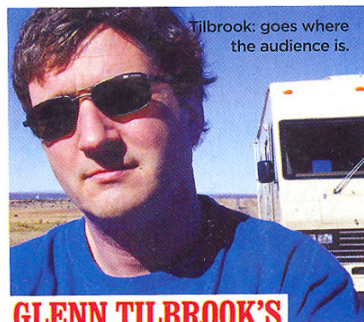


FOR EWORD

Glenn Tilbrook drives himself and his wife around the States. Yorkies optional.



Tilbrook: goes where the audience is.

GLENN TILBROOK'S CAMPER VAN

Tired of the soul-shredding routine of hotel rooms, bad food and spiralling costs, the ex-Squeeze front man has found a more congenial means of hitting the road and maintaining his fanbase. He sets out in his oversized camper van, Nigel Slater and Jamie Oliver books cradled lovingly under his arm, and lives a self-sufficient life: showering in truck stops, parking overnight by lakes, cooking up a storm in his mobile kitchen. "It's both financially attractive and makes being on the road much nicer for me," says Tilbrook. "You can cook, dance, sleep, travel: all the elements you need. It's genuinely the most fun I've ever had touring."

BRINGING IT ALL BACK HOME...

CAREERS

Fly-drive tours, bring-and-share shows at the artist's home, fan subscription schemes, even star-hosted wine tours. "Third age" rock acts are going back to the future in order to monetise their fanbase

IN THE FIRST HOT FLUSH of fame, the record company is your best friend and banker. When the honeymoon is over, however, when the sales curve has flattened, press coverage shrunk and major labels long since scurried into the long grass, the lone artist no longer gives a hoot about expanding their fanbase.

Instead, they merely strive with every fibre of their being to hang on to the one they already have, often with extraordinary ingenuity and occasionally with the happy result that their pay packet grows appreciably heftier than back in the glory days. We salute those who have carved out their niche with particular panache.