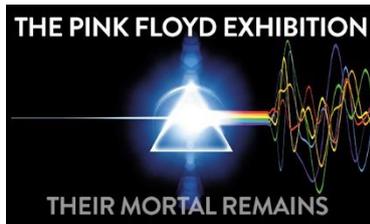


STRICTLY EMBARGOED UNTIL 09:30AM BST WEDNESDAY 31 AUGUST 2016



## News Release

### Pink Floyd, London's V&A and Michael Cohl's

### Iconic Entertainment Studios Announce

### The Pink Floyd Exhibition: Their Mortal Remains

13 May – 1 October 2017

Tickets on sale 31 August 2016

Sound Experience by Sennheiser

[www.pinkfloydexhibition.com](http://www.pinkfloydexhibition.com) | [vam.ac.uk/PinkFloyd](http://vam.ac.uk/PinkFloyd) | [#TheirMortalRemains](https://twitter.com/TheirMortalRemains)

London's Victoria and Albert Museum today announced the first major international retrospective of Pink Floyd, one of the world's most pioneering and influential bands. To mark 50 years since the band released their first single *Arnold Layne*, and over 200 million record sales later, *The Pink Floyd Exhibition: Their Mortal Remains* will be an immersive, multi-sensory and theatrical journey through Pink Floyd's extraordinary world. A story of sound, design and performance, the exhibition will chronicle the music, iconic visuals and staging of the band, from the underground psychedelic scene in 1960s London to the present day, illustrating their groundbreaking use of special effects, sonic experimentation, powerful imagery and social commentary. The exhibition marks the first collaboration in decades of Pink Floyd's remaining members and is promoted by Michael Cohl and Iconic Entertainment Studios. Tickets go on sale at 10:00am, Wednesday 31 August via the V&A and other ticketing partners.

The exhibition will celebrate Pink Floyd's place in history as the cultural landscape changed throughout the 1960s and beyond. Pink Floyd occupied a distinctive experimental space and were the foremost exponents of a psychedelic movement that changed the understanding of music forever. They became one of the most important groups in contemporary music.

Pink Floyd have produced some of the most iconic imagery in popular culture: from pigs flying over Battersea Power Station, *The Dark Side of the Moon* prism, cows, marching hammers to giant inflatable teachers; their vision brought to life by creative individuals such as modern surrealist and long-time collaborator Storm Thorgerson, satirical illustrator Gerald Scarfe and psychedelic lighting pioneer Peter Wynne-Wilson.

**STRICTLY EMBARGOED UNTIL 09:30AM BST WEDNESDAY 31 AUGUST 2016**

*The Pink Floyd Exhibition: Their Mortal Remains*, with sonic experience by Sennheiser, will celebrate the band's era-defining work in composition, staging, design, film, music technology, graphic design and photography. It will feature more than 350 objects and artefacts including never-before-seen material, presented alongside works from the V&A's outstanding collections of art, design, architecture and performance. Highlights will include spectacular set and construction pieces from some of Pink Floyd's most innovative and legendary album covers and stage performances including *The Dark Side of the Moon*, *The Wall* and *The Division Bell*, instruments, music technology, original designs, architectural drawings, handwritten lyrics and psychedelic prints and posters.

At the exhibition, visitors will have the unique opportunity to experience never-before-seen classic Pink Floyd concert footage and a custom-designed laser light show.

Martin Roth, Director of the V&A said: *"The V&A is perfectly placed to exhibit the work of a band that is as recognisable for its unique visual imagery as for its music. Pink Floyd is an impressive and enduring British design story of creative success. Alongside creating extraordinary music, they have for over five decades been pioneers in uniting sound and vision, from their earliest 1960s performances with experimental light shows, through their spectacular stadium rock shows, to their consistently iconic album covers. The exhibition will locate them within the history of performance, design and musical production by presenting and complementing the material from Pink Floyd's own archive with the V&A's unrivalled collections in architecture, design, graphics and literature."*

Michael Cohl of Iconic Entertainment Studios said: *"We are proud to have been chosen as the promoter of what will be an incredible exhibition at the V&A. I have always loved being involved with Pink Floyd and the work that goes into making a visual spectacular. This is the culmination of a long history together and I'm happy to work once again with one of the greatest bands of all time."*

The exhibition is curated by the V&A by a team led by Victoria Broackes alongside Aubrey 'Po' Powell of Hipgnosis, the Creative Director of Pink Floyd, and Paula Stainton. The curatorial team have worked closely with members of the group on the content of the exhibition, which is being designed by Stufish, the world leading entertainment architects and longtime stage designers for Pink Floyd.

*The Pink Floyd Exhibition: Their Mortal Remains* opens on 13 May 2017 for 20 weeks. Tickets are available now.

