

# Love, Love Me Do! Fab Four Open Fab Fair



## SAN DIEGO COUNTY FAIR GRAND OPENING SURPRISES ALL!

*"It was 20 years ago today" ... or was it 50?... that the originators of Sgt. Pepper's Lonely Hearts Club Band invaded the American music scene on what would later become a Magical Mystery Tour and left it forever changed. I Want to Hold your Hand was just the beginning because, of course, "...she was just 17—you know what I mean... I saw her standing there."*

*What would you say if I sang out of tune... With a Little Help from my Friends... and Lucy in the Sky with Diamonds—became indelible memories for generations to come, as over the next thirty years, British music stepped off a Yellow Submarine and walked down Abbey Lane into the hearts of a nation. The rest is history, and the San Diego County Fair brought it all roaring back this year. The Fair ran June 7- July 6 at the Del Mar Fairgrounds.*

### The Long and Winding Road

The journey started in Mexico last January when Tim Fennell, General Manager/CEO of the Del Mar Fairgrounds in

California (organizers of the San Diego County Fair ) met International Events' President Charlotte DeWitt of Boston while both were speaking at the *Congreso Especializado para Ferias Populares y Festivales* conference in León, Mexico, organized by Fabian Obregón Torres, CEO of LUD-EN Entretenimiento and former director of the *Feria León*, Mexico's second largest state fair.

Fennell was intrigued by DeWitt's use of huge, papier mâché-style "big heads," or *grosses têtes* as they are known in France, in the Grand Buskers' Parade she had produced for the opening of the Kuala Lumpur International Buskers' Festival in Malaysia. Why not the Beatles? He had already re-branded this year's San Diego County Fair as the *Fab Fair* in honor of the 50th anniversary of the Beatles' American début in 1964. What better than to bring over the Fab Four... larger than life?

The timeline was tight—sketches crossed the Mediterranean and then, the Atlantic, traveling electronically through multiple time zones to land on the edge

of the Pacific. Once approved, the sculpting of the commissioned pieces began—John, Paul, Ringo, and George—with photos of the work in progress. Shipping via container from the Port of Marseille, France, would take a minimum of 33 days, as the heads were too large to go air freight at a reasonable cost. Customs clearances, trucking, touch-ups, and rehearsals... all in a knick of time. *She loves you! Yeah yeah YEAH!*

### For further information on the Fab Four:

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