

Motown





* Berry Gordy Jr. founded Tamla Records in 1959

* Changed name to Motown Records in 1960

* Was named after the "motor city" of Detroit



Motown played an important role in the racial integration of popular music



* Because of its success the company was nicknamed "Hitsville USA"

* First record company to be owned by an African American and featured primarily African American artists

* Motown is known for its different musical styles which include R&B, soul, pop & eventually hip hop

* "The Motown Sound" was a very distinct type of style that only Motown artists had

* Characteristics of the Motown Sound included the use of the tambourine on the back beat, call and response style (gospel) & the use of orchestral instruments and horns



* Berry Gordy achieved this by hiring his own songwriters, producers and "in-house" band to play on all Motown songs

* This in-house band became known in the music industry as The Funk Brothers

* Motown Records had an Artist Development department which was basically an in-house finishing school where all Motown artists learned proper etiquette

* By 1964 Motown Records was the most successful independent record company in the country

* 1972 Motown Records moved their headquarters from Detroit to Los Angeles and in 1998 they moved to New York City

* In 1988 Berry Gordy sold Motown Records for \$61 million
