

28 May 2012

CHRISTIE'S

Contact: Leonie Pitts

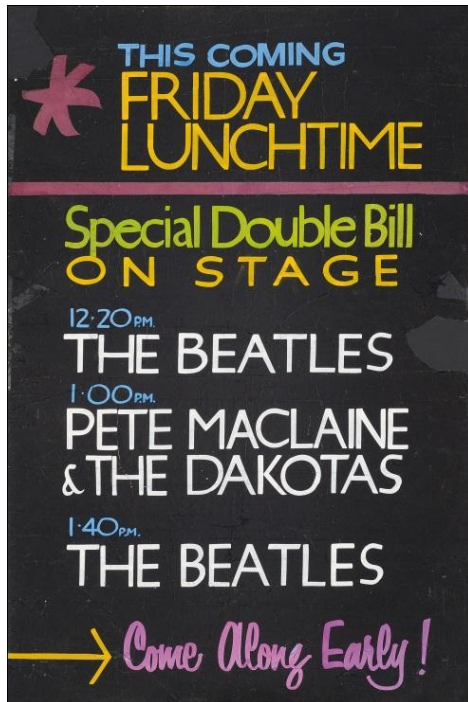
+44 (0)20 7752 3121

lpitts@christies.com

POP CULTURE: ROCK & ROLL MEMORABILIA AT CHRISTIE'S

FEATURING:

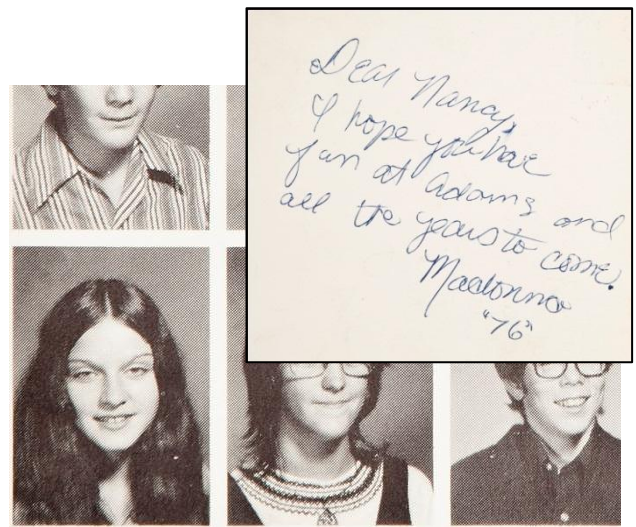
- Original hand-painted Cavern Club poster from one of The Beatles' first ever gigs in 1962
- A high school yearbook including a photo and note from Madonna before she was famous
 - The full set of Richard Avedon colour separation proofs of The Beatles portraits
 - A variety of vintage posters, awards, autographs, tickets, clothing and instruments
 - Memorabilia from The Rolling Stones, The Who, The Ramones and more



Lot 170

A concert poster for The Beatles at The Cavern Club,
November 1962

Estimate: £10,000-15,000



Lot 39

A 1971 – 1972 high school yearbook for
West Junior High School
Including a photograph of Madonna (bottom left),
with caption reading
*'Dear Nancy, I hope you have fun at Adams and all the best for
years to come, Madonna '76'*
Estimate: £1,000-1,500

South Kensington – Fifty years after The Beatles released their debut single *'Love Me Do'*, Christie's is delighted to offer at auction one of the earliest Beatles concert posters ever made, dating from an early appearance at Liverpool's famous Cavern Club in November 1962 *illustrated above left*. Hand-painted and featuring striking, brightly-coloured text, it is the only known copy of this poster. The work marks a significant moment in the history of The Beatles who had secured their recording contract with Parlophone in June earlier that same year, and had recently released their debut single *Love Me Do*, peaking at number seventeen in the Record Retailer chart. Over the course of their career as a band The Beatles made a total of 292 appearances at The Cavern Club, where they experienced some of

the most pivotal moments in their career, notably it was where their subsequent manager Brian Epstein first heard them play in November 1961.

Comprising 232 lots, Christie's *POP CULTURE: Rock and Roll Memorabilia* auction will present connoisseur collectors and young music fans with the chance to own a piece of music history. To be held in South Kensington on 12th June 2012, the sale features a broad range of music memorabilia with estimates from only £500, including concert posters, autographs, instruments and clothing. Musical legends through the generations are all represented: from The Beatles and The Rolling Stones to Madonna and Michael Jackson. The top lot of the sale is a 1951 Fender Telecaster electric guitar owned and used by Roy Buchanan and later by Jeff Beck in the 1980s (estimate: £30,000-40,000) *illustrated below centre*. It is very rare for a guitars associated with English rock guitarist Jeff Beck to come onto the market.

To view the full sale catalogue please click [here](#). A selection of highlights is listed below.

HIGHLIGHTS

TOP GUITARS



Lot 105

Pete Townsend Guitar

A 1970's black *Schecter* guitar
Used by Townsend on stage with
The Who on various occasions,
1979-1982.

