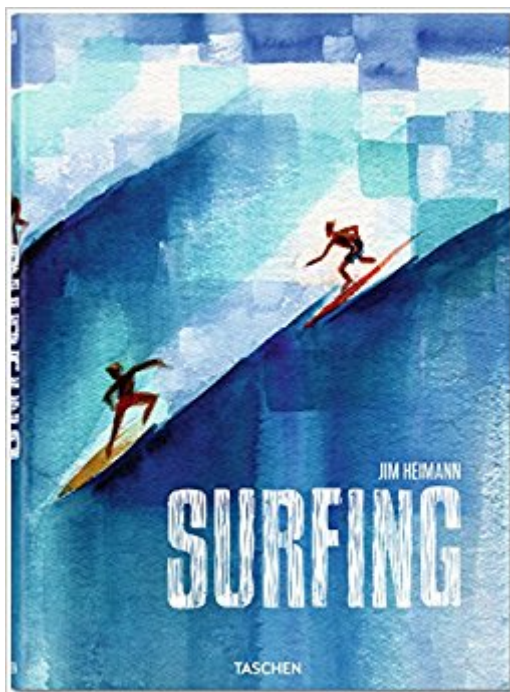


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# Surfing: 1778–Today (English)



## Synopsis

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."

## Book Information

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## Customer Reviews

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)

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.

My name is Peter Soria & I received my copy of "Surfing" today. It will take many hours to completely experience it from cover to cover but just from leafing through it I can tell that this could be the ultimate book about the history of surfing. I am pleased that a photo that I took of surfers at Pacific Ocean Park can be found on page 302 & the Surfing Heritage and Cultural Center in San Clemente will financially benefit from its inclusion in the book. Someday I will write a more thorough review from the point of view of someone who was an avid surfer from 1962-2010.

I've been a fan of Jim Heimann since "Out With The Stars" and his latest tome not disappoint. "Surfing" is a lovingly compiled and presented epic of a book. Chock full of images that I have never seen before.

Just a wonderful book. The history is unmatched from anything I have read before. It must have taken years to amass the photos. It's something that you just can't lay down or read once.

Great historical account of the worlds most beautiful athletic endeavor.

great book will order another one soon

Beautiful book at a great price

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Wow. Every time we go through it there's a surprise

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