



News Release

You Say You Want a Revolution? Records and Rebels 1966 - 70

In partnership with the Levi's® brand; Sound experience by Sennheiser

With additional support from Fenwick and Sassoon

10 September 2016 – 26 February 2017

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"You say you want a revolution

Well, you know

We all want to change the world"

The Beatles, *Revolution*, 1968

This major exhibition from the V&A will explore the era-defining significance and impact of the late 1960s upon life today. From global civil rights, multiculturalism, environmentalism, consumerism, computing, communality to neoliberalist politics, the world we live in has been vitally influenced by five revolutionary years 1966 – 70. *You Say You Want a Revolution? Records and Rebels 1966 – 70* will investigate the upheaval, the explosive sense of freedom, and the legal changes that took place resulting in a fundamental shift in the mindset of the Western world.

You Say You Want a Revolution? Records and Rebels 1966 – 70 will explore the way that youth culture catalysed an optimistic idealism, motivating people to come together and question established power structures across every area of society. More than 350 objects encompassing photography, posters, literature, music, design, film, fashion, artefacts, and performance that defined the counterculture will illustrate the way that a whole generation shook off the confines of the past and their parents, radically revolutionising the way they lived their lives.

Highlights on display will show the creative, social and legal outputs of revolutionary new ways of living. They will include underground magazines from *Oz* to the *International Times*; a shopping list written behind barricades during the 1968 Paris student riots; a moon rock on loan from NASA alongside the space suit worn by William Anders, who took the defining 'Earthrise' photograph on the Apollo 8 mission; a rare Apple 1 computer; an Ossie Clark costume for Mick Jagger; original artworks by Richard Hamilton; shards from Jimi Hendrix's guitar; the suits worn by John Lennon and George Harrison on the cover of *Sgt. Pepper's Lonely Hearts Club Band* and handwritten lyrics for *Lucy in the Sky with Diamonds* by the Beatles.

Martin Roth, Director of the V&A, says, "*This ambitious framing of late 1960s counterculture shows the incredible importance of that revolutionary period to our lives today. This seminal exhibition will shed new light on the wide-reaching social, cultural and intellectual changes of the*

late 1960s which followed the austerity of the post-war years, not just in the UK but throughout the Western world. Our collections at the V&A, unrivalled in their scope and diversity, make us uniquely placed to present this exhibition.”

Objects are drawn from the breadth of the V&A’s varied collections, alongside important loans to highlight connections between people, places, music and movements across the UK, Europe and the USA. The exhibition will focus on particular environments that defined the cultural and social vanguard of the period, including Carnaby Street in London, clubs and counterculture, the Paris protests of May 1968, World Fairs including Montreal and Osaka, the Woodstock Festival of 1969 and alternative communities on the West Coast of America. Ideological connections will be made to the world of 2016, from the election battle to appoint the new president of the most powerful nation on earth to the rights of individuals everywhere to make a difference.

The collection of the cult radio presenter and musical tastemaker John Peel will provide a musical odyssey through some of the greatest music and performance of the 20th century from Sam Cooke’s *A Change is Gonna Come* to The Who’s *My Generation* to Jimi Hendrix live at Woodstock. Music will be played through Sennheiser headsets using innovative audio guide technology which adapts the sound to the visitor’s position in the gallery. Sound will be integrated with video and moving image, including interviews with key figures from the period including Yoko Ono, Stewart Brand and Twiggy, psychedelic light shows and seminal films including *Easy Rider* and *2001: A Space Odyssey* to create a fully immersive and dramatic audiovisual experience.

- ENDS -

Notes to Editors

- The exhibition is curated by Geoffrey Marsh, Director of the V&A’s Department of Theatre and Performance and Victoria Broackes, a curator in the Department of Theatre and Performance and Head of Performance Exhibitions
- Tickets on sale from 26 February 2016. Admission £16 (concessions available). V&A Members go free. Advance booking advised; visit the V&A in person; online at vam.ac.uk/revolution; or by calling 0800 912 6961 (booking fee applies)
- The V&A is open daily from 10.00 – 17.45 and until 22.00 every Friday
- To coincide with the exhibition the V&A will publish *You Say You Want a Revolution? Records and Rebels, 1966 – 70*, edited by Victoria Broackes and Geoffrey Marsh, in paperback at £25 and hardback at £40
- A range of products inspired by the exhibition will be available from the V&A Shop in store and online at vandashop.com
- 2D graphic design and 3D exhibition design by Nissen Richards Studio Ltd
- AV software design and production by FRAY Studio
- Sound design by Carolyn Downing
- Lighting design by Studio ZNA

Corporate support for the V&A is more vital than ever. Please help us by acknowledging the exhibition sponsors.

About the Levi's® brand

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become one of the most recognizable garments of clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Their range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style.

For press information about Levi's® contact Morven Mackinnon on mmackinnon@levi.com
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About Sennheiser

The audio specialist Sennheiser is one of the world's leading manufacturers of headphones, microphones and wireless audio systems. Among its products is the world's best headphone system, the HE 1, successor to the legendary Orpheus. Based in Wedemark, Germany, Sennheiser operates production facilities in Germany, Ireland and the USA, and is active in more than 50 countries through 19 sales subsidiaries and long-established trading partners. Earlier this year, the family-owned company launched AMBEO 3D Audio. This umbrella trademark covers the company's 3D immersive audio products and installations. AMBEO promises the very best in immersive audio capture and reproduction – and a completely new listening experience.

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About Fenwick

Fenwick, founded in Newcastle in 1882, is the largest independent department store group in the UK. Still family owned and operated, the Bond Street store was first opened in 1891 as a ladies' tailor. This year Fenwick celebrates 125 years on Bond Street, as an iconic British shopping destination. fenwick.co.uk

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About Sassoon

For over sixty years, Sassoon has created and maintained a modern method of Hair Design that continues to evolve and inspire our guests and students worldwide. Sassoon.com

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For further PRESS information about the exhibition, please contact Lucy Hawes in the V&A press office on 020 7942 2500 or email l.hawes@vam.ac.uk (not for publication)

A selection of press images is available to download free of charge from <http://pressimages.vam.ac.uk>



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