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ROCK & ROLL

HALL OF FAME™

Rock & Roll Hall of Fame Reopens Interactive Garage Powered by Sweetwater, Receives Leadership Gift from the Minoff Brothers

CLEVELAND, OH (June 30, 2021) – As summer heats up, the Rock & Roll Hall of Fame is reopening its interactive Garage exhibit on July 1. After a long pause during the COVID-19 pandemic, The Garage exhibit debuts with a generous leadership gift from Barry and Roy Minoff in support of the Rock Hall’s mission to engage, teach, and inspire through the power of rock & roll.

The generous gift serves as a catalyst to inspire others to continue to support the Rock Hall’s transformative work and spotlight The Garage performance space’s power to give visitors from all over the world the ability to see and hear how music connects us, while providing an opportunity for fans to make their own music.

Barry and Roy Minoff are longtime supporters of the museum, both serving as museum Trustees, and are lifelong music fans and performers themselves. The brothers were inspired to make this visionary gift to encourage more live music in Cleveland and to support the unique educational opportunities offered at the Rock Hall.

In recognition of the gift, the museum’s second floor is now labeled the “Minoff Family presents The Garage” and is marked with signage at the entrance.



“We are thrilled to reopen our interactive Garage for fans and celebrate its return with a generous gift from the Minoff brothers, who are longtime supporters and share our passion for music,” said Greg Harris, CEO and President, Rock Hall. “The Minoffs’ gift advances and supports our strategic initiatives that continue to focus on bringing people together through music.”

The Garage reopens with newly added artifacts including one of the most sought-after and costly guitars in the rock world, Inductee **Gary Rossington of Lynyrd Skynyrd’s** 1959 Gibson Les Paul used to perform “Free Bird,” Inductee **Roger Taylor of Queen’s** drumsticks, and Inductee **Ginger Baker of Cream’s** Ludwig snare drum. Plus, added to the jam room, fans can play **Bob Stinson of The Replacements’** beloved organ. These iconic artifacts join instruments used by Buddy Guy, Bikini Kill, Public Enemy and Kim Deal, among others, spanning all eras that are on display in the exhibition.

Inside The Garage fans can play real instruments – drums, guitars, bass and keyboards – at dedicated stations. Whether they are playing an instrument for the first time, or are experienced players, video prompts will guide them as they learn a song or show off their freestyle skills. For some fans, this will be the unforgettable first time they experience a hands-on connection to the instruments of rock & roll. Cleaning protocols have been amped up and added hand sanitization stations can be found inside The Garage.

The Garage is a part of the Rock Hall’s massive transformation of the exhibition spaces and visitor experience laid out in the museum’s multi-year expansion plans, to which the Minoff brothers lent their expertise as part of the Rock Hall’s expansion committee.

The Rock Hall is open daily from 10 a.m. to 5 p.m., with extended summer hours on Saturdays until 8 p.m. EST in July. Reserve your ticket now at rockhall.com.

About Rock Hall:

Rock Connects Us. Our mission is clear: To engage, teach and inspire through the power of rock & roll. We share stories of the people, events and songs that shape our world through digital content, innovative exhibits, live music, and engaging programs. We value all by embracing talents, perspectives and experiences. We intentionally foster a diverse and equitable environment that encourages creativity and innovation by valuing, empowering and respecting all people. Diversity, Equity, & Inclusion is more than just a policy. It supports our mission and defines our future. Join the millions who love it as much as you do. Experience us live or online – Visit rockhall.com or follow the Rock Hall on Facebook (@rockandrollhalloffame), Twitter (@rockhall), Instagram (@rockhall) and YouTube (youtube.com/rockhall). Long Live Rock!

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