



WORLD TOUR 1980-1981



KISS is rock and roll fantasy come to life. It is the wildest space in the imagination. An experience that has no equal in reality. KISS touches every sense. It unleashes the spirit to soar with unparalleled freedom.



FROM THE BEGINNING.

1973

Four young musicians join together, determined to become the greatest rock and roll band of all time. Gene Simmons, Paul Stanley, Ace Frehley and Peter Criss lose themselves in days and nights of sweat and creativity, until they finally emerge as KISS! They soon are discovered by manager Bill Aucoin, who arranges a contract with Casablanca Records.

1974

KISS goes on the road as an opening act and becomes a headliner before the year is through. The pace is grueling. They play America from one coast to the other and still find time to release two albums, *KISS* and *Hotter than Hell*. Radio stations are slow to pick up what the American fans already know: KISS is starting a rock and roll revolution!

1975

The third album, *Dressed to Kill*, is released. KISS begins to sell-out huge concert halls. The first smash single, "Rock and Roll All Nite," makes the singles chart. Fan magazines feature KISS as the biggest sensation of the '70's. A KISS Army of fans begins to form and barges radio stations with requests for KISS music. The stations can't ignore the message from the rock and roll public. KISS is on the radio! In December, the fifth album, *Alive*, is certified Gold.

1976

The original three albums are re-released and attain Gold status. KISS grows and experiments. The new *Destroyer* album has an award-winning hit single, "Beth," that attracts a whole new audience for the band. A sixth album, *Rock and Roll Over*, is an instant and astronomical success. It is awarded Platinum album status on the first day it is shipped to the stores! In the Spring, KISS makes its first trip to Europe—a 27-day tour of England, Germany, Switzerland, France, the Netherlands, Sweden, and Denmark. By August, KISS is back home in the United States, playing to crowds of 50,000 fans in outdoor arenas. The spectacular stage show includes fireworks that light up the sky above a massive, million dollar set.

1977

With all its acclaim across America, KISS has never played the most important hall of all, its own hometown arena, Madison Square Garden. In February, The Garden is booked and sells out within hours. When KISS tours Japan two months later, it sells out Tokyo's Budokon for four performances. This is another turning point in the band's career, as it is solidly established as an international hit. In June, *The New York Times Magazine* devotes its prestigious pages to KISS, the band the critics said would never make it! Three days later, the celebrated Gallup Poll recognizes KISS as the Number One band in the United States. The two newest albums, *Love Gun* and *Alive II*, become Platinum as soon as they are released.

1978

KISS is firmly implanted as a part of the U.S. culture. There is a KISS comic book, KISS toys, even a KISS movie. The band is ready for a break, and they take it in the form of solo albums. Each KISS member goes off on his own to develop music that has been building up over the years. Music that was never pursued, because it was not right for KISS. The four solo albums give each member of the band a time to stretch. They come back together with new energy and new ideas. The fans love the solo albums, but plans for the upcoming reunion are eagerly awaited.

1979

Dynasty is supreme KISS. The album is electric with new ideas, maturity, and the old KISS chemistry. This is KISS reborn and moving into a new decade. KISS makes a major U.S. tour, then returns to New York to work on another album, *KISS Unmasked*. As KISS is busy with this new effort, fans in America, Europe, Japan, and Australia are listening to their music as if they had never heard it before!

1980

KISS Unmasked is released worldwide, and KISS prepares for its trip to Europe. To add to the excitement, Eric Carr joins KISS. And a new fantasy unfolds.



1. Here is KISS in 1975. This smoldering live performance shot captured the KISS essence so perfectly, it was used on the cover of *ALIVE*!





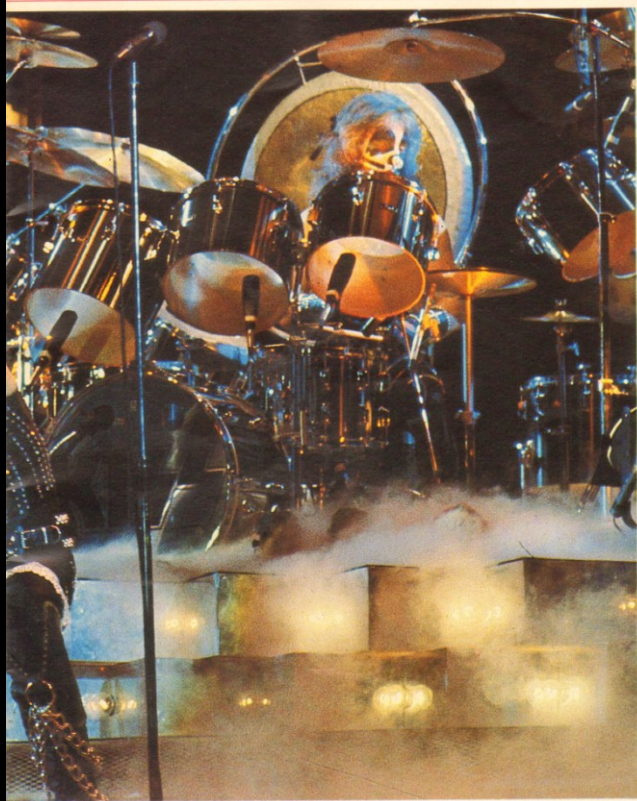
2. In 1973, KISS was raw energy and limitless aspirations.

