

THE LOST BEATLES AND ROLLING STONES PHOTOGRAPHS: THE BOB BONIS ARCHIVE



THE
B E T S Y
SOUTH BEACH

ABOUT BOB BONIS

Shown here with a young Mick Jagger, Bob Bonis (1932-1992) began in the music business as a talent agent at MCA in New York City in the late 1950s and through a series of circumstances, went on to hold an extraordinary position at a pivotal time in rock history—Tour Manager for both The Beatles and The Rolling Stones during their first U.S. tours in 1964 and continuing through 1966. With a personal passion for photography, he took his camera along wherever he went and took photos of everyone he worked with—capturing incredibly intimate photos.



When MCA dissolved the talent agency, Bob started a Jazz management firm working with a variety of Jazz and big band performers including Benny Goodman, Count Basie, Harry Belafonte, Gerry Mulligan and others. Bob was an intimidating figure and earned a reputation for being able to deal with the “wise guys” active in the urban Jazz scene.

Soon after, he was tapped to serve as The Rolling Stones’ tour manager for their first ever US tour. According to Bill Wyman in his book, “Stone Alone: The Story of a Rock ‘n’ Roll Band,” when Bob was asked to go on the tour, his initial reaction was that he didn’t want to go out on the road anymore and that he wasn’t a fan of rock ‘n’ roll. But, according to Wyman, when he saw the famous article from Melody Maker entitled “Would You Let Your Sister Go With A Rolling Stone?” Bob responded, “That’s a great sales pitch,” and agreed to manage the tour.

A private man, Bob never sought publicity and had no aspirations to publish his photos or to write a book about his experiences with the two greatest, most important bands in the history of rock ‘n’ roll. He never participated in the fan culture or went to any of the conventions. He allowed only a handful of his photographs to be published in teen magazines in the Sixties, but after that, he wasn’t interested in pursuing attention based on his past exploits.

For over forty years, the negatives and slides were safely stored away unbeknownst to anyone but his wife, son and friends. Bob passed away in 1992. Many of the photographs in this exhibition are being shown and offered for sale for the first time anywhere. The Bob Bonis Archive is represented exclusively by NFAgallery.com and is shown here in special partnership with The Betsy-South Beach for Art Basel | Miami Beach 2102. The exhibit will remain on view through early 2013.

(Not Fade Away Gallery)

COLLECTIBLE BOOKS AVAILABLE



Take Betsy’s Bob Bonis Exhibit home with you!

Lost Beatles and Rolling Stones Books, containing images from our exhibit (and many more) are available for purchase at Front Desk, \$30.00 each.

ABOUT THE EXHIBITION



The Betsy Hotel, in partnership with Larry Marion, Director and Founder of Not Fade Away Gallery, proudly presents an exciting new collection of rare images by Bob Bonis, U.S. Tour Manager for The Beatles and The Rolling Stones from 1964 to 1966.

The images were shot at a key period in the careers of two of the most influential bands in rock history. As U.S. Tour Manager for both bands, Mr. Bonis had an unprecedented level of direct, personal access to these rising superstars, earning their trust and complete confidence during the early days of the British Invasion and Beatlemania – a critical point of their careers. During his tenure, Bonis took over 800 photographs of The Beatles and over 2,600 of The Rolling Stones - iconic images of them on stage, backstage during their most intimate moments, traveling, recording, at press conferences, even at home.



Bob Bonis (1932-1992) began his career in the music business as a talent agent at MCA in New York City in the late 1950s and through a series of fortuitous circumstances, went on to hold an extraordinary position at a pivotal time in rock history – U.S. Tour Manager for both The Beatles and The Rolling Stones for their first U.S. tours in 1964 and continuing through 1966. Sixteen years after Bob's passing in 1992, his son, Alex, unearthed this time capsule of images and found rock memorabilia expert Larry Marion, who had wide ranging experience with Beatles memorabilia. Now in homage to Bonis' legacy and talent, NotFadeAwayGallery.com and The Betsy present more than 200 images from the newly discovered archives.



Prints are for sale, as well as copies of two books, "The Lost Rolling Stones Photographs: The Bob Bonis Archive 1964-1966" and "The Lost Beatles Photographs: The Bob Bonis Archive 1964-1965" (Larry Marion, Harper Collins). Please see the Concierge for further inquiry.

