

PROCESS

OBJECTIVE & EVENT

OBJECTIVE

To create a booklet for an art event.

EVENT: THE HELLA MEGA STADIUM TOUR

A collaborative rock tour consisting the bands: Green Day, Weezer, and Fall Out Boy that will be happening over the course of summer of 2020 in North America, Europe, and Asia. This tour was a surprise announcement by all 3 bands releasing news songs on September 13th.

EVENT: TARGET AUDIENCE

This tour spans 3 decades of music: 1990s-present. Both Green Day and Weezer broke out in the mid-90s, while Fall Out Boy broke out in early-mid 2000s. The bands' music is centered on pop punk and alternative rock. The target audience is millennials (newer rock fans) and older adult males (grew up listening to the bands in their teen years).



CONTENT & FORMAT

CONTENT ORGANIZATION

Front Cover: The Hella Mega Stadium Tour

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The History of Green Day, Weezer & Fall Out Boy

Band Connection Timeline

How the band's supported each other's music throughout their careers.

The Hella Mega Formation Interview

Why Green Day, Weezer & Fall Out Boy Teamed Up for the Biggest Rock Event of 2020.

Back Cover: Tour Dates

FORMAT

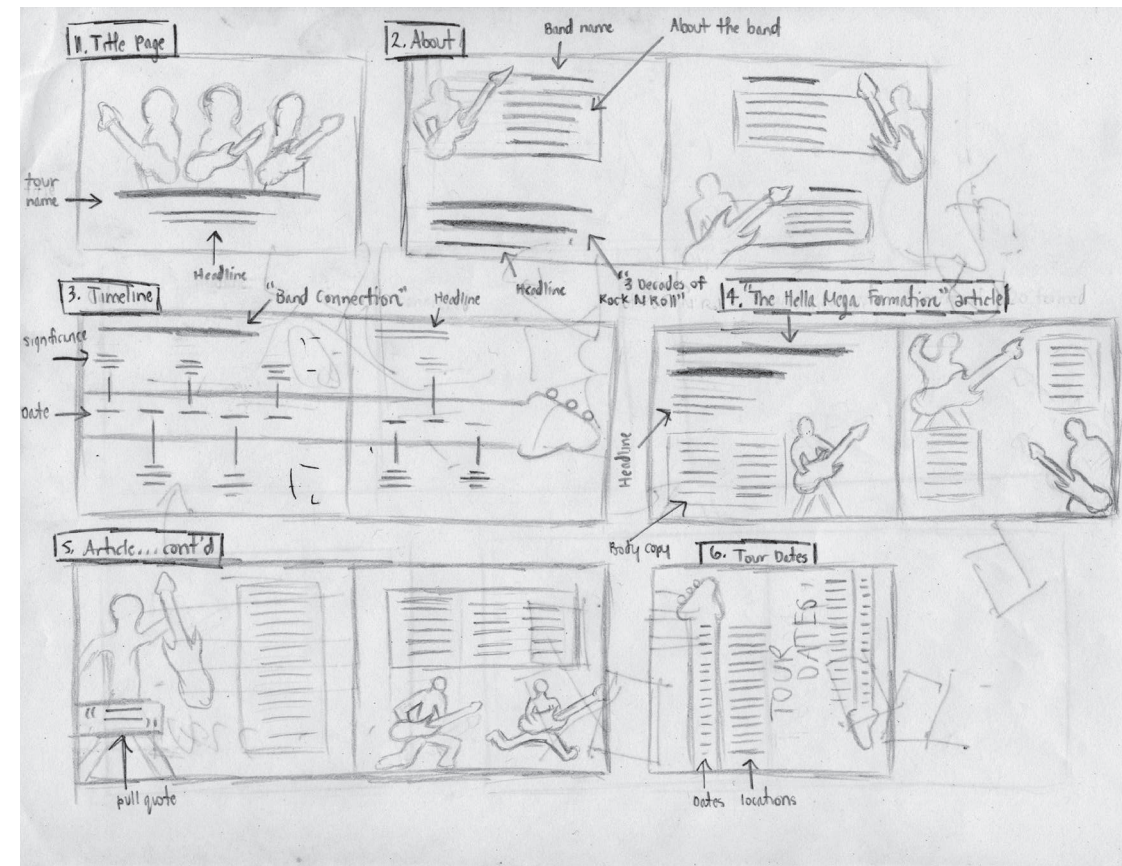
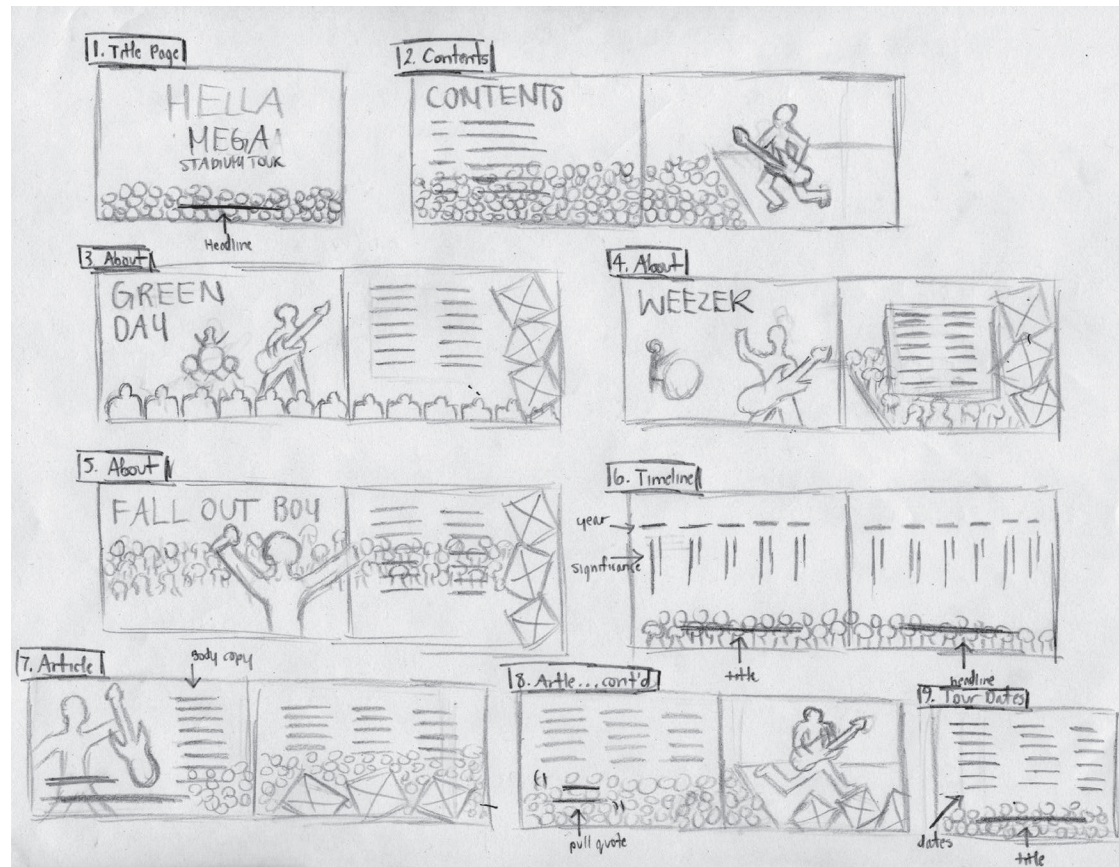
The format I want to create for the event is a 5.5" X 8" saddle-stitch booklet because this is a commemorative booklet about the 3 bands history and music. The fans will receive the booklet at the concert that they can take home.