3. By 1977, KISS was master!





4. From Madison Square Garden to the L.A. Forum, KISS packs the house with thousands of screaming fans.



5. Even Gene's boots have a fantasy life.



6. Paul speaks to the audience.



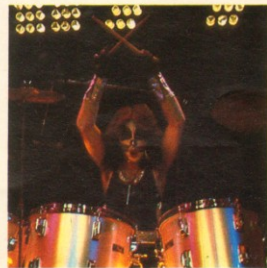
7. In February 1977, the band flew to Japan aboard a special Pan Am plane embla-

zoned with the KISS logo. By the time they reached the land of the rising sun, a

new song was born. It became the title tune of the next album, Love Gun.



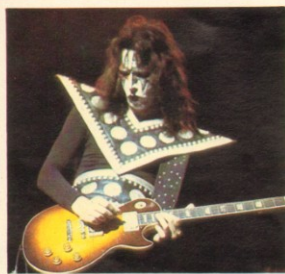
8. Ace's early guitar didn't smoke, but his music always has.



9. "Ladies call me Mr. Speed."



10. "They call me Dr. Love."



11. "It's cold gin time again."



12. "I'm a hooligan."



14. Just when the world thought it had the KISS sound neatly categorized, a whole new dimension of colors and textures ap-

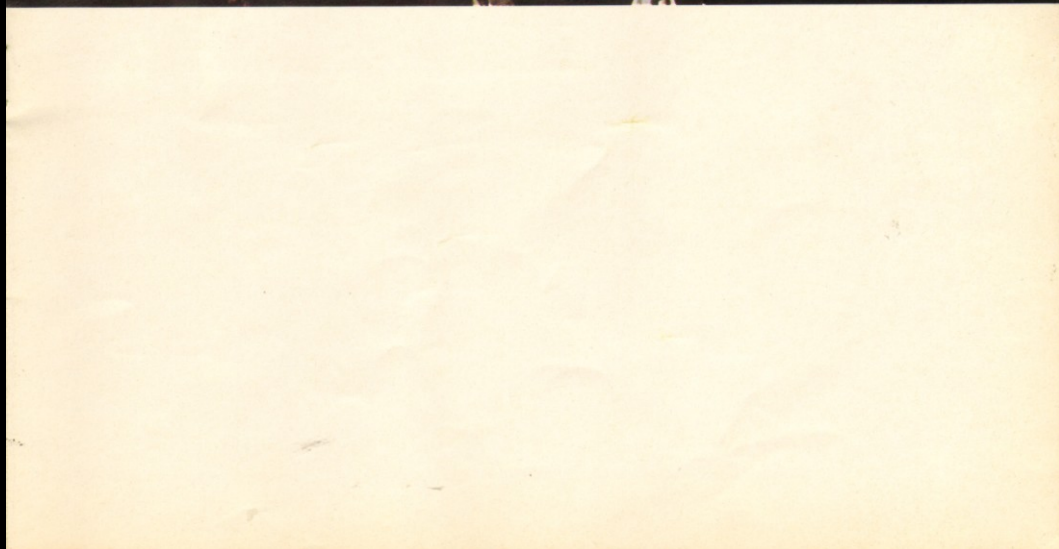
peared in *Dynasty* and *KISS Unmasked*. KISS will always be KISS. And that means a new surprise every step of the way.

13. "I want you!"













PAUL STANLEY.

