

CHRISTIE'S

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ORIGINAL ART FOR LED ZEPPELIN DEBUT ALBUM OFFERED AT CHRISTIE'S ONLINE

ONLINE BIDDING: 2 JUNE – 18 JUNE 2020



THE ORIGINAL ART FOR LED ZEPPELIN'S DEBUT LP

George Hardie, 1969

Estimate: USD 20,000 – USD 30,000

New York – On 2 June to 18 June, the original artwork for the first Led Zeppelin LP: one of the most iconic album covers of all time will be featured in Christie's online auction *The Open Book: Fine Travel, Americana, Literature and History in Print and Manuscript* sale, during the Classic Week series of sales. The estimate is \$20,000-30,000.

George Hardie was still a graduate student at the Royal College of Art when his friend, photographer Stephen Goldblatt recommended him to Led Zeppelin in 1969. After rejecting his initial ideas, Jimmy Page suggested that Hardie adapt Sam Shere's jarring 1937 photograph of the *Hindenburg* disaster. Hardie set to work rendering the image in stipple on tracing paper, evoking the feel of a low-resolution newsprint photo. Led Zeppelin paid Hardie £60 for his work on what has become one of the most recognizable album covers in the history of recording.

Peter Klarnet, Senior Specialist, Books & Manuscripts, comments: "*The historical significance of this album cover cannot be understated. It marked a major turning point in the history of pop music, heralded by the debut of Led Zeppelin. It was louder, bolder than what had come before and would come to define the shape of hard rock for generations. This simple rendering of the Hindenburg exploding over Lakehurst stands as a monument to that important historical moment. And the image has endured in a way that most other album covers have not - it very much has taken on a life of its own.*"

The debut of Led Zeppelin in 1969 marked an important turning point in the history of popular music, and the cover art set the tone of what was to come: a profoundly influential body of work that has had a profound impact on subsequent generations of musical artists to the present time. Meanwhile, George Hardie graduated from the Royal College of Art in 1970 and went on to design album covers for Pink Floyd, Black Sabbath, Wings and numerous others—many in collaboration with Hipgnosis. Years later, he would rediscover the original stipple tracing with a note attached reading, "George's pension fund."

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About Christie's

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Alongside regular sales online, Christie's has a global presence in 46 countries, with 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, and Shanghai.

**Please note when quoting estimates above that other fees will apply in addition to the hammer price - see Section D of the Conditions of Sale at the back of the sale catalogue.*

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and are reported net of applicable fees.*

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Images available on request

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