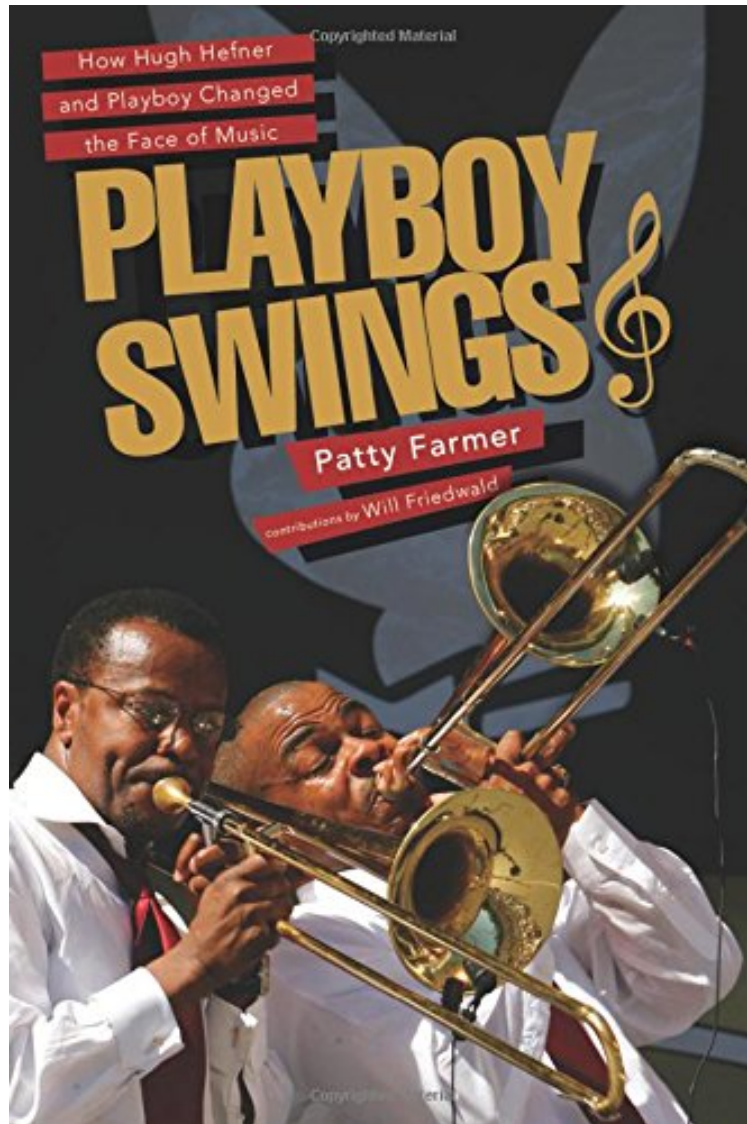


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Patty Farmer

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Patty Farmer : Playboy Swings: How Hugh Hefner and Playboy Changed the Face of Music before purchasing it in order to gage whether or not it would be worth my time, and all praised Playboy Swings: How Hugh Hefner and Playboy Changed the Face of Music:

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interesting. Full of very short stories on the Entertainment area of Playboy. They were into all areas of business. Certainly a surprising and interesting look at the Playboy Brand. Very worthwhile read!3 of 4 people found the following review helpful. I was interested in Jazz and Playboy always had interesting articles about wonderful Jazz musiciansBy Stan MusickI remember buying the first Playboy magazine as a young man. Also, as a musician, I was interested in Jazzand Playboy always had interesting articles about wonderful Jazz musicians. This book brings back so manyfond memories of so many Jazz greats. For anyone who experienced the Playboy experience or for anyone who is curious about the history of Playboy and music, this is a must-read.2 of 3 people found the following review helpful. IBy CustomerTells an informative and interesting story.I had no idea how instrumental Playboy and Hugh Hefner were in the advancement of jazz and other entertainment.I highly recommend this book to anyone interested in music and entertainment history

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. Throughout Playboy Swings, Farmer demonstrates how Playboy helped change the world through music by integrating the TV shows, festivals, and the clubs. Compiled 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 passion for musicand his belief in it as a cornerstone of the Playboy ethoshas expressed itself in a wide range of media over Playboys 60-year history, and all of it comes alive in these pages. Famer takes the reader from the inception of the Playboy empire through the 1959 jazz festival, to the opening of club after club. With approximately 60 black and white photos, and a complete Playboy music reference guide, readers will think of music, not just Bunnies, when thinking about Playboy. Throughout the book, it is the artists who do most of the talkingand they have a lot to say about the golden era of Playboy entertainment.

About the AuthorPatty Farmer is acknowledged as the leading expert on all things pertaining to music, entertainmentand the entertainersof Playboy. Shes also a businesswoman and former model, and has followed the entertainment industry as an insider, as well as an avid fan and archivist all her life. Her work draws upon a lifetime of friendship and socializing among personalities and celebrities around the world. In her previous book, The Persian Room Presents, she transported readers back to the halcyon days of New York City nightlife. Patty splits her time between New York, Texas, and France.