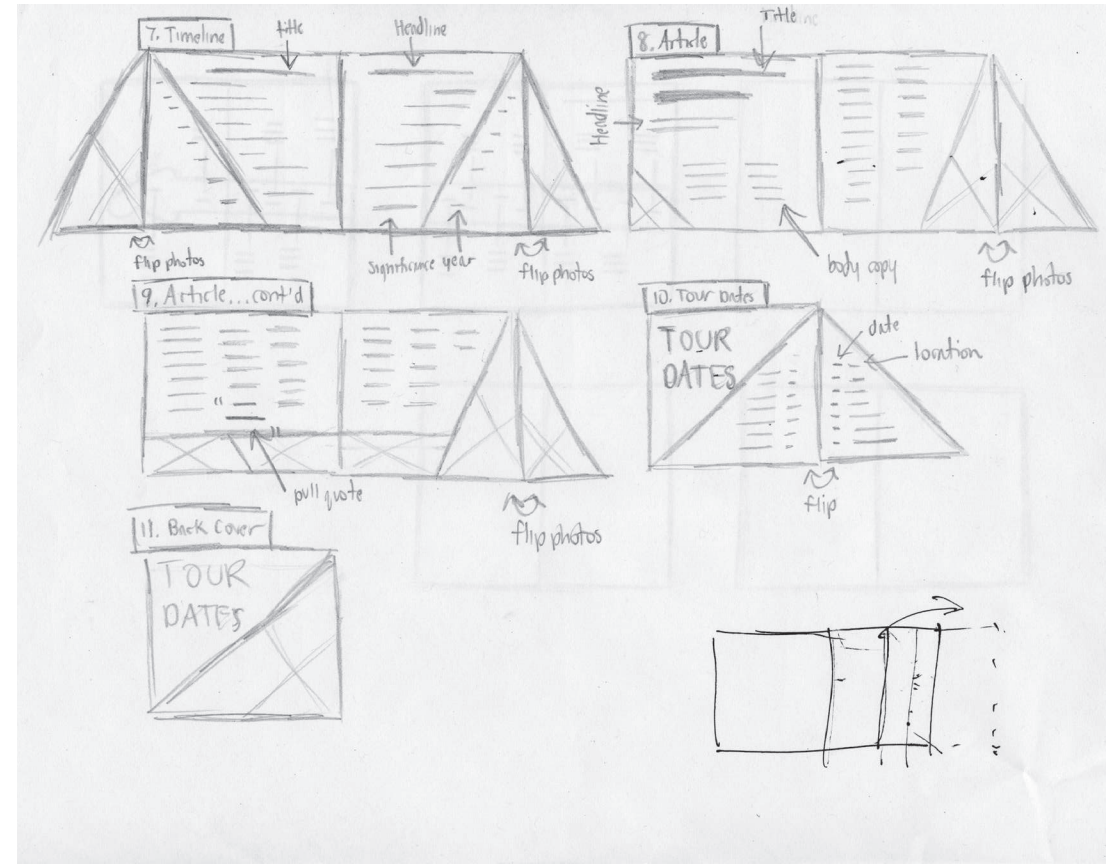
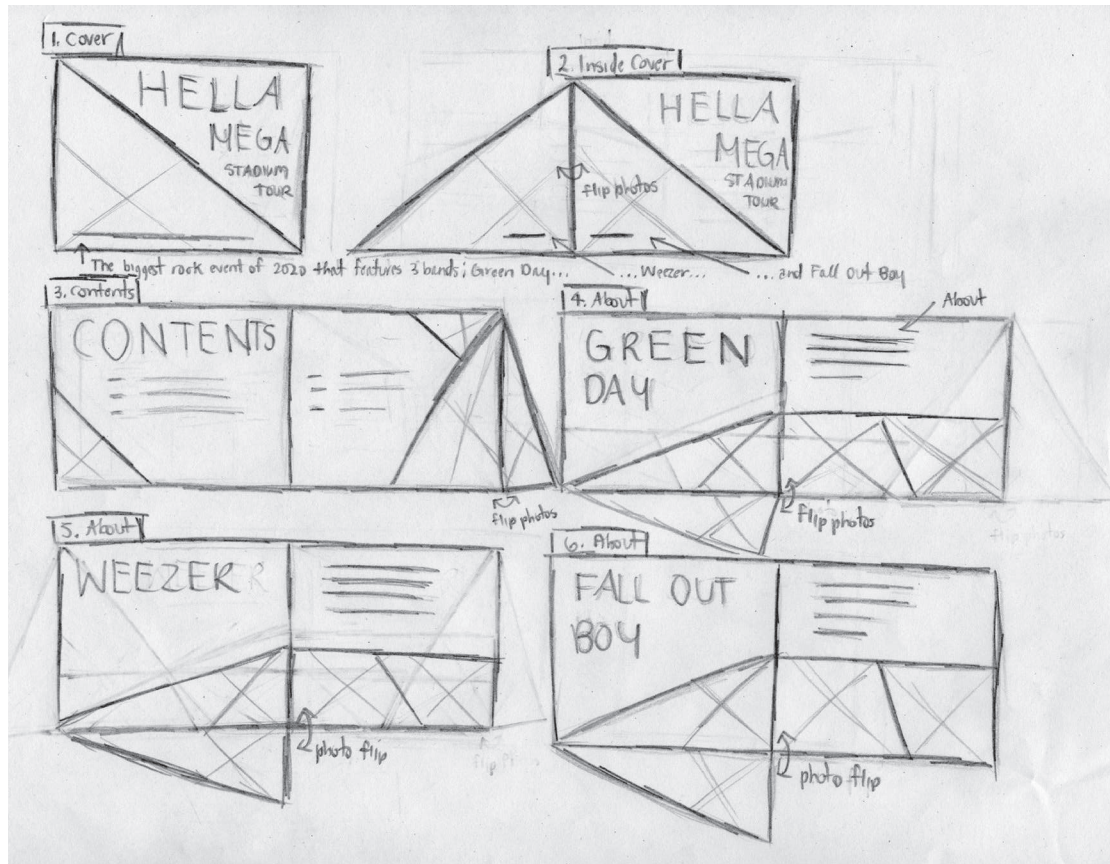
The booklet will be long in length to represent the long history of the bands combined: 3 decades of music and history.



