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**TIKI MODERN**

by Sven A. Kirsten

Taschen £24.99, 336 pages

Tiki is a latter-day take on Polynesian culture, and in *Tiki Modern* Sven A. Kirsten explores the prevalence of primitive art in popular culture. From the kitsch and fanciful to its enduring influences on art, design and architecture, Kirsten pays homage to a trend steeped in the exotic.

Following Paul Gauguin's doctrine that "all things can be represented by means of the cylinder, sphere and cone," a generation of modernist artists influenced by primitive art began to use geometric shapes, giving rise to the cubist movement.

Picasso proclaimed that "primitive sculpture has never been surpassed." His words are echoed in his 1947 painting "Head of a Woman". The influence of tribal masks is clear in the deconstructed subject's face. **Claire Holland**