

Vanity Fair magazine, No. 643

Description

March 2014, No. 643 Pg. 366-371, 400-402, article "One Summer, Forever" The Endless Summer poster is 50 years old, and it hasn't aged a minute. Kitchen-table project turned pop-culture phenomenon, the Day-Glo movie promo created by John Van Hammersveld for his friend Bruce Brown's 1964 documentary is still selling the dream--on T-shirts, TV shows, beer bottles, and dorm walls. Lili Anolik looks back at the moment an iconic image was born, the social upheaval it presaged, and the surfer-dude-slash-designer whose life it changed.