



Playboy Swings: How Hugh Hefner and Playboy Changed the Face of Music (Hardback)

By Patty Farmer

Beaufort Books, United States, 2015. Hardback. Book Condition: New. 226 x 160 mm. Language: English . Brand New Book. Playboythe magazine, the empire, the lifestyleis one of the worlds best-known brands. Since the launch of Playboy magazine in 1953, two elements have been remarkably consistent: the first, obviously, is the celebration of nubile, female flesh. The second, readers may be surprised to learn, is Playboys involvement in the music scene. The Playboy experience was never just about sex but about lifestyle. Musicparticularly the finest jazz, a personal passion of Hefnershas always been an essential component of that lifestyle. Playboy Swings focuses specifically on Playboys involvement in the music scene, its impact on popular entertainment (and vice versa), and the fabulous cadre of performers who took to the stages of the mythic Playboy Clubs and Jazz Festivals. ThroughoutPlayboy Swings, Farmer demonstrates how Playboy helped change the world through music by integrating the TV shows, festivals, and the clubs. Complied through interviews with hundreds of people who were on the scene throughout Playboys rise, fall, and on-going renaissance, Playboy Swings carries readers on a seductive journey through the history of the empireall the while focusing on the musical entertainment that made it unique. Hefs personal...



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