
Jackson National and the Rolling Stones. Of course.

By Editorial Staff Thu, Sep 15, 2016

Sponsored by the British-owned, Michigan-based insurer, a massive traveling exhibit called "Exhibitionism" will feature the personal memorabilia of Mick Jagger, Charlie Watts, Keith Richards and Ronnie Wood. It opens in New York City in November.

Jackson National Life will serve as the official U.S. sponsor of "Exhibitionism — The Rolling Stones," a traveling exhibit that offers comprehensive insight into the Rolling Stones through an immersive and interactive tour highlighting the band's iconic artistic legacy.

According to a Jackson release, "Exhibitionism" is "the largest touring experience of its kind and the first time in history the band has unlocked their vast private archives. Previously housed at the Saatchi Gallery in London, Exhibitionism will make its North American debut in New York City in November at the iconic Industria, West Village."

Barry Stowe, chief executive officer and chairman of Prudential plc's North American Business Unit, said the sponsorship is "a natural fit for the company, and a defining project in enhancing Jackson's brand identity."

"Exhibitionism is a once-in-a-lifetime celebration of the history of true rock 'n' roll legends," Stowe said in the release. "Like the Stones, Jackson's history began in the early '60s, a time that brought the onset of an era of dramatic change. Focused on helping the generation that led this change plan for the next phase of their lives, Jackson is pleased to be able to sponsor a world-class exhibition focused on an artistic and cultural phenomenon that helped define and shape the baby boomers and generations to come."



The exhibition will include 500 unseen artifacts from the band's personal archives and take visitors through the band's 50-year history, from living together in a small apartment to headlining stadium concerts, and embracing "all aspects of art and design, film, video, fashion, performance and rare sound" associated with the band.

The exhibition includes original stage designs, dressing room and backstage paraphernalia, guitars and instruments, iconic costumes, rare audio tracks and unseen video clips, personal diaries and correspondence, original poster and album cover artwork and unique cinematic presentations.

Exhibitionism is promoted and presented by Australian company International Entertainment Consulting (iEC) with the participation of Mick Jagger, Keith Richards, Charlie Watts and Ronnie Wood. Collaborations and work by Andy Warhol, Shepard Fairey, Alexander McQueen, and Ossie Clark to Tom Stoppard and Martin Scorsese will be included.

The exhibition includes nine different rooms, each with its own distinctly designed environment. Starting with an introductory "Experience," visitors will look back at the high points of the band's career through a new film, with a high-octane soundtrack. Visitors will then be taken back to the Stones' beginnings and on the remarkable journey that made them one of the most successful rock 'n' roll bands in the world.