

THE
BEATLES
HIDDEN GALLERY

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I believe in yesterday...

During 1963 and 1964, a new pop group were touring the UK and making headlines – they were called 'The Beatles'. They went on to become the biggest selling band in music history.

At that same time, while working as a newspaper copy boy, fledgling photographer Paul Berriff was granted backstage access at several venues to meet with the band. This led to a series of unique, intimate images, on and off stage, displaying The Beatles at their most natural and their most animated.

Lying hidden in an attic for almost 50 years, these incredible black and white photographs have never been seen by the press or the public.

Until now...

Berriff, now a BAFTA award winning documentary maker and professional photographer, is pleased to present The Beatles Hidden Gallery; a 37 piece collection of images taken at the outset of the band's meteoric rise to fame. Each image will be released for sale as a limited edition run of 49.

01.37:1963/64

The Beatles Hidden Gallery



Closer, let me whisper in your ear...

On Tuesday 27th April, an exhibition presenting The Beatles Hidden Gallery will be launched at the Menier Gallery, London.

The restricted access opening night will provide the first ever opportunity to preview this unique collection of images and a chance to meet the 'man behind the camera'. The exhibition will be open to members of the public from Wednesday 28th April, until Saturday 1st May 2010.

Located in the heart of London's art district, the Menier Gallery will provide the perfect backdrop for these powerful black and white portraits. An exhibition setting will allow visitors to see, first hand, the high production quality of these artworks, verified by their Fine Arts Trade Guild certification.

By attending the exhibition, you will be able to select your favourite image(s) for reservation or purchase. After the event launch, the limited edition collection will be released for sale in 3 phases through the official Beatles Hidden Gallery website.

27.04:2010

The Beatles Hidden Gallery



Please please me...

The man behind this distinctive collection of artwork is the celebrated cinematographer Paul Berriff, now widely recognised as one of the UK's leading documentary makers. Berriff has won a total of 17 film industry awards including a BAFTA and has also received a BAFTA nomination for his excellent work in television film cinematography.

Starting his career as a press photographer at the Yorkshire Evening Post, he went on to become the youngest ever cameraman for BBC Television news at the age of 21. While practising his art before becoming a press photographer, he took it upon himself to request backstage access at local theatres - this tenacity led to him photographing many of the big names of the 60s including; The Rolling Stones, Roy Orbison, Marianne Faithfull, Cilla Black and, of course, The Beatles.

Berriff captured these stylish images without any special lighting equipment, instead using exposure techniques, inherent skill and his eye for a great photo opportunity. The images were taken on a Rolleiflex camera and a 35mm Nikon camera, which he still uses to this day.

Autumn:1962

Paul Berriff



Love me do...

These beautiful limited edition photographs are of the highest production standards available. Produced by the photographer himself and carrying a certificate of authenticity from the Fine Arts Trade Guild, all components will be of the highest possible archival quality.

The use of giclee printing and viverra inks results in an acid-free, fade resistant product, with a lifespan of 200-300 years – ensuring your collector's piece of art will retain its quality and value for future generations. Each individual element will meet FATG conservation specifications, including the photographic paper, cotton mount board, backing paper and UV protection glass. The beautiful black wooden frames will be hand-crafted by registered FATG framers and none of the products used contain any chemical compounds, which can cause browning.

Each limited edition will be numbered and signed by the photographer and will come in either A1 or A0 size, according to the photographer's recommendation.



01.37:1963/64

The Beatles Hidden Gallery



All I've got to do...

If you wish to purchase one of these outstanding photographic images and become the proud owner of a piece of music history, there are two ways in which you can do so. You can purchase your limited edition from the exhibition at the Menier Gallery, or direct from the official website upon release.

The collection will be made available through the website over a three-phase release schedule; 28th April, 31st May and 28th June. Complete the online registration form to gain access to the exclusive members' area - this will allow you to view the images, select the one(s) you wish to purchase and make your payment.

Your product will be produced according to Fine Arts Trade Guild specifications, packed and delivered within approximately 3 weeks (purchases made outside of the UK may take a little longer). Your shipment will include a Fine Arts Trade Guild authenticity certificate and a product booklet containing a small version of the photograph, the image title, venue/photograph details, a message from Paul Berriff and a guide to caring for your purchase.

1.2.3:2010

The Beatles Hidden Gallery



From me to you...

Thank you for your interest in these images. They are special for many different reasons - not least because they were taken at the very beginning of what transpired to be a massive musical journey for The Beatles.

Shortly after I took these photographs, due to their unprecedented popularity, it became increasingly difficult to gain an audience with the band; most pictures that followed were taken by commissioned, professional photographers - I was very lucky!

These portraits are also special because, unlike most Beatles photographs, they have, until now, never been seen by the press or the public.

I'm delighted to be able to share with you this personal record of my time with The Beatles, at the outset of my life's career.

Thanks again,

Paul Berriff

01.37:1963/64

The Beatles Hidden Gallery

The Collection

- | | |
|--------------------------|--------------------------------|
| 01. Number One | 19. Good Day Sunshine |
| 02. Playing at Trains | 20. Unified |
| 03. Drop T, Centre Stage | 21. The Look |
| 04. Catching a Moment | 22. Showtime |
| 05. Fade Out | 23. Head On |
| 06. Piano Time | 24. Kicking Back |
| 07. This Boy | 25. Speaking Out |
| 08. Twist and Shout | 26. Flavour of the Moment |
| 09. Don't Bother Me | 27. Guilty Pleasures |
| 10. Harmony | 28. Light Up |
| 11. Against the Grain | 29. Lost in Thought |
| 12. In the Dark... | 30. Bad Boy Next Door |
| 13. The Charmer... | 31. The Fab Four |
| 14. Stands Alone | 32. Reflections |
| 15. Pop Stars | 33. Starr Attraction |
| 16. One Way or the Other | 34. All Together |
| 17. I Me Mine | 35. Enjoying the Moment |
| 18. Frozen in Time | 36. What Goes On in Your Mind? |
| | 37. A Perfect Moment |

27.04:2010

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