

## An exclusive Interview with John Pasche

### **How did it all start?**

I was in my final year at the Royal College of Art when the Rolling Stones office called and asked for a student to go along to meet with Mick Jagger to discuss creating their 1970's European tour poster. I was simply just in the right place at the right time and luckily specialised in posters.

I was sent along to their office on Maddox Street and when I walked in, there was Mick Jagger! I was very nervous at the time but still fairly confident as I believed in my work. We chatted for a while and came to realise we had a mutual interest in 1930's / 1940's stylised travel posters so I understood what Mick was after - he didn't just want an image of the band but something relating to the tour.

I was sent away to create a rough design and when I presented the design to Mick he said 'I think you can do better!'. I walked out and thought I had blown it! I created a new design and it turned out he was right, he loved my second attempt.

A few months later I went on to meet Mick again about creating a logo for the record label. At the time I thought it was a small deal and only charged £50! Looking back it seems crazy as it is now one of the most recognisable logos around!

In 1971/2 I was asked to create the artwork for them for 'Sticky Fingers' where Warhol created the zip cover and so on. I thought this was a great opportunity to use the logo in the insert of the album and this was pretty much the birth of it as far as the public was concerned! A few years later the merchandising around the logo massively increased and peaked in popularity.

### **Isn't it mad how just a £50 design became something so huge?**

It really is and it's nice how it got to be from just one person. Just Mick Jagger and myself one to one, not a huge team of people.

### **Did you get to meet Mick Jagger again after this?**

From 1970-74 I did most of the work for them in the UK. I created 4 touring posters for them for the four years they were touring. I was also putting artwork together for sleeves and working on catalogues for them. I would work on these during the weekends as in the week I was a Junior Art Director at Benton & Bowles Advertising Agency. Things then changed when Mick Jagger moved out of the UK as he started working with other designers in America but for those four years I did most of their work!

## **Did you ever get to go and see them play live?**

Oh yes! They are a very good live band! They would give me passes to see the live shows during the UK tour and very recently as well. I became very good friends with people from the Rolling Stones office and I am still given tickets to see them live now, I most recently saw them play live around 4 years ago in Paris.

## **It is nice how you have managed to see them all through their journey isn't it?**

Yes definitely! I used to meet with Charlie Watts from time to time and I have a generally very good relationship with all of the band, seeing them on and off throughout the years and working on different projects.

## **From this, did you ever meet anyone else, such as other bands you would be interested in working with?**

I built up a great portfolio while working with the Rolling Stones which was a great springboard for me to get into creating album sleeves which I did for years and years! I then became art director for different artist records and then after that, I became Art Director for Chrysalis Records and I was there for 10 years. From this role I have met a lot of different recording artists over the years.

## **We know you will be in the new Rolling Stones series coming out this weekend, can you tell us a bit about that?**

Yes! They have been doing a lot of filming at my house and they wanted to show the process of one of my sketches from start to finish. We filmed in instalments which I thought would take a few days of filming as I have to allow drying time for paint and so on, but we managed to squeeze it into one day!

