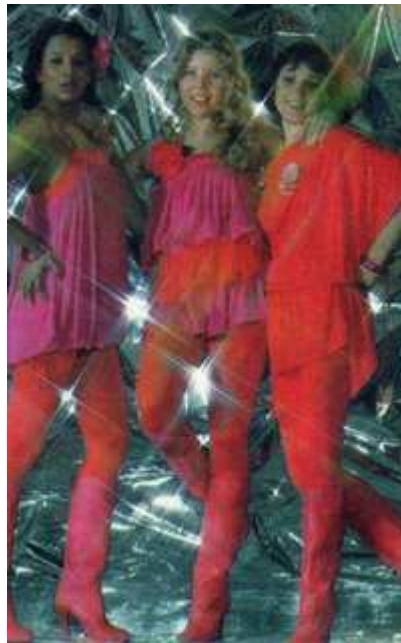




ARTICLES Part 3

Monday, April 09, 2007

1977 - 2007: 30th anniversary of Luv's first single " My Man"



In the spring of 1977, **Luv's** first single, "**My Man**", was released by **Philips/Phonogram**. This song was composed by "**Janschen & Janschen**" (a pseudonym chosen by the producers **Hans van Hemert** and **Piet Souer**). The lyrics of this track (which dealt with a railroad man who was shot and died) shocked the Netherlands because at the same time of its release, a taking of hostages happened in a train in Drente. Though this record didn't get lots of airplay, its peak position in the **Dutch Top 40** charts was **#12** and it also became a **Top 10** hit in Flanders (in Belgium). What a promising start for **Luv'** which would later conquer German speaking countries, Denmark, South Africa and Mexico!!!

Saturday, December 15, 2007

30th Anniversary of "Dream, Dream"



30 years ago, in December 1977, Philips Records/Phonogram released Luv's second single: "*Dream, Dream*". Unlike the group's promising debut record ("*My Man*") (read my article posted on April 9th. 2007), "*Dream, Dream*" flopped and entered on December 17th 1977 the Dutch *Tipparade*, a chart that represents songs that are close to charting on the main singles chart. This song was composed by "*Janschen & Janschens*" (a pseudonym chosen by the producers Hans van Hemert and Piet Souer) and its arrangements were inspired by ABBA's compositions which dominated the pop music production in the Western countries.

This unsuccessful track remains one of Luv's best songs according to the group's members. Because of the single's failure, the music specialists forecast the end of Luv'. Fortunately, it didn't happen and instead, the female trio scored smash hits (*You're The Greatest Lover*, *Trojan Horse*, *Casanova*...) in their homeland and abroad between 1978 and 1981.

Monday, March 31, 2008

U.O.Me (Waldolala): 30th Anniversary



30 years ago, in February 1978, **Luv'** s third single, entitled **U.O.Me (You Owe Me)** was released by Philips/Phonogram records. It was the theme for a popular TV series (**Het is weer zo laat**, aka **Waldolala**) broadcast by **VPRO** (a Dutch TV channel). **Luv'** appeared in this show, which increased the group's exposure in the media. Because of the success of **Waldolala**, the **U.O.Me** single easily entered the **Dutch Top 40** in March 1978. One month later, it became a **Top 3** hit in the Netherlands and Flanders. **150 000** units of this record were sold in Benelux where it reached the **gold and platinum** status. **U.O.Me** is considered as the real start of **Luv'** s success story. Its Disco-Carnival sound changes from the pop arrangements of the two previous singles (**My Man** and **Dream, Dream**). This track is inspired by **A far l'amore comincia tu**, the 1977 European hit of **Raffaella Carrà**.

Wednesday, April 23, 2008

Flashback: Luv's cameo in "Cola, Candy, Chocolate" (1979)



As **Luv'** reached its peak as the best Dutch export act in 1979, the girls appeared in a cameo role in a German movie "**Cola, Candy, Chocolate**" (aka "**Drei Kesse Bienen Auf Den Philippinen**"). **Olivia Pascal** and **Philippe Ricci** starred in this film directed by **Sigi Rothemund**. **Luv'** performed the hit song "**Trojan Horse**" in a scene of the film. The trio's presence in this romantic comedy proves its popularity in Germany (at this time their biggest "market" where the singers scored hit after hit in the late 1970's).

Sunday, May 04, 2008

Flashback: Luv' & Interlinde Artists Management



The Luv' team (from left to right): Hans van Hemert, Pim ter Linde, Patty Brard, Marga Scheide, Piet Souer and José Hoebee



The Interlinde "House of the Stars" (from left to right): Saskia & Serge, Luv', Pim ter Linde, Bonnie St Claire, Riny van der Lee, Ciska Peters and Lee Towers

The success of a pop act is sometimes hard to explain. Do you have to be good looking, charismatic and talented? Do you have to write catchy songs? Do you have to be the right person at the right time? Is it luck or strategy? One thing is sure: a good management is important. That's what happened to **Luv'** during its heyday in the late 1970's and early 1980's.

Han Meijer was the trio's first manager and had already taken care of other bands (among them: **Mouth & MacNeal**). He was part of the triumvirate (alongside the music producers **Hans van Hemert** and **Piet Souer**) which decided to create the group in late 1976. After a promising debut, **Luv'** and **Meijer** went their separate ways due to conflicts. Because **Meijer** held the copyright on the group's name and considered it as his property, he took **Luv'** to court. Fortunately, the trial's judgement authorized the ladies to keep the trio's name and logo. Then, the pop princesses had another manager: **Pim ter Linde** (assisted by his wife the singer **Ciska Peters**) who ran **Interlinde Artists Management** (considered as the Dutch "House of the Stars" and whose roster included acts like **Bonnie St Claire**, **Saskia & Serge** and **Lee Towers**). Because of its experience, the **Interlinde** company was the perfect organisation to promote **Luv'** in the Netherlands and abroad. Under the guidance of this new management, the girls' potential became bigger.

In 1979, **Van Hemert**, **Souer**, **Ter Linde** and the **Luv'** ladies formed **InterLUV' BV**, a limited company to control every aspect of their career and to sign deals with labels in all the territories they wanted to conquer. Their great example was **ABBA**.

One year after **InterLuv'**'s creation, **Patty** left **Luv'**, provoking chaos inside the formation. Because of legal obligations, the "show had to go on". That's why **Ria Thielsch** was chosen to replace **Patty**. But in March 1981, **Pim ter Linde** announced that **Luv'** intended to disband. In August of that year, the girls made a farewell TV performance.

When **José** went solo, she chose **Interlinde** as her management team throughout the 1980's as she scored her own hits.

Meanwhile, **Interlinde's** business went so well that it was changed into an organization for business events and the name was changed into **Peters & Ter Linde Organization**.

In 2002 this company was sold to **Verhaaf Party Catering**. **Ciska Peters** was meant to stay as managing director for 1 year, but finally this became 3 years. After a sabbatical year, **Ciska Peters** and **Pim ter Linde** started again from January 1st 2007 as an event organization with the name "**Ciska Peters Events**".

Ciska Peter Events website: www.ciskapeters.nl