- ENDS -

## NOTES TO EDITORS

- Tickets on sale Wednesday 31 August
- Admission £20 (Monday-Friday), £24 (Saturday-Sunday), concessions available. V&A Members go free. Advance booking strongly advised.
- Tickets available in person at the V&A; online at [vam.ac.uk/pinkfloyd](http://vam.ac.uk/pinkfloyd) or by calling 0800 912 6961 (booking fee applies); or from ticketing partners LOVETheatre, Ticketmaster, See Tickets and Encore

## About the V&A

The V&A is the world's leading museum of art, design and performance with collections unrivalled in their scope and diversity. It was established to make works of art available to all and to inspire British designers and manufacturers. Today, the V&A's collections, which span over 5000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform. The V&A holds the national collection of material for live performance in the UK and has been collecting Rock and Pop works since the early 1970s including Pink Floyd material. Previous V&A exhibitions have included: *David Bowie is*, *The Story of the Supremes from the Mary Wilson Collection* and this Autumn, *Say You Want A Revolution: Records & Rebels 1966-70* which includes objects relating to Pink Floyd.

[www.vam.ac.uk](http://www.vam.ac.uk)

## About Iconic Entertainment Studios

Iconic Entertainment Studios, led by Michael Cohl, is a full-service live event producer and promoter. Iconic specializes in the development of high-caliber touring exhibitions, unique live music tours, family arena attractions, and live theatre. Recent Iconic productions include *An Evening with Oprah* 2015, *David Gilmour's Rattle That Lock North American Tour* 2016, and *Barbra Streisand's North American Tour* 2016. Other events are *Bodies: The Exhibition*, and the highly-successful *Jurassic World: The Exhibition*, currently running in Melbourne. Active projects in production include *Transformers Live*, opening in China in 2017, and *Jim Steinman's Bat Out of Hell: The Musical*, with its world premiere in 2017 in the UK.

For more information, visit: [www.iconicentertainmentstudios.com](http://www.iconicentertainmentstudios.com)

## About Stufish

Stufish: Architecture, Design and Production under one roof on a global scale.

Their work for world famous artists and acts redefines the live show experience and has allowed this studio to become the leading practitioners of the complete show delivery package. As Entertainment Architects, Stufish delivers every element— from designing the building and set to show creation and production.

STRICTLY EMBARGOED UNTIL 09:30AM BST WEDNESDAY 31 AUGUST 2016

### About Hipgnosis

In 1967 Aubrey 'Po' Powell and Storm Thorgerson were approached by their friends in Pink Floyd to design the cover for the group's second album, *A Saucerful of Secrets*. This led to a flurry of work from other bands including Free and Tyrannosaurus Rex. The name Hipgnosis was born out of a chance encounter with a door frame. Powell and Thorgerson had been looking for a name for their fledgling studio. At the time they shared a flat with Pink Floyd's Syd Barrett and by chance Syd had scrawled in ball-point pen the word HIPGNOSIS on the door. Over the next fifteen years Hipgnosis gained international prominence. Their famed 1973 cover design for Pink Floyd's *The Dark Side of the Moon* paved the way for other major rock bands to set foot in the surreal photo-design world of Po and Storm, resulting in many artworks for Led Zeppelin, Paul McCartney, Black Sabbath and more.

### 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.

[sennheiser.com](http://sennheiser.com) | Facebook: Sennheiser | Twitter: [sennheiser\\_uk](https://twitter.com/sennheiser_uk) | Instagram: Sennheiser

For further PRESS information about *The Pink Floyd Exhibition: Their Mortal Remains*, please contact please contact Doug Wright or David Cox, LD Communications, on 020 7439 7222 or [Doug.Wright@LDCommunications.co.uk](mailto:Doug.Wright@LDCommunications.co.uk) /[David.cox@LDCommunications.co.uk](mailto:David.cox@LDCommunications.co.uk) or the V&A press office on +44 (0) 20 7942 2503 or email [press.office@vam.ac.uk](mailto:press.office@vam.ac.uk) (not for publication).

A selection of press images are available to download free of charge from [pressimages.vam.ac.uk](http://pressimages.vam.ac.uk)



[victoriaandalbertmuseum](https://www.facebook.com/victoriaandalbertmuseum)



[@V\\_and\\_A](https://twitter.com/V_and_A)



[@vamuseum](https://www.pinterest.com/vamuseum)

[pinkfloyd.com](http://pinkfloyd.com)

[facebook.com/pinkfloyd](https://www.facebook.com/pinkfloyd)

[youtube.com/pinkfloyd](https://www.youtube.com/pinkfloyd)

[twitter.com/pinkfloyd](https://twitter.com/pinkfloyd)