

THE BEATLES

WHAT MADE THEM A CULTURAL ICON?

THEY WERE THE FIRST BRITISH BAND TO WRITE THEIR OWN SONGS AND MUSIC.

THE BEATLES WERE THE FIRST ENTERTAINMENT ACT TO STAGE A LARGE STADIUM CONCERT.

THEY WERE THE FIRST BRITISH POP GROUP TO ACHIEVE MAJOR SUCCESS IN THE UNITED STATES AND THEY SCORED 22 NUMBER ONE HITS IN THE USA ALONE.

BETWEEN 1962 AND 1970 THE BEATLES RELEASED 22 SINGLES, SEVERAL EPS AND 11 ALBUMS. SALES RECORDS CHARTED MORE THAN 50 TOP 40 HIT SINGLES.

THE BEATLES ARE COMMONLY REGARDED AS THE FOREMOST AND MOST INFLUENTIAL BAND IN POPULAR MUSIC HISTORY.

"THEY SPEARHEADED THE SHIFT FROM AMERICAN ARTISTS' GLOBAL DOMINANCE OF ROCK AND ROLL TO BRITISH ACTS (KNOWN IN THE US AS THE BRITISH INVASION) AND INSPIRED MANY YOUNG PEOPLE TO PURSUE MUSIC CAREERS."

THE BEATLES CONTRIBUTED TO DEVELOPMENT OF MUSIC WORLD AND THE USE OF MODERN TECHNOLOGY IN IT- HELPED DRIVE ANALOGUE RECORDING TECHNOLOGY INTO A NEW ERA.

THEY WERE A BIG INSPIRATION FOR FASHION DESIGNERS AND HAD A BIG INFLUNCE ON THE FASHION HISTORY. DURING THE BEATLEMANIA MANY YOUNG PEOPLE WEAR BEATLES' HAIRCUT. EVEN 50 YEARS AFTER THE BAND BROKE OFF PEOPLE WEAR T-SHIRTS WITH THEIR LOGO OR IMAGES.

THEY INSPIRED A WORLD OF FILM AND THEATER. THERE ARE SEVERAL FILMS AND MUSICALS REFERRING TO THEIR CAREER AND MUSIC. THEY ALSO MADE AN APPEARANCE IN SOME VIDEO GAMES AND TV SERIES.

