



Alfred Wertheimer: Elvis and the Birth of Rock and Roll

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The King of Rock 'n' Roll is born: The making of Elvis, behind the scenes

“Elvis who?” was photographer **Alfred Wertheimer**’s response when, in early **1956**, an RCA Victor publicist asked him to photograph an up-and-coming crooner from Memphis. Little did Wertheimer know that this would be the job of his life: just 21 years old, **Elvis Presley** was—as we now know—about to become a legend.

Trailing Presley like a shadow, **Wertheimer took nearly 3,000 photographs of Presley** that year, creating a penetrating portrait of a man poised on the brink of superstardom. Extraordinary in its intimacy and unparalleled in its scope, Wertheimer's Elvis project **immortalized a young man in the very process of making history**.

Now available as a TASCHEN standard edition, *Elvis and the Birth of Rock and Roll* collects Wertheimer’s most remarkable Elvis shots from that magical year, along with a selection of his historic 1958 pictures of the star being shipped off to an army base in Germany. **Each chapter is illustrated with a poster by Hatch Show Print**, one of the oldest letterpress print shops in America, which created many early Elvis posters in the 1950s.

Text in English, French, and German

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