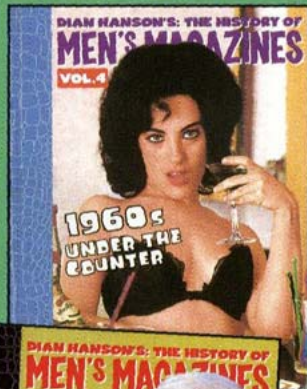


Dian Hanson's The History of Men's Magazines Vols 3 & 4

Taschen - £29.99



Well, it seems we can finally say with impunity that Fiesta has made it into the history books, thanks to the release of the middle two volumes in Dian Hanson's six-book century-spanning pictorial history of men's 'leisure' mags. Admittedly, we perhaps got a little less coverage than we'd have hoped (nay, deserved), but we'll still treasure that sentence for all eternity.

The two volumes kick in where the first couple left off, at the beginning of the sexy, swinging '60s and follow the evolution of men's mags (both over- and under-the-counter varieties) through the turbulent and colourful decade to the threshold of the '70s, by which time censorship had transformed completely across the globe.

Hanson's essays cover the evolving magazine industries in England, Denmark, Sweden, France, Italy, Germany and the US, chart the evolution of social attitudes to naked girlflesh, and delve into the unique and fascinating lives of some of the more influential glamour moguls. The bulk of the books, however, aren't the words but the pictures. Thousands of magazine covers, photosets, and even adverts (everything from 'Spy Pens' to blow up 'Big Brown Baby Dolls') fill the stunningly produced tomes, creating a fascinating visual feast that is as much educational as it is arousing.