



NEW RELEASE

## Erin Feinberg KING FOR A DAY

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### A photographic homage to the King of Rock 'n' Roll

Elvis Presley's legacy transcends time. He embodies the American Dream, continuing to fascinate and influence new generations around the world with his music and persona. And 38 years after he »left the building« for the final time, his iconic sound and image live on through his fans.

*King for a Day* is a photographic study of some of his most passionate fans – the tribute artists and impersonators who travel from around the world to visit Memphis, Tennessee, and pay homage to The King. These diehards come from all walks of life and they vary in age, shape, size, ethnicity, and religion. Accompanying the photographs are fascinating excerpts of interviews that reveal where these »Elvis« are from, how they first became hooked on Elvis, and what inspires them to go to such great lengths to pay tribute to him.

*King for a Day* reminds us that there is a little bit of Elvis in each and every one of us. And these devotees choose to wear it on their sleeve!

**Erin Feinberg** is a New York City based photographer and filmmaker with a Bachelor of Science from Northwestern University and a Master of Arts from both New York University and the International Center of Photography. 2014 she published her photo book, *Diehards*, about music fans from around the world (with an introduction by Bruce Springsteen).

*As I made portraits of the contestants, I was curious to discover how they first became Elvis diehards, and what inspired them to go to such great lengths to pay tribute to him. I learned that some embraced the label "impersonator," while others preferred "tribute artist." Most had day jobs, but I also met students, retirees, and even a few young kids born long after the King was gone. Some were aspiring performers who used their Elvis acts to nurture their own talents. Others, who started down this road as a lark, learned that they could actually make a living at this niche craft. They came from all walks of life, with a common goal of embodying a bit of their idol. And once these devotees slid into the famous black leather ensemble, the gold lamé suit, or one of the myriad of individually named jumpsuits, they escaped into the everlasting, larger-than-life world that was – and still is – Elvis Presley.*

*Underneath the pompadour wigs and flashy outfits, I discovered integrity and commitment. These performers yearned to give spectators an opportunity to relive a moment from the past, and to introduce a younger generation to the music and legend of the first rock and roll star. I began to understand when I saw a woman break down in tears after a tribute artist knelt to wrap a scarf around her neck. To her, it didn't matter that he sang off-key and barely fit into his jumpsuit – at that moment he was Elvis Presley.*

(from the introduction by Erin Feinberg)

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Press images



01. KEITH BOSWELL, Construction worker, Camden Point, Missouri  
The Sundial jumpsuit © Erin Feinberg



02. AARON MORIARITY, Timeshare salesperson, Artist, Egg Harbor, Wisconsin  
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03. ADAM MICHAELS, Mortgage loan officer, Riverside, California  
The Aloha jumpsuit © Erin Feinberg



04. DAVID ALLEN, Elvis tribute artist, Dallas, Texas  
The Comet Jumpsuit © Erin Feinberg



05. THE MOST REVEREND DORIAN BAXTER, "Elvis Priestley"  
Archbishop of Yorke and the Federation of Independent Anglican  
Churches of North America, Newmarket, Ontario, Canada  
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06. NICK GUTIERREZ, Oswego, Illinois  
The King of Spades jumpsuit © Erin Feinberg



07. ROB LANGFORD, Civil servant, Birmingham, Alabama  
Elvis's Army uniform © Erin Feinberg



08. MICHAEL RATCLIFFE, Electrical engineer, Virginia Beach, Virginia  
The Burning Love jumpsuit © Erin Feinberg



09. ALEX SWINDLE, Birmingham, Alabama  
Gold Lamé suit © Erin Feinberg



10. DANIEL WASHINGTON, Retired textile factory supervisor  
Drew, Mississippi © Erin Feinberg



11. TOKI TOYOKAZU, Elvis tribute artist, Sendai, Japan  
The Powder Blue jumpsuit  
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12. TOKI TOYOKAZU, Elvis tribute artist, Sendai, Japan, with ERIN FEINBERG  
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