

Press Release



Celebrities in black and white dominate the walls of The Bar & Lounge at Hotel Bel Air with iconic imagery captured by film and photography legend Norman Seeff

The larger-than-life installation of oversized black-and-white celebrity images captured by renowned photographer/videographer Norman Seeff adds a towering visual dimension to the popular Bar and Lounge at Hotel Bel-Air. The stunning images are the result of several exclusive 1980s photo sessions which Seeff conducted with the world's most creative innovators and entertainers.

The captivating photo murals feature iconic black-and-white portraiture of Tina Turner, Mick Jagger, Ray Charles, John Belushi, Cher, and a then up-and-coming Steve Jobs, all dominating full portions of interior walls within the bar. This is the first time that Seeff is exhibiting his work at a venue of this kind and showcasing his work in a hotel setting.

"It is an honor and a thrill to feature the remarkable work of Norman Seeff at Hotel Bel-Air," said Denise Flanders, the hotel's general manager. "From his masterful portrayal of rock and roll royalty to his stunningly visual reminder of the genius of Steve Jobs, Norman Seeff's work is certain to be an unforgettable visual highlight of any guest's visit to the bar."

The stunning images are the result of several exclusive 1980s photo sessions which Seeff conducted with the world's most creative innovators and entertainers. Long acclaimed as a master of rock and roll photography, Norman Seeff's work has resulted from three decades of celebrity photo sessions -- sessions which became legendary events in the 1980s, and which continue to this day. Seeff's images have been featured on the covers of *TIME Magazine*, *Rolling Stone*, *Esquire*, Andy Warhol's *Interview Magazine* and more. His photo genius was also behind Apple's famous "Think Different" campaign and the photographic back cover of Walter Isaacson's recent biography of the late Steve Jobs.

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Notes to the editor:

Dorchester Collection

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