

THE BEATLES: IN THE BEGINNING



THE BEATLES: IN THE BEGINNING

■ ■ ■ Photographs by **Astrid Kirchherr, Max Scheler, and Jurgen Vollmer**

Forty black and white photographs printed from the original negatives dating from 1960-1964 document the rise of the Beatles and the extraordinary fan culture that grew up around them.

These compelling images depict the Beatles at their genesis in 1960 through their transformation to becoming the most famous entertainers and recording artists in the world.

The photographs include images of the band in Hamburg during their formative years, both on and off the stage. Photographers Jurgen Vollmer and Astrid Kirchherr were part of the bohemian scene in Hamburg that influenced the Beatles' style and the famous Beatles' haircut. Also included are photographs of Liverpool youth, upcoming bands, Cavern Club fans, as well as the Beatles in London during the 1964 filming of *A Hard Days Night*.

These photographs of The Beatles and their scene are considered to be among the definitive images of the band from 1960 to 1964. They document their early days in Hamburg, where the Beatles developed their musical – and visual – identity, the explosive effect their new fame had on their hometown of Liverpool, and the phenomenon known as Beatlemania. The exhibition concludes with photographs of the Beatles at the height of the group's success.

Jurgen Vollmer's classic shot of John Lennon standing in a doorway in Hamburg while the other Beatles walk by was used by John Lennon as the cover of his first solo album *Rock and Roll*. Vollmer's photographs of the Beatles are published in the book *From Hamburg to Hollywood*. Kirchherr and Scheler's photographs have been published in the books *Liverpool Days* and *Golden Dreams* (Genesis Publications).

EXHIBITION INCLUDES

40 black and white framed photographs documenting the Beatles and their influence from 1961-1964

Exhibition text panels & object labels to be printed by venue

Curator & book signings available at additional cost

EXHIBITION REQUIREMENTS

Approximately 1,200 linear feet

VENUE LENGTH

12 - 24 weeks

TO BOOK EXHIBITION

+1 651 222 1121
info@exhibitsdevelopment.com

EDG EXHIBITS
DEVELOPMENT
GROUP

Exhibition developed and distributed by Exhibits Development Group in collaboration with Govinda Gallery. Images ©Astrid Kirchherr, Jurgen Vollmer, and the Estate of Max Scheler/ Courtesy Govinda Gallery