

“Elvis and The Birth of Rock and Roll” at Taschen Beverly Hills and The Grammy Museum

by [Chris Murray](#) on June 11, 2013



Priscilla Presley enjoying the inscription to her from Alfred Wertheimer in her copy of his new book, *Elvis and the Birth of Rock and Roll*, with editor Chris Murray looking on. Copyright © Dalmiro Quiroga. All Rights Reserved.

There was a wonderful launch for [Alfred Wertheimer's](#) extraordinary book published by Taschen, *Elvis and the Birth of Rock and Roll*, at the Taschen Beverly Hills store May 2nd, 2013. There was great excitement at the store when [Priscilla Presley](#) arrived to celebrate the publication with her friend Alfred Wertheimer. Astronaut [Buzz Aldrin](#) also attended and enjoyed a good chat with Wertheimer. It was surely a night to remember.

The night before the Beverly Hills launch Wertheimer and *Elvis and the Birth of Rock and Roll* editor [Chris Murray](#) gave a presentation at the Grammy Museum's Ahmet Ertegun Auditorium about [Wertheimer's new book](#). Grammy Museum director Bob Santelli moderated the talk. Santelli contributed an essay to *Elvis and the Birth Rock and Roll*. The Grammy Museum launched *Elvis at 21: Photographs by Alfred Wertheimer* in January of 2010, the [Smithsonian Institution Traveling Exhibitions Service's](#) tour of Wertheimer's photographs that was co-organized by Govinda Gallery.



Grammy Museum director Bob Santelli turning the camera on Alfred Wertheimer with Govinda Gallery director Chris Murray. Copyright © Mark Sullivan. All Rights Reserved.