

Hard Rock Cafe is Standing on Old Park Lane since June 14th 1971. London was the first city where the Americans Isaac Tigrett and Peter Morton started this chain of theme restaurants . It became an immediate an instant classic and a hit : the café attracted a lot of customers thanks to its moderate prices, warm service and rock music everywhere at every time . In 1979, the London café was enriched by with rock and roll memorabilia, a tradition which expanded to others in the chain. Eric Clapton donated his guitar Lead II Fender to reserve a place in the café. This encouraged Pete Townshend of The Who to give one of his guitars, with the note "Mine's as good as his! Love, Pete." and in Moscow there is Jon Bon Jovi's guitar on display. The cafes solicit donations of music memorabilia and also buy a number of items at auctions around the world, including autographed guitars, costumes from world tours and rare photographs which can be seen on cafe walls. The Hard Rock's archive includes over 70,000 items . From 2003 to 2004 these objects were shown in the museum The vault In Orlando and, after the closing, the donations were distributed to various restaurant locations. The London Vault, near the original café, remains open and free to visitors. Here, in 2005, Deep Purple launched their new album Rapture of the Deep. All the Hard Rock Cafes attract the best rock stars down for the occasional "jamming session".

In March 2007, the Seminole Tribe of Florida acquired Hard Rock Cafe International, Inc. and other related entities. In 1982 the chain began to expand worldwide and currently, there are 175 Hard Rock locations in 53 countries including hotels and casinos. The largest headquarter is in Orlando, Florida.