

Press Release

CHRISTIE'S

For Immediate Release

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Contact: Sung-Hee Park
Leonie Ashfield

+1 212 636 2680
+44 (0)20 7752 3121

spark@christies.com
lashfield@christies.com

**NEVER BEFORE SEEN PHOTOS OF
THE BEATLES' HISTORIC 1964 VISITS TO AMERICA
TO BE SOLD AT CHRISTIE'S ON JULY 20**

Photographs include the first US concert at the Washington Coliseum

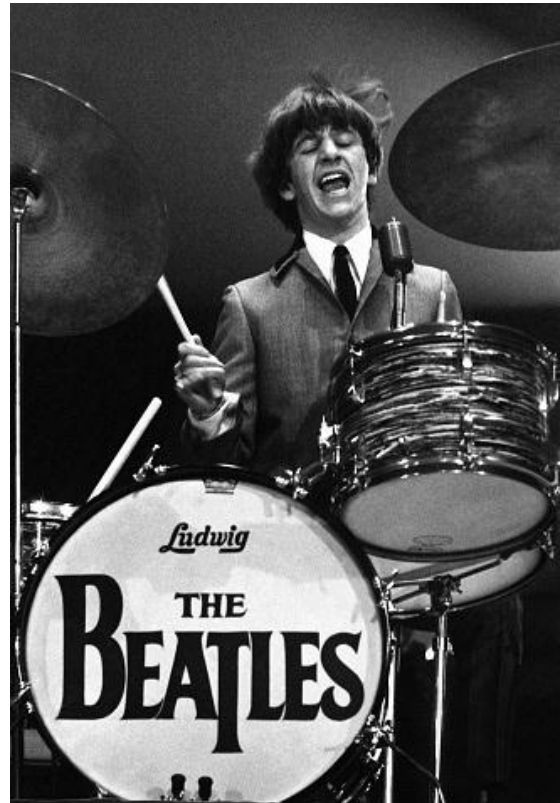


New York – On July 20, Christie's is pleased to present *The Beatles Illuminated: The Discovered Works of Mike Mitchell*, a sale comprised of 50 lots of unpublished and never-before-seen photographs of the Beatles' first hysteria-inducing visits to America in 1964. Shot in black and white by photographer Mike Mitchell when he was just 18 years old, the images have been filed away for nearly fifty years. The complete rediscovered collection is expected to realize in the region of \$100,000.

On February 11, 1964, just two days after their momentous American debut on The Ed Sullivan Show, the Beatles performed their first US concert at the Washington Coliseum. The DC native shot dozens of intimate and thrilling photographs capturing the excitement of this first British Invasion. Mitchell had exceptional access to the events including their arrival at Union Station, the press conference preceding the performance and unrestricted, stage-front access for the entirety of the historic Coliseum concert. Mitchell then snapped additional photographs when they performed during their first US concert tour at the Baltimore Civic Center on September 13, 1964. Christie's is thrilled to partner with Mike Mitchell on the debut of these images, which will be on exhibit first in London at Christie's South Kensington from June 11-12 and then at the Grosvenor House, a JW Marriott Hotel, on June 17-25 and then at Christie's New York from July 11-20 before they are offered at auction in New York on July 20 at 7pm.

The Beatles have had a monumental influence on music and pop culture, inspiring a global fan base and becoming the most popular band in music history. Today, the Beatles still captivate millions of fans around the world and inspire new generations of listeners with their music.

Further detail and estimates for individual images will be announced in the coming weeks. Auction Highlights include:



Notes to Editors:

Please contact Christie's for more detailed information

London

Public Exhibition: June 11-12
Christie's South Kensington
85 Old Brompton Road
London SW7 3LD

Public Exhibition: June 17-25
Grosvenor House
A JW Marriott Hotel
Park Street, London

New York

Public Exhibition: July 11-20
Christie's
20 Rockefeller Plaza
NY, NY

Ecatalogue: Available online from June 2011 at www.christies.com/calendar

Auction: *The Beatles Illuminated- The Discovered Works of Mike Mitchell* July 20 at 7pm
Viewing: Christie's Rockefeller Galleries July 11- 20

About Christie's

Christie's, the world's leading art business had global auction and private sales in 2010 that totaled £3.3 billion/\$5.0 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 conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 450 sales 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 has 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 emerging and new 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.

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Images available on request

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