

TAG FINE ARTS PRESENTS

BEING FOR THE **BENEFIT OF MR. KITE.**



Peter Dean's inspired re-creation of the circus poster behind one of the Beatles' most memorable songs.

Sergeant Pepper. Side One. Track Seven. *Being for the Benefit of Mr Kite*

"And of course, Henry the Horse dances the waltz..." On an album of psychedelia and surreality, *Being for the Benefit of Mr Kite* still manages to stand out. Initially banned by the BBC for what it perceived as drug references, in fact much of the song's ornate language was taken directly from a circus poster John Lennon had bought in an antique shop in 1967. Pablo Fanque's Circus Royal promised dancing horses and legendary contortionists which appealed to Lennon's sense of the ridiculous. "I had all the words staring me in the face one day when I was looking for a song," he said. "I hardly made up a word."



Peter Dean, a London designer and lifelong Beatles fan, has painstakingly recreated this poster, using the traditional printing methods used to create the original poster in 1843. He explains, "I always longed to own a copy of the *Mr. Kite* poster, but as a designer, I couldn't accept the poor imitations that were available. So I decided to do it properly." Dean called on renowned wood-engraving artist Andy English to recreate the two circus characters on the poster, while Graham Bignell, who runs New North Press in Shoreditch, London, matched the Victorian metal and wooden typefaces on the original using his extensive collection of Victorian type. Dean says, "I feel privileged to have worked with Andy and Graham. Andy's meticulous engravings combined with Graham's skill and knowledge have truly captured the qualities in the original poster that so fascinated John Lennon."

The poster, the ultimate piece of memorabilia for all Beatles fans, is printed as a limited edition of 1967 to commemorate *Sgt. Pepper's* release date on 1 June 1967. Editions are available unframed for £264.



TAG FINE ARTS is an art dealer and publisher based in Islington, specialising in limited edition prints. They work with several artists who explore traditional printmaking techniques and typography in new and inventive ways.

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