

Proud Central presents

The Who: In the Beginning

Exhibition runs: 24th September - 15th November 2009



©Colin Jones / TopFoto

London's most explosive rock band The Who will be profiled in an exhibition shot by internationally renowned photographer Colin Jones. With a seasoned ability to capture the raw essence of a moment, Jones' work pays homage to the pioneering troupe with revealing precision.

Marking 45 years since The Who's formation, and a decade since their seminal "My Generation" earned a place in the Grammy Hall of Fame, this exhibition brings Jones' chronicle of The Who to life.

As well as capturing their vibrant on-stage presence, this series of telling photographs presents the band from a more intimate and personal angle. We see Daltrey as he dries his hair, Entwistle practising the guitar whilst his mother darns his socks, and the whole band shopping for new suits off the King's Road.

A must-see for fans and photography lovers alike, this unique exhibition sheds new light on one of Britain's most iconic and most loved bands.



©Colin Jones / TopFoto



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Date:	24 th September – 15 th November 2009	Address:	32 John Adam Street London WC2N 6BP
Launch:		Website:	www.proud.co.uk
Event:	23 rd September 2009	Interviews:	On request
Times:	11am - 7pm Mon – Sat, 11.00 am – 6.00 Sun		
Entry:	Free		

Background

COLIN JONES

Colin Jones is a renowned British photographer, best known for his images of The Who in London during the Swinging Sixties. With a politically charged social eye, Jones has been described by the *Sunday Times* as “the George Orwell of British photography”. His range of musician portraits and documentary images are in high demand, auctioned at such reputable establishments as Sotheby’s and Christie’s.

Such dazzling success is a considerable step from his largely underprivileged childhood. Born in 1936 as the son of an East London printer, Colin Jones spent his youth struggling with dyslexia and illiteracy. He was evacuated three times during the Second World War, and thus attended 13 schools before the age of 16. Eventually, after several years of ballet lessons, Jones won a scholarship to the Royal Ballet School, and soon embarked on a career with its touring company.

His first professional encounters with photography occurred after meeting Michael Peto, a photographer for the *Observer* who regularly toured with the Ballet. Jones subsequently embarked on a six-month trial with the *Observer*, and so his photography career began. During the following years he focused on journalistic photography, often capturing scenes of depravity in the post-industrial North of England and delinquent Afro-Caribbean youth in London.

Jones is perhaps most famous for the photographs he took of The Who in the 1960s, capturing the decadent hedonism of Swinging London in a period of great social upheaval. Joining them on several tours, he was afforded a privileged view of the rock icons in their private domains as well as in the public eye.

Colin Jones has published several critically acclaimed books of his photography, and has been the subject of a series of one-man photography exhibitions.

PROUD GALLERIES

Proud Galleries Group was launched in autumn 1998 by Alex Proud to bring affordable high quality photography to a mainstream market. Based upon a formula of exhibiting accessible shows around popular themes such as music, fashion, film and sport, Proud Galleries instantly took the photography industry by storm. A series of landmark shows including ‘Destroy: The Sex Pistols’, ‘Rankin’s Nudes’, ‘The Rock n Roll Years’, ‘Underexposed’, ‘Rebel Life: Bob Marley’, ‘The Official Bob Dylan Show’ and ‘The Libertines’ attracted blanket media coverage and full-house, star-studded opening nights. With up to 10,000 paying customers per show, the galleries soon became the most popular private photographic gallery in Europe. Proud Camden went on to house the At Proud Bar & Live Music Venue, coined ‘London’s best kept secret’ (Time Out Magazine) and hosted live performances by sought-after bands like Dirty Pretty Things, Supergrass, Graham Coxon, Amy Winehouse and secret gigs by

Liam Gallagher, official fashion shows for London fashion Weeks and VIP parties for Paramount Pictures, Sony, the MOBO awards and more.

FOR FURTHER EXHIBITON INFORMATION, SERIAL RIGHTS / USE OF PICTURES/ INTERVIEW OPPORTUNITIES CONTACT:

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