

PRINT: The History of Men's Magazines

Hubba hubba! Dian Hansons' *The History of Men's Magazines* might just be the perfect coffee table book series. Now launching the last of the series, *Volume 6: The 1970s*, this bare-all collection continues with more fascinating comment on social and sexual mores, magazine design and an eyeful of colour prints. Whilst the pre-war years favoured sleek silhouettes and baby boomers went for mums' bums and boobs, the seventies saw the advent of pornography proper. With the end of Swedish obscenity laws, mens mags went hardcore. From feminists to sailors to college professors, people wanted sex. While Linda Lovelace got mainstream audiences into the blue movie theatre, top shelf titles capitalised on the new mass market. Big hair and even bigger bush became the fluffy trademark of an industry moving from the comparatively innocent days of the nudie and pin-up to the in-your-face sell and exploitation of porn. That's not to say that there was no room for creativity. Illicit pastimes of liberal hippies and seventies swingers were used inventively by magazines like *Fun!*, *Young Beavers* and *The Hip New Bachelor* which coupled psychedelia and beatnik fantasy with their adult only content. SKYE SHERWIN

Dian Hanson's The History of Men's Magazines, Volume 6: 1970s is published by Taschen.