

LOUISIANA MUSIC: THEN & NOW



If a rich history and world-acclaimed cuisine are the head and heart of Louisiana, music is its collective soul.

The music of Louisiana meanders through generations of history carrying melodies of dreams, hope, lament and the boundless spirit of one of the most diverse populations in America. Signature Louisiana sounds can be found throughout the state, in both urban centers and rural countryside. From grand concert halls to obscure roadside honky-tonks, travelers find a rich, abundant musical legacy that is distinctly and unmistakably Louisiana. The offerings are varied, from the state's indigenous jazz, Cajun and zydeco music to its musicians' notable contributions to the history and evolution of American blues, country and rock n' roll. All carry a common denominator that could be summed up by what Louisiana residents call *joie de vivre*, or the joy of life.

The coming year marks a statewide celebration of Louisiana music. Throughout 2013, notable artists, state tourism industry officials, national music industry stakeholders and Louisiana residents will join hands to acknowledge the state's contributions to the soul of America. Read on to feel the rhythm of Louisiana.

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AN INVITATION FROM LIEUTENANT GOVERNOR JAY DARDENNE

Can you hear the sounds coming from Louisiana?

We are spending 2013 celebrating one of our strongest assets, our music. Louisiana has been and continues to be home to some of America's most talented and influential musicians. We take pride in our indigenous genres of music—jazz, Cajun, zydeco and other genres birthed from these.

In Cajun country you can experience the sounds of Cajun and zydeco by a river, lake, bayou or swamp or at one of Louisiana's famous festivals. In New Orleans you can enjoy the beautiful sounds of jazz right on the streets. Whether it's wafting out of a club or from horns playing on the streets, you are never far from the rhythms and sounds of the city.

ESSENCE® Festival is an excellent event to enjoy all Louisiana has to offer—a fascinating blend of food, music and fun wrapped around an astounding cultural and historical package.

Pick your Passion and make Louisiana your destination in July for ESSENCE® Festival. While you're at the festival enjoying the music inside of the Dome, remember that when the festival is over Louisiana's local sounds are ready to entertain you in the Crescent City and throughout the state. Please join us! We enjoy nothing more than having company. Come for a visit and let us show you how we jam out.

For more information on visiting Louisiana, check out LouisianaTravel.com.

Jay Dardenne
Lt. Governor of Louisiana

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SMOOTH JAZZ

Jazz was born in New Orleans, specifically in the city's Congo Square and the Tremé, one of the oldest neighborhoods, and first flourished in the Storyville district north of the French Quarter. It is a percussive and often improvisational fusion of European, African and Caribbean music using wind and rhythm instruments that came to prominence in the early 20th century.

No city in America is home to more jazz talent—one-of-a-kind composers, musicians and singers who have blended and shaped this truly American music genre. The Crescent City gave us **Louis "Satchmo" Armstrong** and an endless string of talented artists who were the big names of their eras and who continue to forge new horizons on the contemporary world jazz scene. Historic names such as **Buddy Bolden, King Oliver, Sidney Bechet, Kid Ory, Bunk Johnson** and **Jelly Roll Morton** still resonate alongside more recent names like **Kidd Jordan, Pete Fountain, Al Hirt, Dr. Michael White, Nicholas Payton** and **Trombone Shorty**. Just a mention of the **Marsalis** name conjures images of a jazz family dynasty.

The wonderful thing about New Orleans jazz is its variety. Visitors and locals alike can enjoy traditional and Dixieland New Orleans jazz at notable venues such as **Preservation Hall** and the **Palm Court Jazz Café** in the French Quarter. Modern jazz is the primary offering at **Snug Harbor** in the Faubourg Marigny. Find a show featuring **Irvin Mayfield** and you'll likely hear some Latin jazz. New Orleans brass bands such as the **Rebirth Brass Band** and the **Dirty Dozen Brass Band** can be heard in local nightclubs, on the streets and even at jazz funerals.