SKETCHES







DOUBLE-PAGE SPREADS PROCESS

BAND BIOGRAPHIES PROCESS



The History of

GREEN DAY

Bay Area trio Green Day stormed the mainstream in the early '90s with their snarling, snotty brand of three-chord pop-punk, which was delivered with a heavy dose of anarchic attitude and headline-grabbing antics. Influenced by the late-'70s punk predecessors before them, they went on to introduce a new, younger generation to the genre. Major-label breakthrough Dookie was the jewel in the crown of their '90s punk era, a modern classic regarded as one of the most defining albums of the decade. Thanks to MTV's support of the initial single, "Longview,"



Dookie became a major hit, with its second single, "Basket Case," spending five weeks on top of the American modern rock charts. By the time the fourth single, "When I Come Around," began its seven-week stay at number one on the modern rock charts in early 1995, Dookie had sold over five million copies in the U.S. alone; it would eventually top ten million in America, selling over 15 million copies internationally. Dookie also won the 1994 Grammy for Best Alternative Music Performance. Maturing in the 21st century, the band hit a career peak with 2004's

Grammy-winning international success American Idiot, a socio-political rock opera that ushered in the next stage of their evolution as one of America's most acclaimed rock bands. American Idiot became a surprise success - a chart-topper around the world, a multi-platinum Grammy winner, and easily the best-reviewed album of their career. In 2015, 25 years after their debut, Green Day were inducted into the Rock & Roll Hall of Fame.



The History of

WEEZER



As one of the most popular groups to emerge in the post-grunge alternative rock aftermath, Weezer received equal amounts of criticism and praise for their hook-heavy guitar pop. None of the members of Weezer, especially leader Rivers Cuomo, were conventional rockers: they were kids who holed up in their garage to play along with their favorite records when they weren't studying or watching TV. As a result, their music was infused with a quirky sense of humor and an endearing awkwardness that made songs from their debut Weezer (aka The Blue Album) into big modern rock hits during the mid-'90s. The Spike Jonze-directed video, "Undone (The Sweater Song)" became a

