



Introduction to Brian Rothschild & The John Lennon Educational Tour Bus.
Video: Jade Cheek. Photo & Design: Raymond Elman. 3:17 min.

Brian Rothschild and the John Lennon Educational Tour Bus

By Elman + Cheek

Brian Rothschild grew up listening to the great harpsichord and piano music of the 18th and 19th century. His mother was a concert pianist and music educator who began giving him lessons at an early age. By 15 he began writing music and songs, and upon graduating from Hampshire College with a focus on music composition, was signed as an artist with Columbia Records under the name Iam Siam.

In 1998, along with Yoko Ono Lennon, Rothschild created the first version of the John Lennon Educational Tour Bus and has since devoted his time to expanding the project around the world with support from corporate sponsors including Apple, Canon, Montblanc, Yamaha, Adobe, Juniper Networks, and many more. Today, Lennon Bus Europe and Lennon Bus U.S. provide young people with free hands-on opportunities to create original digital media projects including music, videos, short films, documentaries, games, apps and livestream productions reflective of their ideas and concerns.

Mr. Rothschild has been a frequent spokesperson, appearing on the Today Show, CBS Evening News, Good Morning America, BBC, Fox News, Huckabee, MTV, E! News, and countless local market TV and radio shows. He has also been a speaker at events and conferences including UNESCO Youth Forum, NAMM Show, SXSW, TED, NAB, IBC, Apple ADE 2013, CES, MacWorld, AES, and Musikmesse.

The videos below are organized by topic and run between 30 seconds and 5 minutes. Click on any video. You must be connected to the Internet to view the videos.

PERSEVERANCE FURTHERS: 2:33 min.



Tell us about the arc of your career starting with college and including connecting with Yoko Ono.

VALUES LEARNING PROCESS: 3:38 min.



Hampshire College is such an unusual place, can you describe what it was like and what enabled you to thrive there? What did you learn at Hampshire that still informs you today?

OVERCOMES CHALLENGES TO SUCCEED: 4:59 min.



Describe the evolution of the John Lennon Educational Tour Bus.

SERENDIPITY: 5:16 min.



Talk about your collaboration with The Betsy Hotel on Ocean Drive in Miami Beach.

COMMUNITY VALUES: 1:46 min.



How do you decide where to go, which communities you want to reach out to, who you will collaborate with?

COLLABORATION: 0:48 sec.



It sounds like the organizations with which you collaborate need to do a year's worth of planning before The Lennon Bus arrives.

UNDERSTANDS THE BUSINESS OF ART: 1:14 min.



What are your biggest challenges moving forward?

CREATIVE FLEXIBILITY: 2:20 min.



Describe the various configurations of The Lennon Bus and some of the things that can be done on board.