Several attractions and annual events in New Orleans cater to the jazz enthusiast. Attractions include a permanent exhibit on New Orleans jazz at the **Old U.S. Mint** in the French Quarter and the Hogan Jazz Archives at **Tulane University**. Events such as French Quarter Festival, held every April, and Satchmo Summerfest, held every August, guarantee a hefty selection of the best jazz artists of today.



HISTORY LESSONS



The **Delta Music Museum**, in the city of Ferriday, offers exhibits on numerous notable rock, country and blues musicians with ties to the central Louisiana region around Ferriday. Artists profiled include Fats Domino, Percy Sledge, Aaron Neville, Irma Thomas, Jerry Lee Lewis and former Louisiana governor Jimmie Davis.

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CAJUN COUNTRY

Before jazz came to prominence in New Orleans, another indigenous Louisiana music was playing. **Cajun** music was that of 18th-century French Acadian exiles who settled the swamps, prairies and bayous throughout south Louisiana from just outside of New Orleans to what is now east Texas. It is a blend of French folk music of the era with doses of influence from the area's Native American, Anglo-American and European populations.

Early Cajun music was always sung in French, with stringed instruments led by the violin. The fiddle was mostly replaced by the push-button accordion when it arrived in south Louisiana in the late 1800s. With the addition of the *'tit-fer*, an iron triangle tapped with a metal spike used for rhythm, Cajun music evolved into more of its present-day state—lively tunes ideal for a two-step or waltz that retain traditional messages ranging from loss and sorrow to humorous stories that approach comic relief.

Tradition remains strong in Cajun music. Songs that were handed down through generations are among the early recordings made by pioneers such as **Joe and Cléoma Falcon, Amédé Ardoin, Dennis McGee** and later notables such as the **Balfa Brothers and D.L. Menard**. Even more progressive artists **Zachary Richard, Michael Doucet and Beausoleil, Steve Riley and the Mamou Playboys** and **Amanda Shaw** provide current twists while retaining the roots of the genre. Live Cajun music is found in nightclubs and Cajun dance halls, recurring Cajun music jam sessions, restaurants and at major music festivals. Lafayette's Festival Acadiens et Créoles every October features today's hottest Cajun bands. Exhibits on the genre are found at the **Cajun Music Hall of Fame** and the **Jean Lafitte Prairie Acadian Cultural Center**, both in the town of Eunice.

Outside Louisiana, Cajun and zydeco are often used interchangeably, but there are differences. **Zydeco**, the younger of the two genres, shares some of Cajun music's traits. Zydeco was the music of Creole sharecroppers and farmers in south Louisiana. It grew from La La, a tradition that involved Creole families gathering at rural farmhouses on the Acadiana prairie and temporarily converting them into neighborhood dance halls.



Amédé Ardoin



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While Cajun music was influenced by European music tradition, zydeco was influenced by African, Caribbean and later the American blues music genres. In zydeco, the push-button accordion is replaced with either the triple-row diatonic accordion or a piano accordion, and the *'tit-fer* is replaced by a frottoir, or a metal washboard that is worn such as a vest and played with metal scrapers such as spoons or church keys. The result is a more rhythmic, percussive and usually faster-paced music than its Cajun cousin.

