



For Immediate Release:

THE ONE DIRECTION PHONE BOOTH FROM “TAKE ME HOME” GOES ON DISPLAY AT HARD ROCK LONDON FOR LIMITED TIME

THE FAMOUS BOOTH WILL BE SOLD BY JULIEN’S AUCTIONS AT *MUSIC ICONS* ON MAY 20, 2017 AT HARD ROCK NEW YORK

Fans can see the phone booth during exclusive exhibit

Thursday, April 14, 2017 – Saturday, May 20, 2017

London, England – (April 11, 2017) – Julien’s Auctions, the world record breaking auction



house to the stars and **Hard Rock London** have announced an extraordinary event for fans of the award-winning pop band **ONE DIRECTION**. Beginning Thursday, April 14, 2017, fans can step inside the same phone booth featured on the band’s “Take Me Home” album cover. All five original band members are seen climbing on top of — or, in Niall Horan’s case, trapped inside a classic London red telephone booth including Liam Payne, Harry Styles, Louis Tomlinson and Horan. Original member Zayn Malik departed the band in March of 2015.

In 2010, the five boys beat hundreds of others to gain a coveted spot in the seventh season of the hit television show “The X Factor.” Niall, Zayn, Liam, Harry, and Louis didn’t even know each other but fate had them grouped together for the performance by judge Nicole Scherzinger and the rest is history.

With Simon Cowell as their mentor, ONE DIRECTION became lightning breakthrough artists in the United Kingdom, the United States and international stars propelled by social media. The group signed with Syco/Sony Records and their first hit single “What Makes You Beautiful” was released in 2011. The band continued to tour the globe and released hits including “Story of My Life,” “Little Things,” “One Way or Another,” “Best Song Ever” and others.

The band has won numerous awards including American Music Awards, Brit Awards, Billboard Music Awards, 4Music Video Honours, MTV Awards, Much Music Awards, Nickelodeon Kid’s Choice Awards, ARIA Music Awards and many others. They hold six Guinness World Records including most followers on Twitter for a music group at almost 25 million.

Fans can have the exclusive opportunity to view the ONE DIRECTION used phone booth beginning Thursday, April 14, 2017 through Saturday, May 20, 2017. The hours for the exhibit begin at 11:00 a.m. daily. The Hard Rock London is located at 150 Old Park Lane in London. The exhibit is free and open to the public. The famous phone booth will be auctioned by the world record breaking auction house to the stars, Julien’s Auctions, during the *Music Icons* auction to be held at the Hard Rock New York Times Square on May 20, 2017. For details on upcoming auctions, go to <http://www.juliensauctions.com>.



Hard Rock International

With venues in 74 countries, including 174 cafes, 24 hotels and 11 casinos, Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafés in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company’s two most successful Hotel and Casino properties in Tampa and Hollywood, Florida, both owned and operated by HRI parent company The Seminole Tribe of Florida, as well as other exciting locations including Bali, Chicago, Cancun, Ibiza, Las Vegas, Macau and San Diego. Upcoming new Hard Rock Café locations include Valencia, Innsbruck, Yangon and Chengdu. New Hard Rock Hotel projects include Abu Dhabi, Atlanta, Berlin, Dubai, London, Los Cabos, New York City, and Shenzhen, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.

ABOUT JULIEN'S AUCTIONS

Julien's Auctions is the world-record breaking auction house to the stars. Collaborating with the famous and the exclusive, Julien's Auctions produces high profile auctions in the film, music, sports and art markets. Julien's Auctions has received international recognition for its unique and innovative auction events which attract thousands of collectors, investors, fans and enthusiasts from around the world. Julien's Auctions specializes in sales of iconic artifacts and notable collections including Marilyn Monroe, John Lennon, Ringo Starr, Lady Gaga, Banksy, Cher, Michael Jackson, U2, Barbra Streisand, Les Paul, Bob Hope, Elvis Presley, Frank Sinatra, Jimi Hendrix and many more. In 2016, Julien's Auctions received its second placement in the Guinness Book of World Records for the sale of the world's most expensive dress ever sold at auction, The Marilyn Monroe "Happy Birthday Mr. President" dress which sold for \$4.8 million. Julien's Auctions achieved placement in the Guinness Book of World Records in 2009 for the sale of Michael Jackson's white glove which sold for \$480,000 making it the most expensive glove ever sold at auction. Based in Los Angeles, Julien's Auctions has a global presence bringing their auctions and exhibitions to targeted destinations worldwide including London, New York, Las Vegas, Japan and China. Live auctions are presented for bidders on-site and online via live streaming video and mobile technology. For more information on Julien's Auctions, go to www.juliensauctions.com. Connect with Julien's Auctions at facebook.com/JuliensAuction, twitter.com/JuliensAuctions or instagram.com/juliens_auctions.

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