Abstract
This article discusses The Beatles Anthology (1995-2000) as an example of symbolic creativity, transmedia storytelling and memory project. The study is focused from social communication history and narrative interpretation perspectives. The paper also proposes a comparative reflection on transmediation like a historical sequence where we can understand the music and iconic work of the British group. Finally, analyzes the responses from different interpretative communities.

Keywords
Popular culture, memory, media, transmedia storytelling, The Beatles.