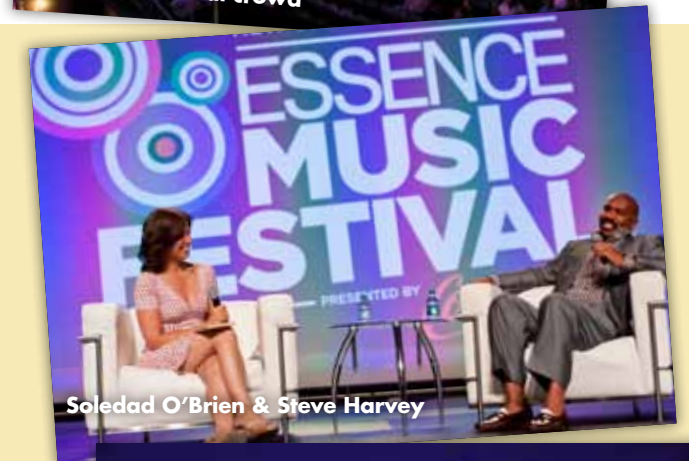


ESSENCE® Festival crowd

ESSENCE® FESTIVAL: LIKE NO OTHER

The ESSENCE® Festival returns to New Orleans July 4-7, 2013. It's the ultimate four-day weekend in celebration of black music, culture and community. Bring your friends and family and be inspired at our FREE ESSENCE® Empowerment Experience featuring powerful speakers from the worlds of politics, entertainment, education and gospel. Each night, our concerts will bring exhilarating performances to the Louisiana Superdome with the biggest names in R&B, hip hop, soul and more while standing-room-only crowds party to their favorite artists and local talent in the Superlounges. There's nothing like ESSENCE® Festival and you don't want to miss it. The best seats are on sale now at the best prices. Get the latest on ticket packages, performing artists and more at essencefestival.com.

Celebrate the sounds of Louisiana at the 2013 ESSENCE® Festival. Visit ESSENCEFESTIVAL.COM now to learn more.



Soledad O'Brien & Steve Harvey



Teedra Moses

HISTORY LESSONS



Frogmore Plantation, in Frogmore, is a cotton plantation from the early 1800s that is still in operation today. Visitors can learn about the contrasts between life on the farm in the Antebellum South and the progression to the modern cotton farming and processing that occur there today.



Zydeco—which takes its name from an early 20th century song about poverty *Les haricots sont pas salés*, or “the snap beans aren’t salty”—was first recorded in the 1940s and rose to prominence through notable names such as **Clifton Chenier**, **Boozoo Chavis** and **Beau Jocque**. The tradition lives today through contemporary artists such as **Terrance Simien**, **Rockin’ Dopsie**, **Chubby Carrier**, **Rosie Ledet** and **Geno Delafosse**. Zydeco is often performed at venues and major festivals from south Louisiana to Europe. Notable venues include El Sido’s in Lafayette and Slim-Y-Ki-Ki’s in Opelousas. Notable festivals that feature zydeco include the Southwest Louisiana Zydeco Festival, held every September near the town of Plaisance. Exhibits at the **Jean Lafitte Acadian Cultural Center** in Lafayette and the **Capitol Park Museum** in Baton Rouge include historic zydeco recordings and instruments.

BIG ON THE BLUES

American blues and **Rhythm and Blues** originated from field hollers sung by workers in the sugarcane and cotton fields of the Mississippi Delta region. Louisiana songwriters, producers and recording engineers played a great role in the genre’s evolution.

In rural areas along the Mississippi and Red rivers in Louisiana, blues music legends were born or learned their trade. Field hollers evolved to include instrumentation and ultimately amplification, and Louisiana artists such as **Huddie “Lead Belly” Ledbetter** were among the earliest to record blues and spread its popularity. Other noteworthy Louisiana names in the history and evolution of the blues include **Guitar Slim**, **Slim Harpo**, **Lightnin’ Slim**, **Lazy Lester**, **Henry Gray**, **Tabby Thomas**, **Buddy Guy**, **Kenny Wayne Shepherd** and **Tab Benoit**.

During the mid-20th century, artists shifted the music from Louisiana’s countryside to urban areas. Musicians in New Orleans began merging traditional blues into more commercial-sounding music, hoping to get airplay and sell recordings. New Orleans soon became a southern hub for the R&B industry, a haven not only for successful artists but also for vital, national-level music industry activity contributions. After **Fats Domino** emerged from New Orleans as a major star, for example, record companies from New York and Los Angeles began sending artists to New Orleans due to the city’s session musicians’ and producers’ reputation for creating hits. Prevalent Louisiana R&B names from that era to the present include artists **Professor Longhair**, **Ernie K-Doe**, **Irma Thomas**, **The Meters** and **The Neville Brothers**; artists/songwriters **Dr. John** and **Allen Toussaint**; and production/engineering standouts **Dave Bartholomew**, **Wardell Quezergue** and **Cosimo Matassa**.

