



Tiki Modern

"Does . . . Polynesian Pop poetry speak to you? Are you simultaneously repulsed and drawn to its clichéd vernacular? Then this book is for you." So begins Sven Kirsten's absolutely charming and cheeky revelations into the kitsch world of fake tribal: the quintessential urban 'primitive' of '50s America. Chronicling the rise, fall and rediscovery of Tiki, Kirsten never forgets the irony of the wild abandon in the suburbs. Massive Easter Island heads with glowing red eyes, sexy leopard print bar stools and plenty of none-too-subtle wooden phalluses and pointy breasts abound as 'primitivism' transformed the humble den into the groovy man's bar. Through the '50s, '60s and '70s the look was Hugh Hefner gone native and sure enough the Hef was a big fan of Tiki, as photographs of poolside romps, showing a neat collection of masks testify. Witco was huge and much of the book is dedicated to the work of William Westenhaver, with a fabulous section of DIY Tiki to get the home decorator started.

Tiki Modern. Author: Sven A Kirsten. Publisher: Taschen. Distributor: Tower Books. RRP: \$99.00