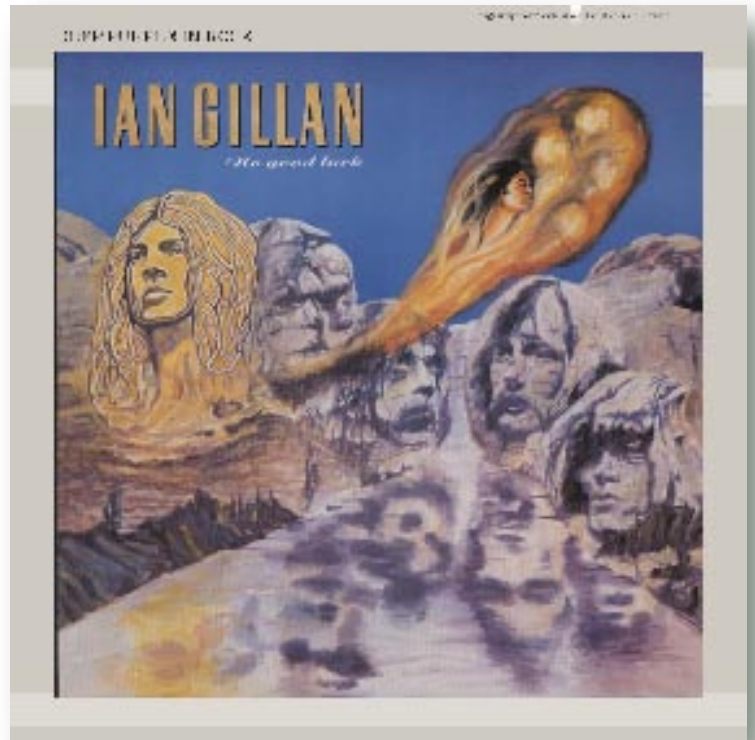
**AUTHOR :** The research for this book has been undertaken by JAN BELLEKENS. Jan was born and lives in Belgium, and has been interested in popular music for many years. During his travels around Europe he became interested in the way some new albums and CDs were leaning on older sleeve designs for their packaging ideas. Soon he found he was keeping an eye out for the best examples. Jan got in touch with Easy On The Eye a couple of years ago looking for a couple of sleeves which were on our web site, and mentioned that he was hoping to do a book. We got back in touch and said if he wasn't already working with a publisher, then we would be interested. By this time Jan's collection ran to something like 3,000 covers, and he has made the selection from that collection.

**PUBLICITY :** Articles in MOJO and RECORD COLLECTOR magazines, the UKs best selling retro music monthlies. Interest from newspaper style section editors. Press kits to leading design and graphic magazines including Creative Review, Graphik and Eye. WEB links to online record sleeve galleries to publicise the book. Limited edition tie-in POSTERS available through publisher's website.

**MORE INFORMATION :** Sample pages, book cover in colour and downloads of an extended PDF sales sheet can be found at [www.easyontheeyebooks.wordpress.com](http://www.easyontheeyebooks.wordpress.com)

**DESIGNER :** The book has been designed by Simon Robinson, who has worked as a designer and co-ordinator in the CD reissue field for many years. He has also been interested in the history of sleeve design and initially supplied Jan with a few examples of covers inspired by earlier work, before the book project took off.

**EASY ON THE EYE :** developed a few years ago when designer Simon Robinson and Manchester City Art Gallery curator Vince Kelly put together a very popular exhibition of easy listening album sleeve art at Blackpool Art Gallery. Since then a growing web site (given a glowing review in the Guardian) has carried the theme forward. Now Easy On The Eye are overseeing a number of illustrated books centred on post-war popular culture, offering strong visual content to interest collectors, designers and students. The books have been sourced from a number of writers and researchers who share similar aims. Easy On The Eye aims to make attention to quality and detail utmost.



Any text on this PDF can be supplied in electronic plain text file format via email. Images can be supplied in jpeg or tiff format as high resolution. Further sleeve images are available for publicity purposes. The designer is available for talks on the subject theme.

