

BROOKLYN VEGAN

"What Warhol anticipated was how the very act of linking brave and experimental music with his pop art personality would benefit both band and artist. Back then, it was a bold move (in fact, many 'rock' fans in the late 1960s were put off that first Velvets record because of its arty associations, and one of the greatest records ever made barely dented the Billboard top 200). These days, there's nothing like a little [celebrity endorsement](#) to help get a career in music nicely off the ground."



http://www.brooklynvegan.com/archives/2006/05/celebrity_endor.html