



LISA SPINDLER

Enlisting the talents of fashion photographer Lisa Spindler and actual clients as models, hair stylist Hoffer Shanouni is plunking down big bucks to promote his talents in the metro area.

Cut above?

He uses class act to promote talent

By Charlene Mitchell
special writer

"Turn your head . . ."
"Move to the right . . ."
"Chin up . . . That's good!"
"More light underneath, guys."

"OK, freeze!"
Click . . . Flash . . . Flash . . .
With more than three dozen pieces of portable photographic equipment, including expensive Arri lights, reflectors, two 35mm cameras and a variety of lenses, stands and tripods, a Bloomfield Hills car dealer's showroom was temporarily transformed into a setting for an elaborate photographic session.

At center stage was two of metro Detroit's most notable of their respective crafts — fashion photographer Lisa Spindler and hair stylist Hoffer Shanouni. Each had their own idea on how the shoot should be orchestrated, and, ego aside, each allowed the other space for artistic creativity.

"These photos are going to be great," boasted Spindler as she perched her trim frame atop a chair to get a better view of her subjects.

Instructing her two assistants on how to set up for one of hundreds of shots she took that day, Spindler continued to move about in an almost frenzied-like manner while Hoffer watched in awe.

THE FIVE models, actually clients of Hoffer's, were "gorgeous." Well-known television makeup artist Robin Manogian had created identical looks for each woman. Smooth powdered skin with just a hint of blush. Cleopatra style eyeliner, very long lashes and very lush red matte lipstick.

All wearing black attire, they posed atop a vintage 1950 Rolls Royce Bentley with a rare charcoal-colored Afghan, named Paris.

It seemed every phase of the production had class. Even the dog followed instructions to a tee.

With music blasting from a portable cassette player, the atmosphere was reminiscent of an overly sensational Hollywood photo session.

Hey, if everything looks important, then it must be important, right? If the theory holds, then Hoffer is on his way to widespread recognition.

The whole ordeal wasn't about the Rolls, the Afghan or the models. It was about Hoffer (he prefers to use only his first name) who is investing thousands of dollars into self-promotion, confident

his personal advertising and marketing plan will earn him national recognition as one of the country's most talented hair stylists.

"I'VE ALWAYS been very good at styling all kinds of hair," he said. "I can usually please every client who comes to me by creating a new look that suits them. I'm thankful for my talent . . . It's a gift."

Hoffer is currently employed as artistic director and chief stylist at Cotelant's Salon in Southfield. His client list includes some of the area's most well-heeled professional women, socialites and media stars.

"The one woman I really want to makeover is Lynn Thomas (wife of Pistons' star Isiah Thomas)," he said. "She has gorgeous hair and, with her face, I could really create a dynamic look for her."

But since he's friends with her stylist, he concedes he would "never" try to woo another colleague's clients.

"I never knock anybody, it just isn't courteous," he said.

Granted stylists are known to be among the biggest gossips and to go to great lengths to attract clients especially those with big names, but Hoffer prefers to have his name become a household word.

"When you know you are really good, it's important to get the word out. That's why I'm doing this."

AS SPINDLER continued her relentless pursuit of the perfect pose, the crew spent another 30 minutes re-setting the lights and makeup artists powdered shiny spots that were beginning to show on the models' foreheads because of the hot lights.

"I know I'm pretty hard," said Spindler matter of factly, sensing that the models are beginning to tire.

In a flash, Hoffer enters the final scene for this portfolio, dressed in black shirt and trousers and a cobalt blue cashmere blazer. With his beaus perched around him on the back bumper of the Rolls, he was in his world, one he hopes will continue to expand as he pursues a career in the spotlight.

With a five-figure promotional budget, Spindler's creativity and guidance from a public relations expert, Hoffer seems destined for the big time.

"But don't get me wrong, I have no desire to move to New York or Chicago," he said. "My work is here."

The Jamersons keep on jamming

By Larry O'Connor
staff writer

Their demo tape held little promise and they stumbled through a sound check with a set of out-of-tune guitars. But bands like the Jamersons persevere.

Always have, always will. The four-man contingent whose name is taken in tribute to Motown bass player James Jamerson rips into a 12-song, power-chord-driven set unrestrained and totally immersed in the specter of rock'n'roll.

They are seemingly free of the posturing, devoid of the clichés of snarled lips and lists in the air. Their opening set at the Hamtramck Pub is a joy to witness.

Oh sure, there are the unnecessary callisthenics and the open betrayal of influences (Replacements being the most obvious). The Jamersons intentions are pure.

"If I had it my way, I'd play every night," said bassist and vocalist Scott Greenberg, 26, a 1984 graduate of Southfield High. "There's like a hierarchy in Detroit. We've only been around seven months. We have to work our way up."

In that sense, the Jamersons are no different than a handful of insurgent bands locally. But they acknowledge their upstart status. In fact, they revel in the fun of their infancy.

REFRESHINGLY, there's no talk of pending record deals or showcases. Just enthusiasm.

In the meantime, the Jamersons would be content to get something recorded and play some outstate gigs.

Their history may yet be charted, but three of four members have considerable records of participation on the local music scene.

Guitarist Steve Kaminski is formerly of the Gear; drummer Bob Brunsden (1983 graduate of Rochester High) toled around with alternative bands before or After and Allison's Ghost, and Greenberg was a



The Jamersons — guitarist Steve Kaminski, drummer Bob Brunsden, guitarist and vocalist Dave Goulette and vocalist Scott Greenberg — have taken the name of James Jamerson as a tribute to the Motown bass player.

member of the Freemasons.

