

PLAYBOY—APRIL 2002

Tony Bohnenkamp

SPINNING A WEB

Grab a bic lighter and wave it in the air, because sexnrocknroll.com, created by Miss April, Gillian Bonner and Playboy, offers a virtual backstage pass to your favorite rock shows. "When we launched the site, in May 2000, our purpose was two-fold," Gillian says. "We wanted to show rock stars and Playmates hanging out, partying and engaging in fun activities that the average person may never get to experience. We knew we could accomplish that on the web in a more hard-hitting way than we could on television. We also wanted to expose the Playboy brand and lifestyle to a young, edgy audience. I'm happy to say we have accomplished both." The site features bios, articles, downloads and photos of rock acts, from virtual unknown to multi-platinum names. So far, Gillian's eye has been right on. "We've built a solid reputation as tastemakers," she says. "Several groups we highlighted as breaking acts went on to become superstars, including Papa Roach, Incubus, Godsmack, and Nickleback. I'm always looking for a killer rock band." [Sexnrocknroll.com](http://sexnrocknroll.com) is overseen by Gillian's production company, Black Dragon (blackdragon.com), which recently completed media content for Rob Zombie, Puddle of Mudd, Iggy Pop and Marilyn Manson. What's up next? [Sexnhiphop.com](http://sexnhiphop.com).