



The British Invasion

Counterculture in the UK,
1964–1968

16 features of the transformative 1960s in Britain

- o new subcultures and movements critical of the Establishment
- o “do your own thing” in personal behavior and in business
- o increasing impact of youth subculture
- o technological innovations in communication and entertainment
- o increasing tabloid culture; spectacle = publicity

16 features of the transformative 1960s in Britain

- o increased international cultural exchange
- o material improvements in quality of life
- o increasing pressure for racial, gender, and class equality
- o increasing “permissiveness” in sexual behavior
- o fashion as self-expression, beauty as a commercial value, first supermodels
- o rock music as universal language

16 features of the transformative 1960s in Britain

- recognition that all culture is political, that language is oppressive
- increasing openness to new ideas among people in positions of authority
- resistance from some police forces and religious organizations
- active demonstrations for rights for women and gays
- increasing multiculturalism and racial heterogeneity



Youth as Trouble

Mods and Rockers

a Mod



Mods



Rockers taking over Clacton, 1967



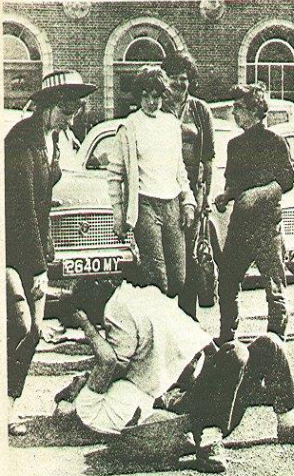
The news of the day

Daily Mirror *After Clacton... a new battlefield*

WILD ONES 'BEAT UP' MARGATE

34 Monday, May 18, 1964 No. 18,738

40 arrested in all-day clashes



THE Wild Ones—self-styled Mods and Rockers—picked the Kent resort of Margate to beat up for Whitsun.

All day yesterday the anger of young men and women, who gathered in the town, was directed against the Mods and Rockers.

At least 40 were arrested in the town, which was the scene of all-day clashes.

Blood

At least three people had been injured. One boy was found on the ground with a head injury. A girl was also injured. A boy was found with a head injury. A girl was also injured.

Shouting

After the Mods attacked the Rockers, the Rockers attacked the Mods. The Rockers were shouting and the Mods were shouting.

THE GIRLS FIGHT IT OUT A girl Mod and a girl Rocker stage a boxing match in the street. The girl Mod is on the left and the girl Rocker is on the right.

BLACK EYE A woman with a black eye is being taken to hospital. She is being carried by two men.

Pre-Beatle Rock Idols

Tommy Steele



Cliff Richard





From the Quarrymen
to the Beatles

The Beatles in Hamburg



Pre-Epstein Beatles



The Cavern Club, Liverpool



Brian Epstein's Beatles





Key figures in shaping
the new look

Sign of Things to Come



David Bailey, photographer of the era



Mary Quant fashions



Vidal Sassoon and Mary Quant



Swinging London