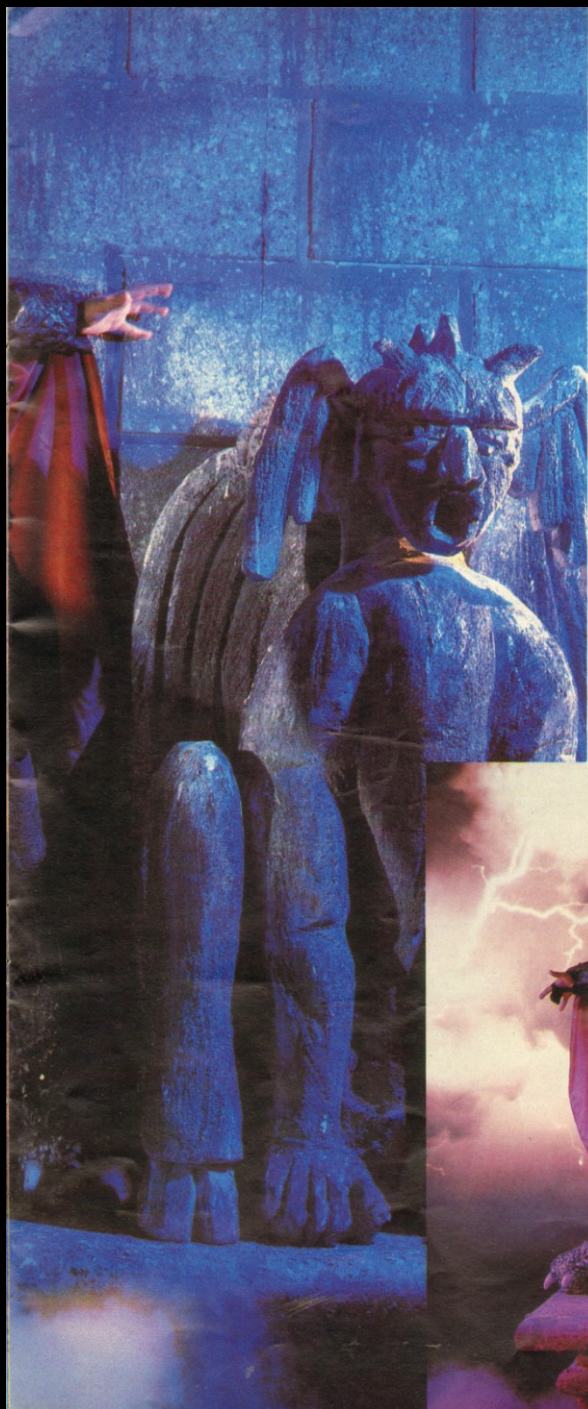
Paul Stanley is the timeless prince of passion. He is the loves of all ages reincarnated. His music seduces. It leaves an audience breathless. His rhythm guitar strokes with an urgency that cannot be ignored. Paul is every lover that history has known. His sensuous face and body dwell in museums and the temples of ancient gods. Once you have seen him, no other exists.









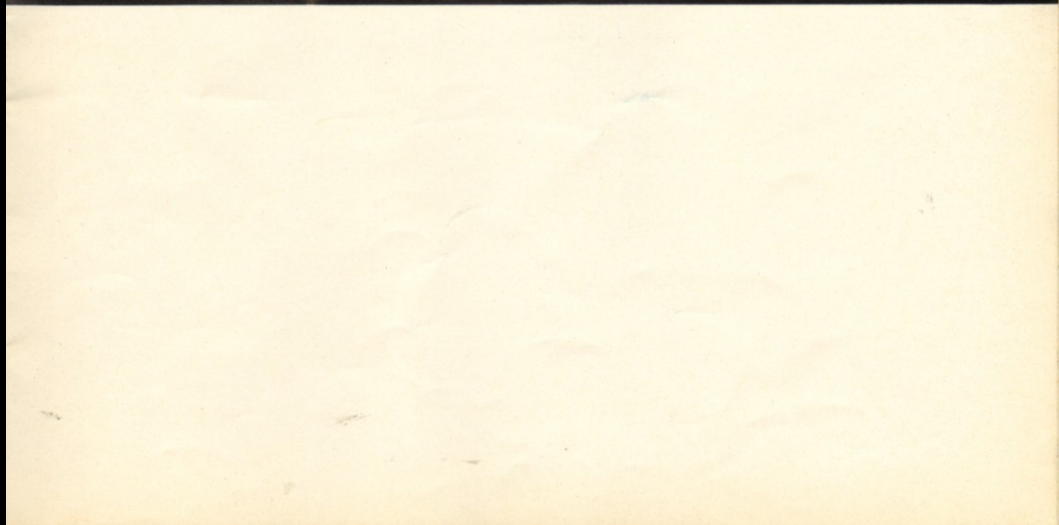


GENE SIMMONS.

