Collection Summary
Title: Bruce Lundvall Papers
Span Dates: 1946-2012
Bulk Dates: (bulk 1970s-2012)
Call No.: ML31.L9
Creator: Lundvall, Bruce, 1935-2015
Extent: approximately 1,600 items ; 8 containers ; 4.0 linear feet
Language: Collection material in English
Location: Music Division, Library of Congress, Washington, D.C.
Summary: Bruce Lundvall was an American record company executive best known for his tenure as president and CEO of Blue Note Records. Lundvall was responsible for the revitalization of the label between 1984 and 2010, and signed many of the brightest stars in jazz and popular music, including Miles Davis, Stan Getz, Norah Jones, Wynton Marsalis, Willie Nelson, Cassandra Wilson, and countless others. The collection includes artist files, correspondence, photographs, promotional materials, and other items related to his career in the record industry.

Selected Search Terms
The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

People
Cash, Johnny.
Davis, Miles.
Houston, Whitney.
Jones, Norah, 1979-.
Jones, Quincy, 1933-.
Lovano, Joe.
Lundvall, Bruce, 1935-2015--Archives.
Lundvall, Bruce, 1935-2015--Correspondence.
Lundvall, Bruce, 1935-2015--Photographs.
Lundvall, Bruce, 1935-2015.
Marsalis, Wynton, 1961-.
Nelson, Willie, 1933-.
Wilson, Cassandra, 1955-.

Organizations
Blue Note (Firm)
Blue Note (Firm)--History.
Columbia Records, Inc.
Elektra Records (Firm)

Subjects
Jazz musicians--United States--Photographs.
Jazz--History and criticism.
Sound recording executives and producers--United States.
Sound recording industry--United States--History.
Sound recording industry--United States.

Form/Genre
Awards.
Clippings (Information artifacts)
Correspondence.
Photographic prints.
Programs (Documents)
Promotional materials.
Writings.

Administrative Information

Provenance

Accruals
No further accruals are expected.

Processing History
The Bruce Lundvall Papers were processed by Christopher Hartten in 2017. Christopher Hartten coded the finding aid for EAD format in 2017.

Transfers
Sound recordings have been transferred to the Library of Congress Motion Picture, Broadcasting, and Recorded Sound Division. An inventory of this material is available in the Music Division's collection file.

Other Repositories
Bucknell University holds sound recordings donated by Lundvall.

Related Material

Copyright Status
Materials from the Bruce Lundvall Papers are governed by the Copyright Law of the United States (Title 17, U.S.C.) and other applicable international copyright laws.

Access and Restrictions
The Bruce Lundvall Papers are open to research. Researchers are advised to contact the Music Division prior to visiting in order to determine whether the desired materials will be available at that time.

Certain restrictions to use or copying of materials may apply.

Preferred Citation
Researchers wishing to cite this collection should include the following information: [item, date, container number], Bruce Lundvall Papers, Music Division, Library of Congress, Washington, D.C.

Biographical Note

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935, Sept. 13</td>
<td>Born, Cliffside Park, New Jersey</td>
</tr>
<tr>
<td>circa 1950</td>
<td>First exposure to New York City jazz scene</td>
</tr>
</tbody>
</table>
1957
Earned degree in commerce and finance from Bucknell University. While at school, Lundvall organized concerts, hosted a weekly radio show, and wrote about jazz for the school newspaper. Although he played saxophone, trumpet, and piano, Lundvall always described himself as a "failed saxophone player."

Circa 1958-1959
Served in U.S. Army Counterintelligence on base, Stuttgart, Germany.

1960 July-1982
Worked in marketing for Columbia Records, eventually becoming president of its parent company, CBS Records. Lundvall became a protégé of renowned talent scout, John Hammond, to whom he credited much of his success. Among Lundvall's prominent signings were Miles Davis, Stan Getz, Dexter Gordon, Herbie Hancock, Freddie Hubbard, Wynton Marsalis, Willie Nelson, Phoebe Snow, Bruce Springsteen, Steven Stills, James Taylor, and McCoy Tyner.

