



For Immediate Release
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Claremont Heritage Announces
CLAUDIA LENNEAR – A Story in Pictures
The Norman Seeff Sessions

Exhibition Opening | Saturday, March 2, 2019. | 6:00 pm - 9:00 pm
Ginger Elliott Center at Garner House | 840 N Indian Hill Blvd. Claremont 91711

Live Acoustic Set by Claudia Lennear - 7:00 pm Garner House Courtyard

Claudia Lennear - During the seventies, Claudia Lennear was a musical pioneer who sang background vocals across the genres on stage and on recordings with Ike and Tina Turner, Allen Toussaint, the Rolling Stones, Joe Cocker, Leon Russell, George Harrison, Elton John, Steven Stills, Taj Mahal, and many others.

Claudia worked professionally with many of the producers and sidemen musicians who developed the foundation of the late 60s and 70s pop music scene both in the United States and England. Journalists have documented that Lennear was the muse for songs written by Mick Jagger, David Bowie, and Leon Russell. Lennear affirms “Brown Sugar”, “Lady Grinning Soul”, “A Song for You”, “Masquerade”, and “She Smiles Like a River” were either written for, or about, her.

Lennear did a number of photography sessions with photographer Norman Seeff in 1972, when Claudia was at the height of her career and Norman was essentially just beginning his. Seeff had just relocated to Los Angeles from New York, landing a job with United Artists as their Creative Director. The images in the exhibition were chosen by Claudia and Norman from hundreds of photographs taken over several days.

Norman Seeff - After graduating with honors in science and art Norman Seeff qualified as a medical doctor and for three years worked in emergency medicine in South Africa focusing on the management of traumatic shock. In 1969, desiring to explore his passion for creative expression in all its forms, he relocated to New York and switched careers from science to the arts.

Within a year and a half, Seeff established himself as a successful “rock” photographer and graphic designer of album art. In 1972, Seeff was offered a position as Creative Director of United Artists and relocated to Los Angeles. His innovative approach to collaborative art-direction resulted in multiple Grammy Nominations for graphic design. Two years later, Seeff went freelance and opened a studio on the Sunset Strip. Seeff’s creative interaction with renowned creators and innovators includes such luminaries as Ray Charles, Joni Mitchell, Steve Jobs, Steve Martin, John Huston, Martin Scorsese, Billy Wilder, Bob Fosse, wil.i.am, Tina Turner, Alicia Keys, and hundreds of others.

Seeff views himself as a conduit for the many voices of the hundreds of creative and innovative individuals, working at the higher reaches of human potential, that he has interacted with over many decades. His groundbreaking multimedia and multidisciplinary content is currently being prepared for global release via multiple interactive digital platforms.

Claremont Treasury of Music Project - was started by artist Tom Skelly a number of years ago to document the plethora of musicians who have called the Pomona Valley home over the years and made an indelible impact on our musical history. Utilizing a website to disseminate the documented oral histories, photographs and sound bytes, the project will become a window into one of the unique aspects of our cultural heritage. The Claremont Treasury of Music site will be launched in summer 2019 and relates to our 2019 Theme - *Spirit of Place*. Programs and exhibitions such as this will feature musicians who are included in the project and act as a way to experience our history first hand.

For more information about the **Claremont Treasury of Music Project** or Claremont Heritage please email info@claremontheritage.org, visit our website at www.claremontheritage.org, or call (909) 621-0848.