

THE GRAMMY MUSEUM®
& FAB FOUR EXHIBITS PRESENT

Ladies and Gentlemen...
THE BEATLES!



**JULY 1, 2016
THROUGH
SEPTEMBER 5, 2016**



**GRAMMY
MUSEUM®**
AT L.A. LIVE

Ladies and Gentlemen... **THE BEATLES!**

Fifty years ago The Beatles came to America. On Friday, February 7, 1964, John Lennon, Paul McCartney, George Harrison, and Ringo Starr arrived from the U.K. at the newly-named John F. Kennedy International Airport. With cameras flashing and reporters jostling, they were whisked into Manhattan amid the screams, shouts and tears of New York area teens, braving the cold for a mere glimpse of the band. Then, that Sunday, the veritable king of the television variety show, Ed Sullivan, introduced them to a captivated American audience of more than 73 million viewers — at the time a television record. And just like that Beatlemania was upon us.

Ladies and Gentlemen... The Beatles! brings us back to the early '60s when rock & roll was re-energized — some say saved — by four lads from Liverpool. The exhibit covers the period from early 1964 through mid-1966 — the years Beatlemania ran rampant in America. During this time the band affected nearly every aspect of pop culture, including fashion, art, advertising, media, and, of course, music. On display are many Beatles-related pop culture artifacts from the period, as well as correspondence, instruments, posters, photographs, interviews, interactive displays, and an oral history booth in which visitors can leave their own impressions of The Beatles. Screenings and a series of talks reveal the continuing impact of The Beatles.

Curated by the GRAMMY Museum and Fab Four Exhibits, *Ladies and Gentlemen... The Beatles!* provides fresh new insight into how and why The Beatles impacted America in the 1960s — and beyond.

TICKETS

Available at the Museum Box Office, AXS.com or by calling 1-888-9-AXS-TIX

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