modern rock hit in the fall of 1994, but what made Weezer a crossover success was "Buddy Holly." Jonze created an innovative video that spliced the group into old footage from the sitcom Happy Days and the single quickly became a hit, making the album a multi-platinum success as well. Shortly after the tour in support of their 1996 album Pinkerton, it appeared as though Weezer had fallen off the face of the planet. Stung by the public's initial reaction to their sophomore effort (Rolling Stone even named Pinkerton the Worst Album of 1996), the band took time off to regroup and plan their next move. Hooking up again with the producer of their 1994

debut, Ric Ocasek, Weezer recorded what would be known as The Green Album. The album was an immediate hit, debuting at number four in May 2001 and camping out in the upper reaches of the charts for much of the spring/summer, during which such songs like "Hash Pipe" and "Island in the Sun"

became radio and MTV staples, re-establishing Weezer as one of alt-rock's top dogs. Make Believe was released in May 2005, prepped by the single "Beverly Hills," and eventually went platinum in multiple countries, paved the way for Weezer's long career.



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FALL OUT BOY

Fall Out Boy rose to the forefront of emo pop in the mid-2000s, selling more than four million albums thanks to the band's tabloid-grabbing bassist, able-voiced frontman, and handful of Top 40 hits. The group's four members first came together in Wilmette, a bedroom community north of Chicago, around 2001. Vocalist/guitarist Patrick Stump, bassist/lyricist Pete Wentz, drummer Andrew Hurley, and guitarist Joe Trohman had all taken part in various bands connected to Chicago's underground hardcore scene. Most notably, Hurley drummed for Racetractor, the furiously political metalcore outfit whose brief output

was both a rallying point and sticking point within the hardcore community. As Fall Out Boy, the quartet used the unbridled intensity of hardcore as a foundation for melody-drenched pop-punk, with a heavy debt to the emo scene. Their breakout album, the ambitious *From Under the Cork Tree*, followed in spring 2005, quickly reaching the Top Ten of Billboard's album chart and spawning two Top Ten hits with "Sugar We're Going Down" and the furiously upbeat "Dance, Dance." The album went double platinum and earned the musicians a Grammy nomination for Best New Artist. Their follow-up record *Infinity*



on *High*, spearheaded by the hit single "This Ain't a Scene, It's an Arms Race." Recording sessions for *Folie à Deux* were tough, prompting the band to take an open-ended hiatus soon after the album's release. In February 2013, the band reunited for the album called *Save Rock and*

Roll and an accompanying tour. Preceded by the single "My Songs Know What You Did in the Dark (Light 'Em Up)," *Save Rock and Roll* was released in April of 2013 and promptly debuted at number one on the U.S. charts.



DOUBLE-PAGE SPREADS PROCESS

BAND CONNECTION PROCESS





Green Day, Weezer, and Fall Out Boy drop singles on September 10 to announce the Hella Mega Stadium Tour.

September 10th, 2019



Green Day release "Father Of All..." featured on their forthcoming thirteenth studio album *Father Of All...*



Weezer's releases "The End of the Game," featured on their fourteenth studio album *Van Weezer*.



Fall Out Boy release "Dear Future Self (Hands Up)," ft. Wyclef Jean, featured on *Greatest Hits: Believers Never Die - Volume Two*.

2018

Rivers Cuomo treated fans in Chicago to an intimate solo performance on April 9, including covers of **Green Day**'s "When I Come Around" and "Basket Case."

2015

Fall Out Boy inducted **Green Day** into the Rock 'n' Roll Hall of Fame.

2013

Fall Out Boy cited **Green Day** as a major influence, "If I hadn't ever had a chance to hear an album like [1994's] *Dookie*, I don't know where I would have ended up," bassist Pete Wentz told *Time*.

2009

Weezer covered **Green Day**'s "Brain Stew" for the AOL Sessions. At the MTV Video Music Awards, **Fall Out Boy** bassist Pete Wentz jumped spontaneously onstage (along with audience members) during **Green Day**'s performance of "East Jesus Nowhere."

