

# TRACE ELEMENTS, LEAD, STEEL, TITANIUM: WHO INVENTED HEAVY METAL?

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Canada

Martin Popoff, author of 50 books on heavy metal, will be presenting key points and argument from the book that he will be launching in conjunction with the conference. Entitled *Who Invented Heavy Metal?*, the book is described as follows:

It's one of the great debates in headbanged musicology and the answer is as complicated as it is hotly contested. Martin Popoff's *Who Invented Heavy Metal?* provides the most detailed, well argued, reasonable, ridiculously complete, and most lively and readable telling of the early history of heavy metal yet, arming the argumentative headbanger with all the facts and figures one needs on hand to win those bar room bets around this provocative question.

Ultimately, *Who Invented Heavy Metal?* aims to be a book that doesn't limit itself to fans of heavy metal, given the genre's unarguable cultural value and pervasiveness, as well as the wide umbrella of topics discussed within the volume. Put another way, it is the author's wish that the book provides wide instructional scope of teachable moments through unfolding, subconscious, telling by osmosis of the very history of heavy metal's origins through events inside the genre but, surprisingly, many events outside of its own kerranging reverberations.

Martin's presentation will compartmentalize into four parts, as guided by his book:

**Trace Elements: 1250 BC - 1966**

Our story begins with the Battle Of Jericho and quickly moves through shocking concerts in ancient Greece, Vikings, Paganini, Robert Johnson and the blues, the invention of the electric guitar and the why Little Richard, Elvis, Eddie Cochrane, Jerry Lee Lewis—but most notably, Johnny Burnette—might be called the first headbangers.

**Lead: 1967 - 1969**

Most of our time here will be spent discussing extreme vocals, distortion, feedback, guitar heroes, psychedelics, amplification, the first riffs, the first power chords and the first heavy metal songs.

**Steel: 1970**

Essentially, this is where Martin argues for the “real” or “correct” answer to the titular question being Black Sabbath given their groundbreaking Black Sabbath album, issued February 13, 1970, but also that band's Paranoid, Uriah Heep's debut, and most important of this set of three, Deep Purple's *In Rock*. In fact, we will see that the events of 1970 cause a fuzziness to the accepted answer, resulting in the need for an examination of the events of one more year, namely 1971.

**Titanium: 1971**

In the final stretch of the lecture, Martin will argue the necessity of a fresh—or at least “refreshed”—answer to the question, which requires us to talk about the wildest, heaviest full albums of 1971. Not to give too much away, but listeners should come away with a new way to look at this question, whether they become convinced of Martin’s arguments completely or not!

Martin has amassed an interview canon of dozens of speakers on this subject and they are quoted at length in his new book—one, Mountain legend Corky Laing, will also be speaking at our conference. Martin plans to quote some of these participants in the game in support of his one-way glass debate on the issue, a debate sure to ignite a firestorm of response, especially, again, given his proposal that we must drive toward the end of 1971 to settle the question at hand. Martin looks forward as well to allowing judicious time for questions and answers, so that the heavy metal war of words can begin immediately!