In keeping with Betsy's commitment to philanthropy, a portion of proceeds from sales of the prints will be donated to Zara's Center for AIDS-Impacted Children in Zimbabwe, the Grace Gold Memorial Scholarship Fund, and The Betsy Community Fund at The Miami Foundation.

ALL PRINTS AVAILABLE FOR PURCHASE IN VARIOUS SIZES AND FORMATS

ARCHIVAL CHROMOGENIC PRINTS	ARCHIVAL SILVER GELATIN PRINTS
16x20 size, 10.5 x 16" image, Edition of 125 - \$800	16x20 size, 11.8 x 18" image, Edition of 75 - \$1200
20x24 size, 20 x 24" image, Ed. of 50 - \$1800	20x24 size, 14.4 x 22" image, Ed. of 50 - \$2200
24x30 size, 17 x 26" image - Ed. of 20 - \$2400	24x30 size, 18 x 28" image - Ed. of 20 - \$3200
30x40 size print, 23 x 36" image - Ed. of 10 - \$3200*	30x40 size print, 25 x 38" image - Ed. of 10 - \$4200*

*Some images not available in this size. Prices listed do not include framing.
Other formats and sizes available upon request.

SEE CONCIERGE FOR ASSISTANCE IN MAKING YOUR PURCHASE.

**INTERPRETATIONS ON THE WORK OF BOB BONIS
BY AWARD-WINNING PHOTOGRAPHER ROBERTO RABANNE**

The images of photographer Roberto Rabanne have captured the energy, complexity and beauty in music, fashion and art for more than three decades. His images have appeared worldwide in magazines such as Rolling Stone, Down Beat, GQ and Vogue, on television and in books. Retrospectives of his work have taken place in Berkeley, New York, Barcelona and Paris. Born in Panama, Roberto moved to the States at age thirteen. While working as an usher at the newly opened Fillmore East he asked Jimi Hendrix if he could take his picture with his Yashica twin lens reflex. "Sure, man," the flamboyant guitarist said. "I shot half a roll of film, rushed back to my little darkroom and processed it, and ran back to the Fillmore with the proof sheets," explains Rabanne. "Hendrix said, 'Wow, man, I like these,' and stuck a \$100 bill in my hand. He was my first 'client' and that was the beginning of my career as a professional photographer."

From the late 1960's through the 1970's, Rabanne immersed himself in the countercultures and vastly diverse music scenes of both the Lower East Side and the Haight-Ashbury district. His photos were published in magazines like Rolling Stone, Crawdaddy, Cream and the East Village Other. They ran the gamut of the great bands – from the Grateful Dead and Quicksilver to Big Brother and the Holding Company, Cream, Dylan and Jefferson Airplane. Rabanne befriended Jerry Garcia, who gave him priority access and allowed the photographer to do several studies of him.

Rabanne is a friend and colleague of Larry Marion; they met when Marion first debuted the Bonis Collection at his gallery in NY's old Lord and Taylor building. Rabanne's work is pushing the Bonis collection into new arenas, empowered by technology that would have engaged Bob Bonis, yet came much after his time. Twelve images of this new partnership premiere for Betsy's Art Basel Exhibition.

"The picture always has to tell a story, but in doing so, you can break all the rules." (RR)

ALL PRINTS AVAILABLE FOR PURCHASE IN VARIOUS SIZES AND FORMATS

Rabanne Works, 20x24, \$1400.00 unframed

Presented as part of The Betsy-South Beach Philanthropy, Arts, Culture and Education Program



Community matters at The Betsy. The Betsy was named the 2013 Condé Nast Johansens Most Excellent Small Hotel in North America, and is the 2012 Boutique Hotel of the Year, as selected by the Boutique and Lifestyle Lodging Association. Original art adorns walls and stairways, Guest Rooms and Suites boast individual literature collections, and a Writer's Room hosts visiting artists. Concerts and poetry readings abound, offering a gently embrace to world culture. The Betsy has partnered with over 200 community organizations since its floor to ceiling restoration in 2009.

"The Betsy is a powerful philanthropic force" (One.org, 2012). This unique hybrid of great design, superlative food, contemplative art, Sunday salons and Sferra linens on incredible beds has all become The (award-winning) Betsy-South Beach, where a line from poet Hyam Plutzik serves as the perfect tag line for all that we do: "Expect no more. This is happiness."



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