

Steve Rapport's Iconic (Mostly) Rock N' Roll Gallery

The walls of Steve Rapport's rock n' roll gallery are lined with images of Freddie Mercury, David Bowie, Prince, Van Morrison, Clash, Leonard Cohen, Thomas Wade, B.B. King, Elvis Costello, Live Aid, Lenny from Motorhead, the Go-Go's, the Eurythmics, the English Beat, Paul Weller and the Jam, Style Council, and the Ramones, just to name a few. Some of Steve's personal favorites include legendary Joe Strummer running the 1983 London Marathon, magnificent Bruce Springsteen performing at the Meadowlands in 1984, enigmatic David Bowie on the 1985 set of the Loving The Alien, and heroic Nelson Mandela speaking at Wembley Stadium in 1990.

Steve realized his lifelong dream of opening the (mostly) rock n' roll Gallery in 2020. During the pandemic, he had spent a lot of time going through his archives, ranging from 1981 up to when he moved to the San Francisco Bay area in 1992. After posting a number of photos, along with their stories, to his website and social media accounts, Steve received an incredible response and started selling a lot of his work this way. When he came upon an opportunity to lease a space on Rockaway Beach Ave in Pacifica, it seemed like fate. As you may know, Rockaway Beach is a song by rock legends and one of Steve's favorite bands, the Ramones.

Two months ago, Coastside Media COO James Crowe wandered into Steve's gallery and the two got talking about how to promote the niche destination. Together they came up with a plan to use Spotify as a marketing platform. By targeting advertising to listeners of the iconic rock stars Steve has photographed, they hope to attract new business to the gallery beyond just passersby. The ultimate goal is to have fans from San Francisco Bay and the surrounding areas actively seek out Steve's extraordinary work.

Steve is also working with James to plan events and other ways to increase visibility. Every Friday, Steve sits down with James and music marketer Gary Pappani to brainstorm marketing ideas and to seek out new photography opportunities.

Looking ahead, Steve is excited to photograph future legendary concerts, find new spaces for pop up gallery events, and to work on the coffee table book deal he believes every photographer dreams of. He currently has several projects on the go, including a big show in San Francisco early next year and a cancer fundraising event with ONERUN Detroit.

If you are a rock n' roll fan in San Francisco Bay, pay the gallery a visit next time you're in the Pacifica area. Steve's collections also include a number of vintage photographs, and his more recent travel and landscape photography, to suit a range of tastes. He is always happy to spin a yarn or two and share the stories behind some of your favorite photographs. You can visit the gallery in person at #4-205 Rockaway Beach Ave, online at mostlyrocknroll.com, or on Facebook and Instagram at [@steverapportphotography](https://www.facebook.com/steverapportphotography).