

ArtVision

EXHIBITIONS

Building Audiences One Exhibit at a Time

LENNON'S DREAM OF PEACE STILL ALIVE 40 YEARS LATER
IN NEW PHOTOGRAPHIC EXHIBITION "GIVE PEACE A CHANCE"
PREMIERING MAY 26 IN LIVERPOOL, ENGLAND AND JUNE 12 IN THE U.S.

Boca Raton Florida, U.S.A. April 15, 2009 While the eyes of the world are turned towards Montreal, Canada in May to celebrate the 40th anniversary of John Lennon and Yoko Ono's Bed-in For Peace, the eyes and hearts of U.K. fans will be turned towards Liverpool's Beatles Story attraction and the premiere of a new photo exhibition Give Peace A Chance: John Lennon and Yoko Ono's Bed-in for Peace in Montreal. The traveling exhibition will make its U.S. debut June 12 at The Museum at Bethel Woods in Bethel, New York. Bethel was the site of the famous Woodstock festival, also celebrating its 40th anniversary in August.



© Joan Athey/Peaceworks Now

"THE WAY OF LIFE"

During a quiet moment between interviews, receiving guests and talking with the media, John and Yoko enjoy a meditative moment reading The Book of the Tao by Lao Tzu. Written in the sixth century BCE, it is the basis of the belief system of Taosim.

Give Peace A Chance is the newest addition to the roster of historic photographic collections including the CBS Beatles collection and JFK, circulated by Florida-based Artvision Exhibitions, founded by Vickie Rehberg,

Rehberg said today that the exhibition is already creating excitement. "Because these photos taken by *Life* photographer Gerry Deiter have only recently been discovered, the result is a unique and moving portrait of what has become one of the most important moments in pop history. In working with museum curators, I am able to custom-design a show that perfectly fits their spaces perfectly. The result is a unique and moving portrait of what has become one of the most important moments in pop history. Deiter was the only photojournalist there the entire 8 days, with complete

access. He was on assignment for *Life* magazine, but the story was bumped in favor of one about Vietnam." She continued "The photos never ran. Deiter hid them away. This is why many of the images have never been seen before. He captured the celebrity visitors, the action and intimate behind-the-scenes moments between John and Yoko. His shots of the recording of Give Peace A Chance were recently selected for a special edition of *Time* magazine commemorating 1969."

Over 35 museum-quality photographs plus text will be on show at Liverpool's Beatles Story special exhibition room until mid-September. The Museum at Bethel Woods will host the U.S. premiere of the collection from June 12 thru to September 7. Wade Lawrence, museum director notes that "we are thrilled to serve as the first exhibitor of this never-before-seen collection of photographs, and it is particularly appropriate that this exhibit celebrating the 40th anniversary of the Bed-in for Peace is on display as one aspect of our season-long celebration of the 40th anniversary of the Woodstock festival and its legacy. The Museum at Bethel Woods features an immersive multimedia exhibit featuring the sights, sounds and culture of the decade, and tells the story of the Sixties and Woodstock.

More

A large format hard cover book accompanies the exhibition. Give Peace A Chance; John and Yoko's Bed-in For Peace by Joan Athey has recently been published by John Wiley and Sons www.wiley.com <<http://www.wiley.com/>> . It tells the story through eye-witness essays and images. Revealing excerpts from an unpublished interview by journalist Charles Childs are included.

Art Vision is a respected cultural service devoted to bringing museums and galleries together with exclusive collections of historic photographs. "I have never seen such moving and intimate images from that time. Many have never been seen before. I am proud to include Give Peace A Chance in my family of touring exhibitions."

ArtVision's roster of important photograph exhibitions available for touring include: Ray Charles: The Television Years from the archives of the Ray Charles Foundation; The 60s: Robert Altman's photographs from the archives of Rolling Stone magazine; Jews Rock! A Celebration of Rock and Roll's Jewish Heritage; And Freedom For all: Martin Luther King, Jr. and the Civil Rights Movement; From acclaimed photographer Stanley Tretick: Bobby, Martin & John: Once Upon an American Dream and The Kennedy Years.; Mike McCartney's Liverpool Life; In Search Of Peace by Yousef Khanfar who was selected as one of the world's top photographers by RotoVision of London.

For more information visit <<http://www.artvisionexhibitions.com/>>

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ArtVision Exhibitions is a full service exhibition and marketing company, providing photographic exhibitions to fine art museums and distinguished venues worldwide. Creating cultural collaborations between business and art, ArtVision integrates comprehensive packaged exhibitions, educational components, entertainment, and special events. Our goal is to develop and market exhibitions with substance and drama—popular exhibitions that shed light on the historical, artistic and societal influences that shape the common culture, no matter what the era.