Estimate: £20,000-25,000



Lot 2

Jeff Beck Guitar

A 1951 'blonde' Fender Telecaster
Owned by Jeff Beck in the 1980's and
seen in the music video for *People Get
Ready* in 1989

Estimate: £30,000-40,000



Lot 111

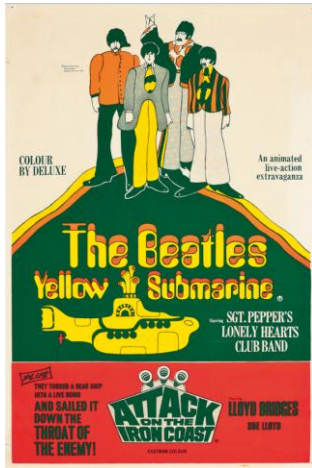
Johnny Ramone Guitar

Custom-made white Morsite Ventures
II guitar

Used in the *Adios Amigos Tour*,
Lollapalooza and *Pearl Jam tour*

Estimate: £20,000-30,000

VINTAGE CONCERT POSTERS



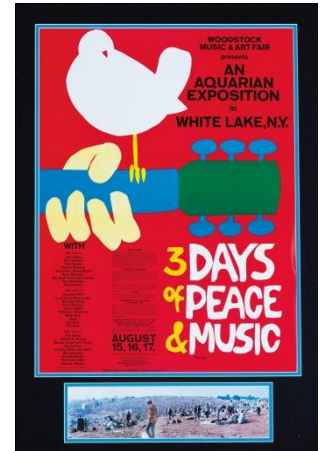
Lot 183

A British double-bill
cinema poster for
Yellow Submarine
King Features, 1986
Estimate: £500-700



Lot 126

The Sex Pistols
A promotional poster for the single
God Save The Queen
Virgin Records, 1977, designed by Jamie Reid
Estimate: £600-800



Lot 76

A concert poster for the
**Woodstock Music
and Art Fair**
August 15 - 17 1969
Art by Arnold Skolnick
Estimate: £700-900

FURTHER HIGHLIGHTS



Lot 188

The Beatles
A rare collection of colour separation proofs for Richard Avedon's psychedelic portraits of the Beatles for *Look*, 1968.
Estimate: £15,000-20,000

#

High resolution images and further information available upon request

Notes to Editors:

Public Exhibition:

Saturday, 9 June: 11.00am – 5.00pm
Sunday, 10 June: 11.00am – 5.00pm
Monday, 11 June: 9.00am – 7.30pm
Tuesday, 12 June: 9.00am – midday

Auction:

POP CULTURE: Rock and Roll Memorabilia (sale 6159) – Tuesday, 12 June 2012 at 1pm

Ecatalogue:

The full catalogue is now available to view online. Please click here →

Christie's South Kensington

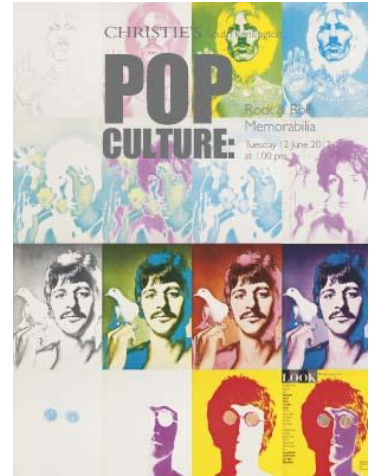
Open seven days a week, Christie's South Kensington is one of the busiest salerooms in the UK attracting over 200,000 visitors each year. With over 100 sales and offering more than 20,000 lots annually, estimates start from £300. Interiors sales dedicated to home furnishings are held three times a month alongside regular Sunday sales of single-owner collections. Specialised sales for the avid collector are scheduled throughout the year according to category, and include Film Posters, Pop Memorabilia, Antiquities, Jewellery, 20th Century British Art and Chinese Works of Art, among others. In 2011 Christie's South Kensington realised the highest ever total for the second successive year with sales of £115.9 million / \$186.6 million.

About Christie's

Christie's, the world's leading art business, had global auction and private sales in 2011 that totaled £3.6 billion/\$5.7 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers over 450 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War and Contemporary, Impressionist and Modern, Old Masters and Jewellery. Private sales totalled £502 million / \$808.6m in 2011, an increase of 44% on the previous year.

Christie's has a global presence with 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, and Hong Kong. More recently, Christie's has led the market with expanded initiatives in growth markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and do not reflect costs, financing fees or application of buyer's or seller's credits.*



CHRISTIE'S SOUTH KENSINGTON

85 Old Brompton Road, London, SW7 3LD

OPENING SEVEN DAYS A WEEK

Monday: 9.00am – 7.30pm

Tuesday – Friday: 9.00am – 5.00pm

Saturday & Sunday: 11.00am - 5.00pm

WWW.CHRISTIES.COM

Prices do not include buyers' premium