

DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD

TICKETS: Adults £8.50; Concessions £6.50;

Students £5.00; Under 12s free

OPENING: 10.00-17.45 Daily. Last Admission: 17.15

PUBLIC INFORMATION T: 0870 833 9955 W: designmuseum.org

ADVANCE BOOKING T: 020 7940 8783 W: ticketweb.co.uk

For Immediate Release

Alan Aldridge

- The Man with Kaleidoscope Eyes

10 October 2008 – 25 January 2009



Alan Aldridge embodied the spirit of the 60s and 70s. His evocative, psychedelic images epitomised the feeling and art of an era. As The Beatles lead an unstoppable assault on the global charts, it was Aldridge's designs and visual identity that defined The Beatles image and music in a changing world. Still busy creating today – he was responsible for the look of the House of Blues in Los Angeles, Aldridge is an artist, an illustrator, a graphic designer, art director and film maker. He masterminded the seminal art book *The Beatles Illustrated Lyrics* and designed **Andy Warhol's** iconic *Chelsea Girls* film poster. As Art Director at Penguin, Aldridge produced groundbreaking covers. Commissions for **The Rolling Stones**, **Elton John** and illustrations for the award-winning children's book *The Butterfly Ball* and *The Grasshoppers Feast* will be included in the exhibition, the first complete retrospective of Aldridge's work in the UK.

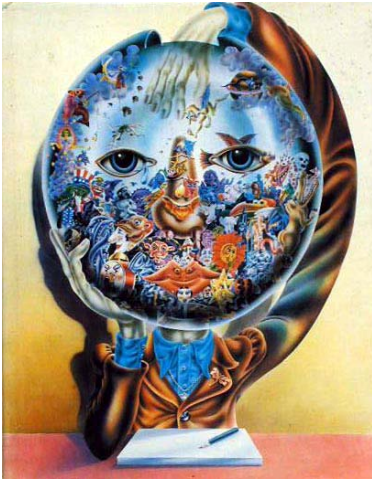
Born in London's East End in 1943, Aldridge calls himself a 'graphic entertainer', his pioneering approach to graphic design fuses faux-naive images, bold colours, references to Art Nouveau and Surrealism with an unerring eye for an arresting image to produce an array of posters, album sleeves and picture books that appeal direct to the masses. Aldridge's radical talent would define an era, as drabness was cast aside; new music and a new visual culture emerged.

Deyan Sudjic, Director of the Design Museum adds "Alan Aldridge is a remarkable talent: part Aubrey Beardsley, part rock star, responsible for some of the most memorable images of his time, the Design Museum is proud to present the first retrospective of Aldridge's work in his home country."

This exhibition will cover Aldridge's career to date, from the early 60s when his whirling designs refreshed the somber tone of Penguin book covers, to his collaborations with The Beatles and their Apple record company, through to serving as creative director

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to the original **Hard Rock Café**. Commissions from **Andy Warhol**, **The Rolling Stones**, **Pink Floyd**, **Elton John** and **The House of Blues** will also be on display alongside photographs, sketch books and illustrations from his seminal children's books.



Media partner
Wallpaper*



Notes to Editors:

1. Media View Thursday 9 October 3pm – 5pm

2. Alan Aldridge in Conversation - 21 October 7.15pm £15

Alan Aldridge will be talking about his influences, motivation, and achievements. This is an opportunity to hear Alan talk about his career to date with reference to his icon designs for The Beatles, The Rolling Stones, Hard Rock Café and Penguin Books amongst others. There will also be an opportunity to view the block buster retrospective Alan Aldridge - The Man with Kaleidoscope Eyes before and after the talk.

3. Butterfly Ball - 31 October

6pm - 10pm £5.00 in advance, £8.50 on the door.

You are cordially invited to attend the Design Museum's very own masked ball this Halloween and enjoy an evening of Butterfly Ball readings, nature slide-shows, gallery talks, music and dancing. It's the perfect way to view the Alan Aldridge exhibition. Those found not to be masked upon arrival will be whisked to our dressing room to create your own disguise. Mask making, make up make-over's, etiquette training, and of course dance lessons will make you look the part. A prize will be awarded for the most creatively attired.

4. The book 'The Man with Kaleidoscope Eyes' By Alan Aldridge will be published by Thames & Hudson on 13 October 2008, available from all good bookshops and via www.thamesandhudson.com priced £24.95

Review copies available from Rosalee Rich at Thames & Hudson on 0207 845 5020 or email r.rich@thameshudson.co.uk.

5. The Butterfly Ball and the Grasshopper's Feast illustrated by Alan Aldridge with verses by William Plomer. Published by Templar Publishing in October 2008. Hardback price £14.99. Slipcase Edition at £19.99. Review copies available from Jayne Roscoe at Templar Publishing on 01306 876 361 or email jayne.roscoe@templarco.co.uk. www.templarco.co.uk.

6. The Audio Book of the Butterfly Ball and the Grasshopper's Feast. A vocal interpretation of William Plomers complete verse from the book illustrated by Alan Aldridge. Featuring narration by Judi Dench and Michael Horderna with music and vocals by Rod Edwards and Roger Hand; available from selected bookshops and online from Amazon.co.uk. priced £10.99. Review copies available from Jon Miller, Wizard presents on 01926 632 632 or jon@wizardpresents.co.uk .

7. Veuve Clicquot champagne will generously support The Man with Kaleidoscope Eyes Private View.

To request an interview please contact Ashley Woodfield at the Design Museum Press Office on 0207 940 8787 email ashley@designmuseum.org.