2007

Fall Out Boy covered **Green Day**'s "Basket Case" on September 21st in the Philippines on the *Infinity on High* Tour.

2005

Green Day's "Boulevard of Broken Dreams," **Fall Out Boy**'s "Sugar We're Going Down" and **Weezer**'s "Beverly Hills" all reached the top 10 on the Billboard Hot 100.

2003

Weezer covered **Green Day**'s "Worry Rock" on the 2003 compilation of **Green Day**, *A Different Shade Of Green*.

1996

Weezer released their second studio album *Pinkerton*, and mentions **Green Day** in their song "El Scorcho." "I asked you to go to the Green Day concert."

1995

Both **Green Day** and **Weezer** contributed songs for the film *Angus: "J.A.R." and "You Gave Your Love to Me Softly"*

1994

Green Day's *Dookie* and **Weezer**'s *The Blue Album* became multi-platinum selling albums, that launched both bands into mainstream success and long careers. **Green Day** and **Weezer** played Madison Square Garden on May 12.

How Green Day, Weezer, and Fall Out Boy showed love and support for each other's music throughout their careers.

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BAND

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DOUBLE-PAGE SPREADS PROCESS

INTERVIEW PROCESS





THE HELLA MEGA FORMATION

Why **Green Day, Weezer, and Fall Out Boy** Teamed Up for the Biggest Rock Event of 2020.

By Chris Payne

Billie Joe Armstrong remembers when rock concerts could turn into real shitshows. Sometimes, quite literally: When Green Day performed at Woodstock '94, torrential rain transformed the grounds into a lawless slush pit, as fans hurled fistfuls of grass, mud and who knows what else at the band. "This is only the beginning," I thought, so I just started throwing it back," recalls Armstrong, 47.

He's telling the story to two other rock stars with plenty of tales of their own as they gather in a sun-splashed Los Angeles stu-

dio lounge in late August: Weezer's Rivers Cuomo, 49, another Rock Class of '94 graduate, and Fall Out Boy's Pete Wentz, 40, who at the time was an unruly high school metalhead. "Everybody got so covered in mud you couldn't tell between the crowd and the band," continues Armstrong. "A security guard slammed [bassist] Mike [Dirnt] and broke his teeth out. We had to rush him to a dentist before we played Lollapalooza."

These three band leaders and their groups have a combined seven No. 1s on the



Billboard 200 and 15 No. 1s on Billboard's Alternative Songs chart, which means they are far removed these days from worrying about stray projectiles and emergency dental work. (Though Cuomo did have an encounter with an electric eel that left a scar during a swim break on 2012's Weezer Cruise.) Yet instead of staying in their comfort zones, they're eager to create a live experience that's as legendary as anything else



they have done. So they're assembled here today to talk about what they're calling the Hella Mega Tour: a joint trek -- produced by Live Nation and presented by Harley-Davidson -- that will kick off in Europe next June before coming to North America for a 20-date stadiums-only leg in July.

None of the bands have embarked an all-stadiums tour before, let alone in such company. At iconic baseball venues like Chicago's Wrigley Field and Boston's Fenway Park, they'll provide, essentially, a three-hour nightly mega-mix of the music

that has dominated KROQ Los Angeles playlists for the past generation -- but with the kind of star wattage that could well nudge rock closer to current pop music's center. "The world is super hip-hop- and Instagram-[oriented], and I think this is counterprogramming to all of that," says Wentz. "This is the biggest rock'n'roll thing that's going to happen that summer."

Masterminding the operation is Crush Music, the New York- and L.A.-based company that manages all three acts: Fall Out Boy since 2002 (the band has helped

Crush grow as much as Crush helped it), Weezer since 2016 (Crush's label arm has released the band's last four albums with Atlantic) and Green Day since 2017 (when the group parted ways with its manager of 21 years, Pat Magnarella). "I asked Green Day what their goals were because they have already achieved almost every goal a band has," recalls Crush co-founder Jonathan Daniel. "And Mike said, 'Well, we want to play stadiums.'"

"Green Day has played its share before, including on its last tour in 2017. But it

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