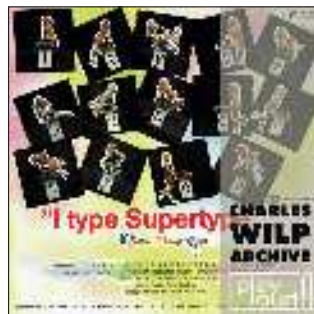
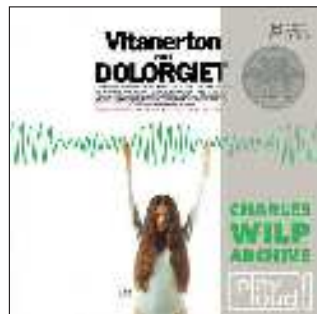


CHARLES_ WILP_ ARCHIVE_



THE **CHARLES WILP ARCHIVE** IS A PLAY LOUD! SERIES DEDICATED TO REISSUING THE MUSIC & AUDIO WORK OF GERMAN PHOTOGRAPHER, ARTIST & ADMAN CHARLES WILP

THE MONKS, CHARLES WILP AND AFRI-COLA

In 1996, filmmakers Lucía Palacios and Dietmar Post, contacted Charles Wilp to ask him about his collaboration with The Monks. Wilp confirmed that he wanted the band to record the music for his Afri-Cola ad campaign in 1967. In 2000, Wilp called the filmmakers to say he had found proof of the collaboration: thirty six black-and-white photographs taken during the 1967 session.

Charles Wilp had originally hired the American avant-garde band The Monks to record a jingle. He thought their experimental sound and blasphemous image would be a perfect fit for the controversial advertising campaign. Unfortunately, his plan didn't work out. 'The musicologists and the CEO couldn't agree with me and the whole thing failed,' Charles Wilp explained in the 2008 documentary *Monks: The Transatlantic Feedback*.

In Post and Palacios' documentary *Hot Stuff* Donna Summer discusses meeting Wilp for the Afri-Cola shoot.

These two documentaries made the filmmakers interested in Charles Wilp. In 2020, they came up with the idea of establishing the CHARLES WILP ARCHIVE with his widow Ingrid Freifrau Droste zu Hülshoff. The archive releases and looks after the existing recordings by and featuring Charles Wilp.

