

MADONNA MANIA

NOW SPREADING ALL OVER EUROPE!

The last two years lady singers have given a new dimension to the definition of pop. When asked "who's the Queen of pop", three names immediately come up; Tina Turner, Cyndi Lauper and Madonna Louise Ciccone. And although Madonna can't meet all the qualities constantly credited to Tina or Cyndi (some reproach Madonna that her image has overshadowed her music completely; her lifeshows do not get the same enthusiastic reviews as those of the recent Tina-tour; some accuse her of anti-feminist tendencies) it can't be denied she is US' hottest star since the days of Marilyn Monroe.

SPECTACULAR NUMBERS

In Europe the Madonna mania hasn't come to the same heights yet as in the US where her numbers are really spectacular. Her debut album *Madonna* is very close to triple platinum (appr. three million copies sold) and the *Like A Virgin* album has gone quadruple platinum at 4.5 million copies in the US alone and 2.5 million more worldwide.

But Europe is closing in. Her first singles *Holiday*, *Borderline* and *Lucky Star* were modest sales successes (al-

though faring well in the disco's) but the real explosion on retail level started end of last year/beginning of this year with the release of her second album, *Like A Virgin*.

Cautiously debuting at 98 in the European Top 100 Albums on December 10th 1984, the album climbed up to no. 15 in four weeks time, but only hit Top 10 in its 12th week. After staying there for three consecutive weeks, it wandered 4 1/2 months in the Top 30, only to enter again the second half of August this year when

the real Madonna craze infected Europe.

History began on August 23rd when *Into The Groove* (an original B- side of *Angel*, the only single from *Like A Virgin* that flopped sofar) entered the UK charts at 4 which was the highest debuting single for any female artist in the history of the English charts, and it was also WEA's fastest selling single in the last five years. On the 30th of August *Groove* jumped to the top (in its 2nd week!) and the re-released *Holiday* followed at 2. Consequently the rerun on her two albums started off again. Presently the 2 albums together sold 2 million copies in Europe, total European single sales figures exceed 5 1/2 million (*Holiday* 1 1/2 million, *Like A Virgin* 1 1/2 and *Groove* nearly 1 1/2 although sales in France and e.g. Spain are not yet started). And a country like Greece where single sales hardly do not exist, the 12" version of *Groove* sold over 4.000 copies!

Looking at these figures it is more than obvious that Madonna is THE rock phenomenon of the Eighties. But how did she get to be the hottest female American singer in the world ??

"...Some boys kiss me,
some boys hug me
I think they're o.k.
If they don't give me
proper credit
I just walk away..."

FATHER'S FAVORITE (Hilfr6)@

Madonna Louise Ciccone was born in Bay City, Michigan (near Detroit) and she was the oldest of eight children (five brothers and two sisters). She was named after her mother who died when she was seven. "It's extremely rare", says Madonna, "that a religious Italian woman would name a child after her. My mother wanted to be a singer. So it was like I have a mission, to live up to this name". Part of Madonna's attitude towards men could be related to these special family circumstances; because her mother was sick for so long Madonna always used to be daddy's little girl. "I was my father's favorite. I knew how to wrap him around my finger," says Madonna. Her father helped her in giving direction to her career and helped her setting goals for herself.

Madonna began her artistic career as a dancer, studying ballet, modern, and jazz at the University of Michigan, and then moved to New York where she won a scholarship with the Alvin Ailey Ameri-