Mutual friendships brought them together during the summer. Things clicked.

This drive is visible on stage. The Jamersons, though, appear to have more going for them than youthful energy. For one, the band has three songwriters, each with a distinctive style and realm of influences.

Kaminski stabs away and screams his compact pop musings. Greenberg's numbers are no less volatile but a bit more reflective.

Guitarist and vocalist Dave Goulette's songs, such as "Virtue," seem almost pristine by comparison. There are harmonies and melodies, with which other band members

grapple with a bit of amusement.

"I SEE IT more as a writer's workshop type of thing," said Greenberg, who lives in Farmington. "I like the stuff Dave writes. I hope they like the stuff I write. . . . We play to make the songs sound good."

Added Kaminski: "The idea might be from in the songwriter's mind, but the band takes liberty with the arrangements."

Surprisingly, the clash in songwriting styles hasn't produced any exchanges of artistic gunfire between members. Greenberg said the intention of the Jamersons is to first and foremost have fun.

And it's the erudite-looking bassist who appears to be in charge of the outfit. Nearly half the numbers in the set list are Greenberg's, including a throbbing pop thrash song "Harvest."

It was one of the first numbers written as a member of the Jamersons, which initially relied on Greenberg's songs. Then others brought their wares to the group.

"It started off that way," Greenberg said. "I wanted to play and have a vehicle for my songs. Being one of the guys offered a better opportunity to have fun and for everyone to contribute, instead of trying to be a Svengali and everyone hates your guts."

IN CONCERT

Monday, Feb. 10.

- **Dan's Big Ego**
Cross Street Station, 511 W. Cross, Ypsilanti, 485-5030
- **Monkey Meet**
Rick's Cafe, 611 Church, Ann Arbor, 966-2747
- **Paradise Valley Jazz Jam**
Alvin's, 3756 Cass Ave., across from Wayne State University, Detroit 832-2355

Tuesday, Feb. 11

- **M.O.D.**
Rick's Cafe, 611 Church, Ann Arbor, 966-2747
- **Stunties Highway**
Blind Pig, 209 S. First, Ann Arbor, 966-8555
- **Chisel Brothers with Thornetta Davis**
Alvin's, 3756 Cass Ave., across from Wayne State University, Detroit, 832-2355
- **The Ark**
The Ark, 637 1/2 Main, Ann Arbor, 761-1451

Wednesday, Feb. 12

- **YMI**
Rick's Cafe, 611 Church, Ann Arbor, 966-2747

- **Dwarves**
Blind Pig, 209 S. First, Ann Arbor, 966-8555
- **Robyn Hitchcock & The Egyptians**
With Matthew Sweet at Royal Oak Music Theatre, 318 W. Fourth, Tickets are \$18.50
- **Motor City Music Cartel**
Alvin's, 3756 Cass Ave., across from Wayne State University, Detroit, 832-2355

Thursday, Feb. 13

- **Mythic Manifold**
Psychicks Lounge, 2932 Caniff, Hamtramck, 874-0254
- **First Light**
Rick's Cafe, 611 Church, Ann Arbor, 966-2747
- **Matrices**
Blind Pig, 209 S. First, Ann Arbor, 966-8555
- **Mick Vranich's Word Bann'd**
With Zulu Brake Torque Society at Alvin's, 3756 Cass Ave., across from Wayne State University, Detroit, 832-2355
- **Len Wallace**
The Ark, 637 1/2 Main, Ann Arbor, 761-1451
- **Norman Connors and The Starship Orchestra**
Baker's Keyboard Lounge, 20510 Livernois, Detroit 854-1200

Friday, Feb. 14

- **Opeque**
With Cylinder Head at Psychicks Lounge, 2932 Caniff, off Jos Campus, Hamtramck, 874-0254
- **Soul Station**
Cross Street Station, 511 W. Cross, Ypsilanti, 485-5030
- **Panic In Detroit**
Local rave hits with The Charm Farm and The Brotherhood Recipe and local dee jays at St. Andrew's Hall, 431 E. Congress, Detroit. Admission is \$3.
- **First Light**
Rick's Cafe, 611 Church, Ann Arbor, 966-2747
- **Frank Allison and the Odd Sox**
Blind Pig, 209 S. First, Ann Arbor, 966-8555
- **Straight Ahead**
Lobby of the Michigan Theater, 603 E. Liberty, Ann Arbor. Admission is free.
- **Maure O'Connell**
The Ark, 637 1/2 Main, Ann Arbor. Two shows 7:30 and 10 p.m. Tickets are \$12.50

- **761-1451**
- **Tinley Elite**
Sally's, 4758 Greenfield, between Michigan Avenue and Ford Road, Dearborn 846-1920
- **Generals**
With Buster Soundcheck at Lili's 21, 2828 Jacob, Hamtramck, 875-6555
- **Red C**
Griff's Grill, 49 N. Saginaw, Pontiac 334-9297
- **Norman Connors and The Starship Orchestra**
Baker's Keyboard Lounge, 20510 Livernois, Detroit 854-1200
- **Beer on the Penguin**
With Thunderbird Choir at Hamtramck Pub, 2048 Caniff, off I-75, 365-3629

Saturday, Feb. 15

- **Monster Bait**
With Stone Soup at Cross Street Station, 511 W. Cross, Ypsilanti

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The Charm Farm will join The Brotherhood Recipe and local dee jays at St. Andrew's Hall Friday, Feb. 14, for Panic in Detroit.

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