

Travel Destinations

Hard Rock Cafe Opens Up Its Vault of Memorabilia

(NAPSA)—Imagine a vault built to hold 1,000 of the crown jewels of rock-and-roll history. Items such as:

- The legendary Beatles' harpsichord used in 1967 to record "Lucy In The Sky With Diamonds" and "All You Need Is Love"
- The Fender Stratocaster guitar that Dick Dale played on the surf-music classic "Let's Go Trippin'"
- The black leather motorcycle gear worn by Bruce Springsteen—back before he was the "Boss"
- The khaki U.S. Army uniform Elvis wore in the movie *G.I. Blues*
- Sunglasses worn by Bono, Stevie Wonder and Roy Orbison
- Kurt Cobain's high-school yearbook
- Bob Dylan's original lyric manuscripts for "Stuck Inside of Mobile"

• A pair of blue suede shoes autographed by Carl Perkins.

Fans of rock and roll will be glad to know that such a vault is not "just their imagination."

One of the most recognized music, entertainment and dining brands in the world—Hard Rock Cafe International—has announced the opening of the Hard Rock Vault on International Drive in Orlando, Fla.

This interactive, multimedia experience will immerse music fans of all ages in a "living timeline" of the evolution of music as



A new interactive multimedia rock and roll experience and memorabilia collection opened recently in Orlando, Fla.

expressed through videos, costumes, instruments, and iconic graphic images and artifacts.

"Time after time our guests have told us that they are looking for an opportunity to make a personal, physical and sometimes even spiritual connection to the music and artists of their time," said Pete Beaudrault, president and CEO of the company.

"With that in mind, we have taken the 'memorabilia experience' beyond the confines of a cafe and past the velvet rope for an 'All Access' peek into the energy, originality and passion of music, artists, events and audi-

ences that have helped define us as a culture."

The Vault also includes a merchandise store featuring Hard Rock Vault T-shirts, hats, jewelry and other items as well as The F-Stop, an eatery that offers light snacks, beer and other refreshments amidst the ambience of impressive rock and roll photography by such famous shutter-bugs as Annie Liebowitz, Jim Marshall and Albert Watson.

As the undisputed leading curator, collector and exhibitor of music memorabilia worldwide with more than 64,000 items valued at more than \$32 million, Hard Rock Cafe is uniquely poised for such an undertaking.

The chain's rock memorabilia collection got its impromptu start when British guitar-legend Eric Clapton donated a guitar to mark his favorite stool at the original Hard Rock in Hyde Park, London.

Currently there are more than 100 Hard Rock Cafes in more than 40 countries, combining the spirit of rock music, memorabilia from musical artists of the last 50 years, classic American food, and a commitment to widespread humanitarian causes.

The Hard Rock Vault is open every day of the year from 9 a.m. to midnight. Admission is \$14.95 for adults and \$8.95 for children, with group rates for parties of 15 or more.

To learn more, visit the Web site at www.hardrock.com/vault.