



Surfing: 1778-Today (English) (English, German and French Edition)

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The sport of kings: More than 200 years of surfing culture

This platinum tome is the most comprehensive visual history of surfing to date, marking a **major cultural event as much as a publication**. Following **three and a half years of meticulous research**, it brings together **more than 900 images** to chart the evolution of surfing **as a sport, a lifestyle, and a philosophy**.

The book is arranged into five chronological chapters, tracing surfing culture from the first recorded European contact in 1778 by Captain James Cook to the **global and multi-platform phenomenon of today**. Utilizing institutions, collections, and photographic archives from around the world, and with accompanying essays by the world's top surf journalists, it celebrates the sport on and off the water, as a community of **20 million practitioners** and countless more devotees, and as a leading influence on **fashion, film, art, and music**.

An unrivaled tribute to the breadth, complexity, and richness of surfing, this book is a must-have for any serious player on the surfing scene and anybody who aspires to the surfing lifestyle. As one surfing scribe has declared **There has never been a book like this, and there will never be another one again**.

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- Sales Rank: #50266 in Books
- Brand: Taschen
- Published on: 2016-02-17
- Original language: English
- Number of items: 1
- Dimensions: 19.50" h x 3.25" w x 13.00" l, 2.50 pounds
- Binding: Hardcover
- 592 pages



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Editorial Review

Review

“For those with curious minds or dedicated to the activity, this large and complex volume contains nearly every facet of information about the history of surfing, which began as early as 1778 in Tahiti. Bringing together over 900 images and numerous essays to chart its evolution as a sport, lifestyle, and philosophy?not to mention its influence on fashion, film, art, and music?the results are a wonderful tribute to all things surfing.” (*Interviewmagazine.com*)

“Visual historian Jim Heimann brings his keen eye to the waves, culture, sport, and style of surfing in this gorgeous coffee table book.” (*The Los Angeles Times*)

“Surfing has had its own vibrant visual culture for more than a century?now, it’s finally getting the TASCHEN treatment.” (*Co.Design*)

“...a gorgeous?and massive?clothbound book that could easily become the new bible for the sport.” (*Wired.com*)

About the Author

Cultural anthropologist and graphic design historian Jim Heimann is Executive Editor for TASCHEN America, and author of numerous books on architecture, pop culture, and the history of the West Coast, Los Angeles, and Hollywood. His unrivaled private collection of ephemera has been featured in museum exhibitions around the world and in dozens of books.

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