1979
Organized and sponsored the Havana Jam Festival, featuring artists Billy Joel, Kris Kristofferson, Weather Report, and the CBS Jazz All-Stars, among others.

1982-1984
Served as president of Elektra and its newly created Elektra/Musician label.

1984-2010
Began tenure as president and CEO of Blue Note Records. In addition to revitalizing the label, Lundvall established Manhattan Records for purposes of marketing adult popular music. Prominent signings during this period included Al Green, Joe Henderson, Norah Jones, Stanley Jordan, Joe Lovano, Wynton Marsalis, Jackie McLean, Richard Marx, John Scofield, and Cassandra Wilson.

1998
Received Down Beat Lifetime Achievement Award.

2011
Received Grammy Trustees Award.

2015, May 19
Died, Wyckoff, New Jersey.

Scope and Content Note
Materials in the Bruce Lundvall Papers span from 1946-2012, with the bulk of the materials dating from the 1970s-2012. The collection contains artist files, business papers, correspondence, programs, promotional materials, writings, photographs, and realia pertaining to Lundvall's career as a record executive for the Columbia, Elektra, and Blue Note labels. Only a fraction of Lundvall's business activities are documented here, as the majority of his papers remain with the record companies themselves.

The artist files include correspondence, clippings, and promotional items for notable jazz and popular music stars, authors, conductors, journalists, and colleagues with whom Lundvall had a relationship or personal interest. These figures include Johnny Cash, Miles Davis, Dexter Gordon, Whitney Houston, Norah Jones, Quincy Jones, Joe Lovano, Willie Nelson, and Cassandra Wilson, among others. Correspondence from most individuals is fairly limited. The remaining files consist of small quantities of business papers from Lundvall's work with Elektra/Musician and Blue Note, memorial tribute programs, and promotional materials for artists of interest and concerts attended.

A series of biographical materials document Lundvall's accomplishments and activities through clippings, speeches, awards, and programs. Many of these items also provide some history and perspective on the legacy of the Blue Note label and trends in the record industry. Photographs in the collection chiefly feature artists that Lundvall signed or encountered at concerts or promotional signing events. Many date from the early 1980s and include the likes of Jackson Browne, Ron Carter, Chaka Kahn, McCoy Tyner, and others. Rounding out the collection are several albums of promotional materials that represent some of Lundvall's work in marketing for Columbia Records.
Organization of the Bruce Lundvall Papers

The Collection is organized in 5 series:

- Files, 1946-2012
- Correspondence, 1965-2012
- Biographical Materials, 1970s-2010
- Photographs, 1981-2000s
- Columbia Records Promotional Albums, 1960-1963
## Description of Series

<table>
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<th>Container</th>
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<td>BOX 1-4</td>
<td><strong>Files, 1946-2012</strong></td>
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<td></td>
<td>Correspondence, clippings, promotional materials, photographs, and/or other items of interest. Autograph correspondence, if present, usually consists of no more than one or two letters. Arranged alphabetically by last name of artist or subject.</td>
</tr>
<tr>
<td>BOX 4</td>
<td><strong>Correspondence, 1965-2012</strong></td>
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<td>Personal letters, business papers, invitations, greeting cards, and other communications. Arranged chronologically.</td>
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<td>BOX 5</td>
<td><strong>Biographical Materials, 1970s-2010</strong></td>
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<td></td>
<td>Writings, speeches, clippings, awards, and other items that document Lundvall’s activities in the music record industry and his thoughts on jazz, artists, and other subjects. Arranged alphabetically by subject.</td>
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<td>BOX 6</td>
<td><strong>Photographs, 1981-2000s</strong></td>
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<td>MAPCASE 2</td>
<td>Chiefly photographs of Lundvall with artists whom he signed to Columbia Records or Blue Note Records, as well as other miscellaneous images. Arranged by subject.</td>
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<tr>
<td>BOX 6-8</td>
<td><strong>Columbia Records Promotional Albums, 1960-1963</strong></td>
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<tr>
<td></td>
<td>Albums of printed materials, interspersed with correspondence or other items, that date from Lundvall's early years in the marketing department of Columbia Records. Arranged chronologically.</td>
</tr>
</tbody>
</table>
## Container List

**Box 1-4**

### Files, 1946-2012

- Correspondence, clippings, promotional materials, photographs, and/or other items of interest.
- Autograph correspondence, if present, usually consists of no more than one or two letters.
- Arranged alphabetically by last name of artist or subject.

