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# Swing: The New Retro Renaissance



## Synopsis

Music. Fashion. Cultural Studies. **SWING! THE NEW RETRO RENAISSANCE** documents the first major lifestyle change since punk. After a 50-year absence, partner-dancing is back with a vengeance, propelled by a new generation of bands with roots in Hot Jazz, Jump Swing, Western Swing, and Rockabilly. Also documented are the exciting retro clothes, hairstyles, furnishings, cars, etc. saved from extinction by cutting-edge visionaries of this movement. Lavishly illustrated, this is the first comprehensive guide to a new state of mind being pioneered on the West Coast.

## Book Information

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## Customer Reviews

"The newest book from SF's fave source of sedition, V/Search Publishing, has everything your zoot-suited little heart desires: jump-blues, rockabilly, big-band swing; dancers, hairstyles, cars, and clothes; directories to recordings, books, and films. Most important, it's got fabulous photos and interviews with everyone from Big Bad Voodoo Daddy to the New Morty Show to Lavay Smith to the Royal Crown Revue to just about any West Coast swinger who matters." -- SF Bay Guardian, May 6, 1998 "A gift from heaven landed in our hands, a killer book titled *Swing! The New Retro Renaissance*, chock full o' information and tasty pictures for all the cool cats and kittens that are into the swing/rockabilly/twang thing." -- Gavin, April 17, 1998

V. Vale has served as the counter-culture's principle archivist and preservationist. The richly varied subjects of his books read like an anthology of dissent with the status quo. The potency of each topic is (or at least was) due in part to its' rupture with the overall views of the general public. The

work is comprehensive, thorough and has always provided a great deal of insight to the subject, oftentimes in the subject's own words. SWING! is no exception. It is the definitive text to the what, the who, the wheres and the whys of the neo-swing movement. The one problem I have is that every time Vale releases another great book on another sub-culture, it doesn't seem to be soon after that that sub-group is eventually consumed by the status quo... castrating the subject of its' adverse positioning which debilitates its' power altogether. In this respect Mr. Vale is much like Columbus: A passionate explorer who's arrival foreshadows the coming of many uninvited strangers. Don't get me wrong. I enjoyed this book very much. All the musicians, dancers and other luminaries are very committed to this thing that they love very much. Though such a thing tends to be its' own reward, the dedication should be recognized, accredited and applauded which is exactly what this book does. At the same time, there is the infamous GAP advert as well as some automobile commercials, The Cherry Poppin' Daddy's in an ad for BEST BUY and, of course, Big Bad Voodoo Daddy appearing on MELROSE PLACE, as the halftime entertainment at the ROSE BOWL (complete with flag twirlers in sequense fedoras) and the up-coming SUPERBOWL. In one respect, all this popularity has enabled some great musicians to make a full time living at what they do best and they deserve to cash-in. On the other hand, all this hype does seem to detach from this thing most of what made it interesting to begin with. Like so many others before it, the Neo-Swing scene seems less and less disposed to define itself on its' own terms and more at the mercy of how it is pecieved by an outside population of faddists and other avid magazine subscribers. For me, one of the most appealing things about going to rockabilly and swing shows was the noticeable LACK of Yuppies. That was three years ago. Today, kookery abounds. More actors than action. Too bad.

Although not much in the way of dancers and Swing Dancing, it does capture somewhat the Retro-Style of The Bands, Attire, Cars, Martinis, Cigars, Tattoos, etc. It would have been nicer to include more dancing and more People in the dance. Alot of the Information is NOT FACT and should not be taken Historically as so, but... it is based on what some of those people doing it now believe! If you are in the Boonies or not local to Los Angeles Or San Francisco this book is Awesome. Even if you are it is worth the Money.. Every Swing Fan should not be without it...I Liked It.

I don't really have another book to compare this one to. It has references to tons of Swing people in the San Francisco Area. I am a fan of most of the groups that are featured in it (especially Lee

Press-On & the Nails). It gives good places to buy vintage looking clothes, shoes, ties, etc. But if you don't live near S.F. then the addresses of stores won't really help. Overall I enjoyed the book, and I believe it is well worth buying. It also has some very good photos in it.

This book interviews over 15 of the major bands including big players like Royal Crown Revue and Big Bad Voodoo Daddy. In addition to the bands, this book covers multiple swing dance groups, clubs, and record labels. For those topics where words simply aren't enough, this book packs hundreds of pictures from milestone performances to Vice Grip's 1947 Cadillac to Mark Jordan's vintage tie collection.

This book was sooo good. It gave many interviews and tons of pictures. As well as venues where you can go swing dancing. It had lists of bands and music to listen to and go see. I thought this book was really good and everyone who loves swing dancing and swing music should have this book.

Ah, the twilight portion of the life cycle of a self-styled arbiter of hipness! To work so hard at being cutting edge, discarding the hippie scene for the punk scene, disavowing the punk scene for industrial edginess, then on to the next trend and the next book, only to wind up in the retro ghetto. Worst of all is that few people seems to care about Re/Search (V/Search, Search Me?)'s pronouncements anymore. He who lives by trendiness dies by trendiness, alas! Nonetheless, anyone who has found the "hipper than thou" attitude generally espoused by Re/Search through the years annoying is likely to find a certain deliciousness in it being relegated to the scrap heap of sociology studies. Based on what former contributors to Re/Search have to say about Vale's business practices (and I've found it interesting that in interviews, he alternates between talking about his past successes and how many books he used to sell and kvetching that he somehow never made any money from Re/Search - despite it having supported him for a few decades), it apparently couldn't happen to a more deserving publisher.

THE INTERVEIWS ARE GREAT AND ITS CHEAP ITS A GREAT DEA

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