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The often spiritual message and style of traditional blues also crossed into the gospel genre and Louisiana was a significant contributor. **Mahalia Jackson**, the “Queen of Gospel Music,” hailed from New Orleans. Noted gospel quartets **The Ever Ready Gospel Singers** of Shreveport and **The Zion Travelers** of Baton Rouge influenced their R&B peers with signature a capella harmonies.

Both traditional blues and R&B strongly influenced the evolution of all popular American music genres, most notably by mixing with traditional country music to spawn rockabilly, honky tonk and ultimately rock ‘n’ roll music. Country music found its way to Louisiana when Anglo settlers moved into Louisiana in the early 1800s and brought their traditions of stringed instrument ballads.

Country music was passed down generations until the age of live radio shows in the 1900s and the debut of Barn Dance or Jamboree radio shows. One of the most important shows was *Louisiana Hayride*, which debuted in 1948 and was broadcast throughout the South from **Shreveport’s Municipal Auditorium** via local station KWKH. *Hayride* left an indelible mark on today’s American country, rock and pop music by serving as the launching pad for the careers of country, honky tonk and rock artists **Elvis Presley**, **Hank Williams**, **Johnny Cash**, **Johnny Horton**, **Slim Whitman**, **Webb Pierce**, **Kitty Wells** and **Faron Young**. Other Louisiana music notables surfacing in the 1950s included **Jerry Lee Lewis**, **Dale Hawkins** and **Jimmy Clanton**.

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HISTORY LESSONS



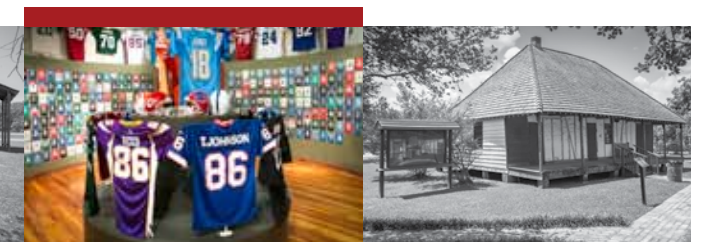
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Mahalia Jackson



Alex Boyd



The **Eddie Robinson Museum**, in the city of Grambling, recognizes the career and accolades of the record holder for most wins in NCAA Division I football. Robinson coached at Grambling from 1941 to 1997, accruing 408 wins, 45 winning seasons, 17 Southwestern Athletic Conference Championships and nine black college football national championships. More than 200 of his players went on to play professional football.

Louisiana retains its country roots, past to present. Much of the old time traditional country is reflected in bluegrass music, which is prevalent in Louisiana's Florida Parishes east of Baton Rouge and north of New Orleans via festivals and recurring concert series. Modern country is showcased every Memorial Day weekend at Baton Rouge's Bayou Country Superfest, and in large north Louisiana festivals like the Red River Revel and Mudbug Madness, both in Shreveport.

TODAY'S CHART TOPPERS

The contributions of Louisiana artists to popular American music genres extend today beyond the evolution of country and its offshoots. Modern country stars **Tim McGraw**, **Trace Adkins**, **Kix Brooks** and **Hunter Hayes**, all from Louisiana, share national success with pop stars **Harry Connick Jr.** and **Britney Spears**, rap stars **Master P** and **Lil' Wayne**, and modern rock artists **Better Than Ezra** and **Cowboy Mouth**.



Louis Armstrong



The Original Pinettes Brass Band



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Louisiana's musical heritage is explored in detail in the current issue of *Oxford American* magazine. Its annual Southern Music edition has an extensive spread on the history and evolution of Louisiana music and its artists' contributions to the Southern and American music landscape. It includes a CD with music from many of the artists profiled in this piece, along with lesser known artists who are definitely worth checking out.

Oxford American's Louisiana issue kicks off a yearlong promotion of Louisiana music by state tourism officials, who encourage travelers to experience the sounds of Louisiana through five music showcase events spread statewide in 2013. All events will offer multi-artist concerts, a Louisiana indigenous cuisine component, panel discussions about Louisiana music and the showing of a Louisiana music documentary narrated by **Harry Connick Jr.** The film features performances by Louisiana artists including **Irma Thomas**, **the Marsalis Family**, **Rebirth Brass Band**, **The Zion Harmonizers**, **Buckwheat Zydeco**, **Trombone Shorty** and **Buddy Guy**.