### Artist Files, 1946-2012

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<td>Amram, David, 1994</td>
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<td>BOX-FOLDER 1/5</td>
<td>Baker, Anita, undated</td>
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<td>BOX-FOLDER 1/6</td>
<td>Barber, Patricia, 2005-2011</td>
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<td>BOX-FOLDER 1/7</td>
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<td>BOX-FOLDER 1/14</td>
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<td>Carr, Vikki, undated</td>
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Other Files, 1960s-2012

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<td>Business papers, programs, promotional material, and miscellany</td>
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<td>Programs, promotional materials, and ticket stubs</td>
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<td>BOX-FOLDER 4/7</td>
<td>Miscellany, undated</td>
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</tbody>
</table>

BOX 4  
Correspondence, 1965-2012

Personal letters, business papers, invitations, greeting cards, and other communications.  
Arranged chronologically.

| BOX-FOLDER 4/8-12 | 1965-2012 and undated |

BOX 5  
Biographical Materials, 1970s-2010

Writings, speeches, clippings, awards, and other items that document Lundvall’s activities in the music record industry and his thoughts on jazz, artists, and other subjects.  
Arranged alphabetically by subject.

| BOX-FOLDER 5/1-2 | Awards and honors, 1978-2008 |
| BOX-FOLDER 5/3-6 | Clippings, 1980s-2010 and undated |
| BOX-FOLDER 5/7 | Interviews, 1989, 2005 |
| BOX-FOLDER 5/8-10 | Speeches, 1970s-2000s |
| | Includes programs |
Biographical Materials, 1970s-2010

**Container** | **Contents**
--- | ---
BOX-FOLDER 5/11 | Writings about B. Lundvall, 1995, 2010 and undated

**BOX 6** | **Photographs, 1981-2000s**

MAPCASE 2 | Chiefly photographs of Lundvall with artists whom he signed to Columbia Records or Blue Note Records, as well as other miscellaneous images.

Arranged by subject.

**BOX-FOLDER 6/1** | B. Lundvall, with associates, 1981-1984

Includes: Muhammad Ali, Mose Allison, Rubén Blades, Michael Brecker, Jackson Browne, Ron Carter, Anthony Davis, Peter Erskine, Kevin Eubanks, Chico Freeman, Jay Hoggard, Chaka Kahn, John Levy, Bobby McFerrin, James Newton, Fred Parris, Red Rodney, Woody Shaw, Ira Sullivan, McCoy Tyner, Abdul Wadud, Nancy Wilson

**BOX-FOLDER 6/2** | B. Lundvall, with associates, 1990s-2000s?

Includes: Kareem Abdul-Jabbar, Tony Bennett, Bill Clinton, Phoebe Snow, Cassandra Wilson

**BOX-FOLDER 6/3** | B. Lundvall, with associates, 1990s-2000s?

**BOX-FOLDER 6/4** | B. Lundvall, with associates, 1991-2009 and undated

Includes: Chick Corea

**MAPCASE-DRAWER 2/3** | Other associates, undated

3 large passport photo collages featuring prominent jazz artists

**BOX-FOLDER 6/5** | Other associates and miscellany, 1990s-2000s?

**BOX 6-8** | **Columbia Records Promotional Albums, 1960-1963**

Albums of printed materials, interspersed with correspondance or other items, that date from Lundvall's early years in the marketing department of Columbia Records.

Arranged chronologically.

**BOX-FOLDER 6/6-10** | 1960-1961

**BOX-FOLDER 7/1-6** | 1961-1963

**BOX-FOLDER 8/1-4** | 1962-1963