

Basic Detail Report

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Title

A Swingin' Summer movie theatre poster

Date

1965

Primary Maker

National Screen Service

Medium

Ink on paper

Dimensions

Overall: 1276 × 928 mm, 0.1 kg Display dimensions: 1040 × 690 mm Mount / Matt size (G Fini Mount): 1249 × 900 mm

Name

Poster

History

During the 1950s and 1960s Hollywood developed the beach party movie as a genre. Plots usually centered on teenage gangs that lived around beach. The appeal of surfing in popular culture was in part due to the 1957 publication of Frederick Kohner's novel 'Gidget' and subsequent 'Gidget' films and television series. Following on from the appeal of 'Gidget', American International Pictures produced the surprise hit 'Beach Party' in 1963, helping to popularise surfing and surf music in films. 'A Swingin' Summer' was a 1965 beach party film co-written and directed by Robert Sparr and featured Raquel Welch in her first starring role. The storyline revolves around three college kids who get involved in plans to save a lakeside dance pavilion from closing.