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# The Beatles: Six Days That Changed The World. February 1964



## Synopsis

Astonishing, richly spontaneous, and almost entirely unpublished images of the Beatles' historic first trip to the United States, as chronicled by an award-winning photographer given unique access to their tour. Published to coincide with the fiftieth anniversary of the Beatles' first visit to the United States, this rare and mostly unseen collection of photographs marks the beginning of the British Invasion. In February 1964, photographer Bill Eppridge was on assignment for Life magazine to cover the band's arrival at JFK airport. He was then invited to continue shooting in their room at the Plaza Hotel and during the days that followed, notably at the Ed Sullivan Show rehearsal and historic performance; in Central Park; on a train ride to Washington, D.C., for the concert at the Washington Coliseum; at the British embassy; and at their renowned performance at Carnegie Hall. The book is an intimate fly-on-the-wall account of a visit that introduced the Beatles to America and changed the course of music, internationalizing the industry and opening the door for other artists to achieve global success.

## Book Information

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## Customer Reviews

"This largely unseen collection of photos by award-winning photojournalist Eppridge (on assignment for Life magazine) celebrates the 50th anniversary of the Beatles' now famous first American tour. The exuberance and magic of the event shines through in Eppridge's spontaneous and moving shots of casual moments. The book offers 160 stunning black-and-white images culled from the 90 rolls Eppridge shot during the six days he

spent with the band." ~Publishers Weekly "There is an innocence to the images in ~The Beatles Six Days That Changed the World." ~Photo District News "the book contains rare and mostly unseen images from the band's US tour. Eppridge, an eminent photojournalist, expressed a desire to capture the moments of the tour as they occurred, without any of his own orchestration or input. The result is a set of pictures that evoke the excitement, discovery and sheer mania of the Fab Four's initial contact with America. The band's Plaza Hotel room, Central Park, the British Embassy, and the Ed Sullivan show are just a few of the locations that are featured in the images." ~Hunger

TV "Eppridge's ~Beatles: Six Days that Changed the World ~is fab." ~Vanity Fair "Photographer Bill Eppridge was on assignment for Life magazine to shoot the Beatles as they landed in New York, and he stayed with them as they horsed around, posed with fans and played the concerts that made history. The photos -- most never before published -- are intimate, casual and show the band members having fun in the moments when they launched a new kind of rock 'n' roll stardom." ~Los Angeles Times "See the intimate fly-on-the-wall images from the six days that transformed the Beatles from an English band to international pop sensations and evoke the excitement and mania of the Fab Four's first contact with America." ~Parade "Six Days that Changed the World takes fans through those first magical days in 1964, helping readers experience them just as Eppridge and The Beatles did through the black-and-white images." ~CT Post

Bill Eppridge was one of the most accomplished photojournalists of the twentieth century. His work has appeared in numerous publications, including National Geographic, Life, and Sports Illustrated. Eppridge received some of the highest honors his profession bestows: the NPPA Joseph A. Sprague Memorial Award (1996), The Missouri School of Journalism Honor Medal (2009), and the Lucie Award for Achievement in Photojournalism (2011). His photographs have been exhibited at the Smithsonian Museum of American History in Washington, D.C.; the High Museum of Art,

Atlanta; the San Francisco Museum of Modern Art; and in other museums around the world. British fashion photographer, publisher, and filmmaker Rankin attained success after co-founding style bible *Dazed & Confused* – and subsequently fashion titles *AnOther* and *AnOther Man*. After developing a taste for film direction, he established Rankin Film Productions. More recently, he returned to magazine publishing with a fresh biannual glossy *The Hunger*.

The recent 50th anniversary of The Beatles' first trip to the US has allowed fans to revel in those early Beatlemania images we have loved to go through again and again. But unquestionably the biggest treat has been the revelation of the rediscovery of about 3,000 insider professional photographs that have never before been seen by the public. They were shot by renowned photojournalist Bill Eppridge on assignment for *Life Magazine*. From their February 7th landing at JFK through the next five days at the shrieking fan surrounded Plaza Hotel, Ed Sullivan New York rehearsals, train trip to snowy DC and first live US concert there and back to New York for the Carnegie Hall concert. He shot 90 rolls of film, from which *Life* published just 4 images, leaving the rest unseen. Until now, with 146 of the best just published in the book "The Beatles: Six Days that Changed the World - February 1964" In today's e-world it may be hard for some to appreciate just how much impact and power the huge printed photos on the weekly cover and glossy paper pages of *Life magazine* had on the American public in those days. It was those credentials and influence that first got Bill Eppridge unequalled private access to the Beatles over those six hectic days. As the book explains, it was Eppridge's trademark style of not asking celebrities to mug and pose for the cameras that differentiated him from the rest of the mob of photographers shouting for The Beatles attention. And that disappearing into the woodwork to let them be themselves while he quietly shot seems to be what kept him part of the inner circle that whole momentous week. Sadly, Eppridge passed away just before the book was released, though he had worked extensively on it with his wife Adrienne Aurichio, herself a noted professional photo editor for major publications. In the Acknowledgments section at the back of the book, Eppridge praises her editing of the photos as well as the extensive research she undertook to accurately portray the sequence and context of the photos. This book is a truly professional piece of historic photojournalism from start to finish. No Beatles fan should be without it.

Bill Eppridge is a storyteller and this timely as well as historic collection of intimate photographs tells a story of the six days. As you turn the pages it's like settling back to watch a movie, with Bill sitting beside you, of the days you might remember, or if not, from which you will learn...--Karl Decker

This book is a very interesting pictorial of the first 6 days of the Beatles visit to America. There are a lot of great photos and many that I had never seen before. Everything is captioned well to explain where the pictures were taken and some interesting stories to go along with them. It is a really neat accompaniment to the DVD The Beatles First U.S. Visit and you can see the movie makers in the pictures of this book and vice versa. It is a very good book and worth the money.

This is the Inside look at the first week The Boys landed in America. Incredible photos from a Master Photographer who was on assignment for Life magazine, who ended up tagging along with them from the moment they landed on Feb 7th, 1964 to the minute they took off a week later. A whirlwind of "fly on the wall" photos that will really get you caught up in the early Beatlemania. You will feel like you were there ! If you are a Beatles fan, then this one is a MUST HAVE !

Great quality photo book of The Beatles. I have many photo books on The Beatles and these have never been seen before. Not the same pictures you've seen over and over in other books.

I just love the Beatles and everything about them! They were such a great group and I have many Beatles books, This one is among my favorites! Took me back to when I saw them perform.

The Beatles turned the music world on its head when they appeared on The Ed Sullivan Show in 1964. They had the talent and charisma to entertain with a unique new style. Each candid photo captures the fun, the excitement and wonder of experience in the lives of the Fab Four and the American fans. Give this book as a gift to the true Beatles fan, the rock and roll historian or anyone who lived the 60's!

Got this book for a Christmas gift; enjoyed the read. I can usually go thru a Beatles' book pretty quickly, and this one is a good one.

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