

David Cassidy

Love Me or Hate Me!

BRAVO: Your new LP is called "The higher they climb, the harder they fall". What does this title mean?

David: It's the unvarnished and bitter truth about a show career as I experienced it. The songs tell the story of a boy who dreams of being a rock'n'roll star. He is lucky, achieves a super career and realizes at the peak how lonely and helpless he is. Millions of girls would love to be with him, but the star is infinitely alone.

BRAVO: Does that apply to you personally?

David: Yes, I knew a girl from the age of 13. We were together for a year and a half and she was my only love so far. My success was to blame for the break-up of our friendship. I spent 18 hours a day in the record studio, seven days a week. No girl can do that. It was terrible having to watch it all go to pieces without being able to do anything about it. Today she is married and has a daughter.

BRAVO: What else did you suffer from?

DAVID: That the Patridge Family made me famous, but didn't give me any musical freedom. Nobody really responded to me, I felt like a product they wanted to sell. Only with my biggest hit "Rock me Baby" was I able to get my head around it.

BRAVO: How did you manage that?

David: When a new single was to be made, my producer fell ill. So I went into the studio on my own and took over the direction. I talked to the musicians and wrote the arrangements. The whole thing lasted two days and it was my biggest success. My company didn't even want to release the record. Afterwards, of course, they didn't want to know anything more about it and everything stayed the same. That hit me so hard that I had a total physical and emotional breakdown. I was completely stuck and desperate.

BRAVO: How were you able to change your situation?

David: I was only able to get out of my contract now and immediately changed record companies. Now I have all the freedom I need and can make songs that I really stand behind. Bruce Johnston from the early Beach Boys helps me with that. He has become my most important friend. Together with him I wrote my new single "I write the Songs" and my new LP.

BRAVO: So is there a new David Cassidy?

David: There is now the real David Cassidy. The one who really lets rip with hard rock numbers and no longer sings love songs to pompous violin arrangements.

When someone hears my new songs, I want them to say, "Oh, that's David Cassidy, I didn't think so."

BRAVO: Aren't you afraid of losing fans because of your musical change?

David: No, because people like that were never really my fans. I force them to: love me or hate me. I'd rather they hate me because of me than love me because of a false impression.

BRAVO: What does the path of private David Cassidy look like?

David: After my trip to Europe, I will return to my home in Los Angeles. Two old school friends will run the household and the office for me there. I'll be working on new songs and writing my book, which is already 90 percent finished.

BRAVO: What is the book about?

David: It will be the first true and be an honest biography about me.

. What it means to be a teen idol. I will settle accounts with various people in it. The book will be a shock, and it's possible that many fans won't like it because of that, I have to risk it.

BRAVO: Will there be a David Cassidy tour in the near future?

David: I have vowed not to go on stage again until the audience comes for my music and not just my looks. I've become a committed, serious musician - my fans have to realize that now...

Two days after this confidential conversation, David was put to the test. At the recordings for Ilja Richter's Disco '75, David's only appearance in Germany. There he sang the single B-side "Get it up for Love" (Sei bereit für die Liebe). And the David you saw on his German tour a year ago was unrecognizable: Back then he performed in crazy dungarees, today he wears an elegant red silk suit with a white scarf. Back then, hairstyle and make-up were important to him, today he sings in a closed room for his performance. On stage, he dispenses with crazy poses and his radiant publicity smile. He keeps his eyes closed for seconds, fully concentrated, until beads of sweat stick to his hair. He fights like never before. You decide whether his efforts are successful. Write us your opinion about the new David Cassidy. Because he asked BRAVO at his farewell in Hamburg: "Tell me if my fans in Germany still like me now..."

60 minutes of cross-examination: David was interviewed in the BRAVO editorial office by reporters Jürgen Tiedt, Gerald Büchelmaier and editor-in-chief Gert Braun

Here is the translation of David's telephone message to BRAVO readers

Hello! Believe it or not, this is David Cassidy. Right now I'm at the BRAVO editorial office in Munich. I've just come from London, I'll be staying here in Munich for a day, then I'm going to Hamburg for two days to present my new record there: "Get it up for Love" and "I write the Songs". It's nice of you to call here. Above all, thank you very much for your letters and presents for my birthday. Maybe we'll see each other again soon. See you then, my loves bye-bye