As Gene Simmons strides the earth, it seems to quiver beneath him. A host of tarantulas guard his way, unseen in the smoke. Bats fly ahead, scouts in the night, sending and receiving radar messages through Gene's monstrous bass guitar. The music crawls deep into the skin. The audience is without radar receivers, yet the eerie tunes are transmitted in strange waves that penetrate and pass through the body, leaving the listener stunned.











“SPACE” ACE FREHLEY.

Stand back. Ace Frehley's extraterrestrial rays can hypnotize the soul. They may lure you into space only Ace can control. From a distance, you may think the attraction is the music from his smoking lead guitar. It is. But so much more. For Ace's music is intertwined with power greater than any on this planet. He comes from a galaxy in which music is master, and those who can create it master all. Earth sounds can't reproduce it. Earthlings can't resist it.



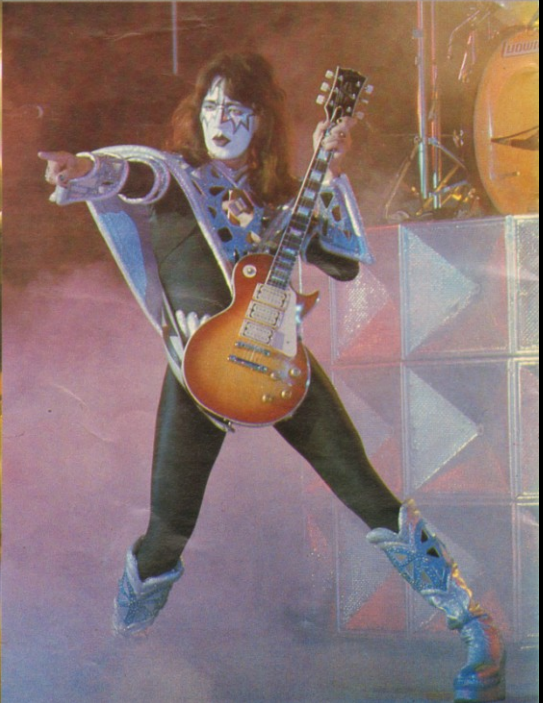
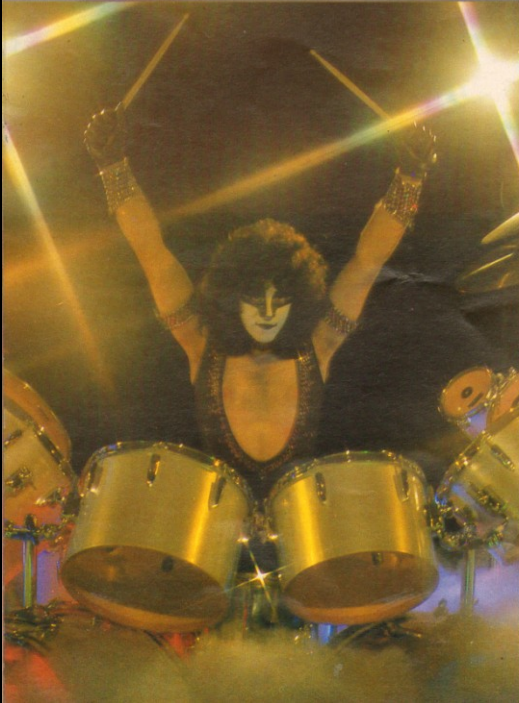






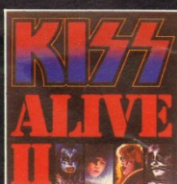
ERIC CARR.

The fox casts a long, beguiling shadow. Eric Carr is on the loose. His drum sticks dart and swagger and leap as he strikes. His daring grace and cunning outwit any who pursue. He's here, and then he's there. He can't be tamed. He can only captivate and then capture. The unsuspecting are at his mercy. The audience follows. And follows again. The fox runs on. And is never caught!





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BERNARD VIDAL
DANNY CLIFFORD
EVAN MOWER
KOGI

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NEAL PRESTON
FIN COSTELLO
RICHARD AARON
ANDREW KENT
BOB GRUEN

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Lets face it



KISS Unmasked
is a great album!!

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THEIR NEW UK SINGLE
**'WHAT MAKES
THE WORLD
GO ROUND'**



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BATTLE WITH
CYBERNETIC
MONSTERS!



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Co-starring ANTHONY ZERBE as Abner Deveraux · CARMINE CARIDI · DEBORAH RYAN as Melissa · Directed by GORDON HESSLER · Director of Photography ROBERT CARAMICO
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