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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Astonishing, richly spontaneous, and almost entirely unpublished images of the Beatles<sup>™</sup> 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<sup>™</sup> 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<sup>™</sup>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

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.

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