

The ever-intrepid JEFF KITTS, with notebook and camera in hand sampled the air at the annual FOUNDATION FORUM bash in Los Angeles, where the entire US rock industry congregates for a back-slapping three day marathon.

i anyone ever deserved to be awarded a free stay at a posh hotel, it was those who booked rooms at the Los Angeles Airport Mariott on the third, fourth and fifth of October '91. Picture it: Mr. and Mrs. Mundane anticipating a retreat to the west coast, far away from the screaming kids and nagging mothers; croissant breakfasts in the courtyard garden near the babbling brook, shopping sprees down Melrose, and nighttime walks guided by the L.A. moonlight. Looks great on paper, doesn't it? But in actuality, what these poor souls were confronted

with upon arrival was a hotel completely overrun by members of the hard rock/heavy metal community; every parent's nightmare multiplied by 3,000. Everyone from gifted musicians, skilled journalists (Right Jeff, we get the message - Ed ) and photographers to record company personnel, radio dis and tightlywrapped bimbos gathered on this weekend for the fourth annual @. Foundations Forum to network, participate in panel discussions and see live performances; all within the confines of the Mariott.

The three days of heavy metal

Geneand Paul of Kiss (below left) watch as Ronnie Dio (below right) and







convention madness began on Thursday with 'Industry Only' day, meaning only those who work in the music field could attend (provided they fork out over anywhere from \$50 to \$250 U.S. dollars). The first order of business was to head into the exhibition area, where 42 booths were set up by various music-related companies to promote whatever it is they do. Participation included displays from major record labels, magazines, rock n' roll merchandisers, and Skimpy's, makers of rock underwear (highlighted by a shapely babe modelling the silky garments). The exhibition room was open all day every day (although the excitement wore thin mid-way through day one), and allowed passers-by to pick up free music, samples and information about the respective businesses.

If the Foundations Forum staff could erase one event in it's four year history, it would be the first annual Concrete (Foundation's parent company) Awards ceremony that began the festivities that evening. Basically, what could have been a sparkling addition to the Forum turned into a fiasco even before it began. The event had disaster all over it when members of the music industry (including Press) received their 'Invitation' to the ceremony by mail, only to find out it would cost no less than \$150 to attend! Concrete excused themselves from this blatant display of greed by claiming to give a portion of the proceeds to charity (T.J. Martell). A portion is right inside sources put the figure at around\$25 per ticket! So, with journalists and photographers crammed into tiny rooms and forced to watch the proceedings on bad television monitors, the attendance inside the ceremony room was dismal to say the least.

After an unjustifiable delay of over 90 minutes, this supposed hard

rock/heavy metal awards ceremony finally began with a mellow, acoustic set from an unknown outfit called Blind Melon. At this point people weren't exactly thinking it was worth the wait. Host for the evening was MTV rock-boy Riki Rachtman, who should be commended for trying his best to keep things together whenever they were on the verge of falling apart. Of the presenters who actually showed up, the most reputable included Paul Stanley and Gene Simmons of Kiss, Tom Araya (Slayer), George Lynch, Rikki Rocket (Poison), Lemmy (Motörhead), Michael Schenker, and producer Rick Rubin. As for the awards (which were decided either by U.S. radio/retail chart status or by select record company personnel:why not just let the bands vote for themselves?!), Megadeth dominated the winners circle by nabbing the top slot in a whole slew of categories, including Best Thrash Band (over Slayer and Sepultura, if you can imagine). Queensrÿche received a few honours as well, including Best Hard Rock Band (but were smart enough to stay far away from the hotel). Jane's Addiction nailed Best Hard Alternative Band, and were also 'camera shy.' Other winners in various categories included Faith No More (no sign of them either), Napalm Death, Pantera, and Slayer. For his contribution to the Children of the Night charity, Ronnie James Dio was presented with the Dave Prichard Memorial award. What was supposed to be a moving tribute to Prichard (Armoured Saint's guitarist who passed away last year) turned into a blatant advertisement as they aired a ridiculously long segment of the Saint's home video, 'A Trip Through Red Times.' The final honour was given to Ozzy Osbourne, who received the 'Lifetime Achievement' award for years as