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HISTORY LESSONS



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FREE

Oxford American Dates/Locations

**January 19, 2013 | SHREVEPORT
Municipal Auditorium**
From Elvis to Hank to Johnny: Celebrating 65 Years
of the Louisiana Hayride

**March 2, 2013 | NATCHITOCES
Northwestern State University**
Raising Cane: A Musical Tour in Creole Country

**April 20, 2013 | LAFAYETTE
Cite' des Arts/Parc Sans Souci**
Cajun Seasoning: Zydeco Rhythms in the Heart of Acadiana

**August 3, 2013 | FERRIDAY
Arcade Theater**
Great Balls of Fire: Delta Blues and Rock & Roll in
Jerry Lee's Hometown

**November 9, 2013 | NEW ORLEANS
Old U.S. Mint**
Marching in with the Saints: Coming Home
to the City Where Jazz Was Born

Visit LouisianaTravel.com/music for more information.

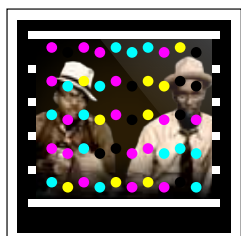
Le Vieux Village, in the city of Opelousas, offers visitors a glimpse into rural life around the time St. Landry Parish was formed. The village includes one of the oldest Creole homes west of the Mississippi and a country store and doctor's office from the early 19th century.



LOUISIANA'S AFRICAN-AMERICAN HERITAGE TRAIL

Just like music tells a story, Louisiana's African-American Heritage Trail brings together histories, personalities and achievements in a way that no single museum ever could. Visit **AStoryLikeNoOther.com** for stories, photos and itineraries—even download a free iPhone app guide to the trail. Discover these locations on the trail:

- New Orleans African-American Museum (New Orleans)
- St. Augustine Church (New Orleans)
- St. Louis Cemeteries No. 1 & No. 2 (New Orleans)
- The French Market (New Orleans)
- Congo Square, Armstrong Park (New Orleans)
- The Amistad Research Center (New Orleans)
- Mahalia Jackson's Grave, Providence Park Cemetery (Metairie)
- Laura Plantation (Vacherie)
- Evergreen Plantation (Wallace)
- River Road African-American Museum (Donaldsonville)
- Tangipahoa African-American Heritage Museum (Hammond)
- Louisiana State Capitol (Baton Rouge)
- Southern University (Baton Rouge)
- Port Hudson Battlefield (Jackson)
- The African-American Museum (St. Martinville)
- Black Heritage Art Gallery, Central School Arts and Humanities Center (Lake Charles)
- The Creole Heritage Folk Life Center (Opelousas)
- Arna Bontemps African-American Heritage Museum (Alexandria)
- St. Augustine Church (Natchez)
- Cane River Creole National Historical Park (Bermuda, Derry)
- Melrose Plantation (Melrose)
- Multicultural Center of the South (Shreveport)
- Southern University Museum of Art (Shreveport)
- Grambling State University (Grambling)
- The Northeast Louisiana Delta African American Heritage Museum (Monroe)
- The Hermione Museum (Tallulah)
- Winter Quarters State Historic Site (Newellton)
- Rosedown State Historic Site (St. Francisville)
- Audubon State Historic Site/Oakley House (St. Francisville)
- Centenary State Historic Site (Jackson)
- Longfellow-Evangeline State Historic Site (St. Martinville)
- Fontainebleau State Park (Mandeville)
- Fort Pike State Historic Site (New Orleans)
- **NEW: Eddie Robinson Museum**
- **NEW: Frogmore Plantation**
- **NEW: Delta Music Museum**
- **NEW: Le Vieux Village**
- **NEW: West Baton Rouge Museum**
- **NEW: San Francisco Plantation**
- **NEW: Our Lady of Grace Historic Sanctuary**



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