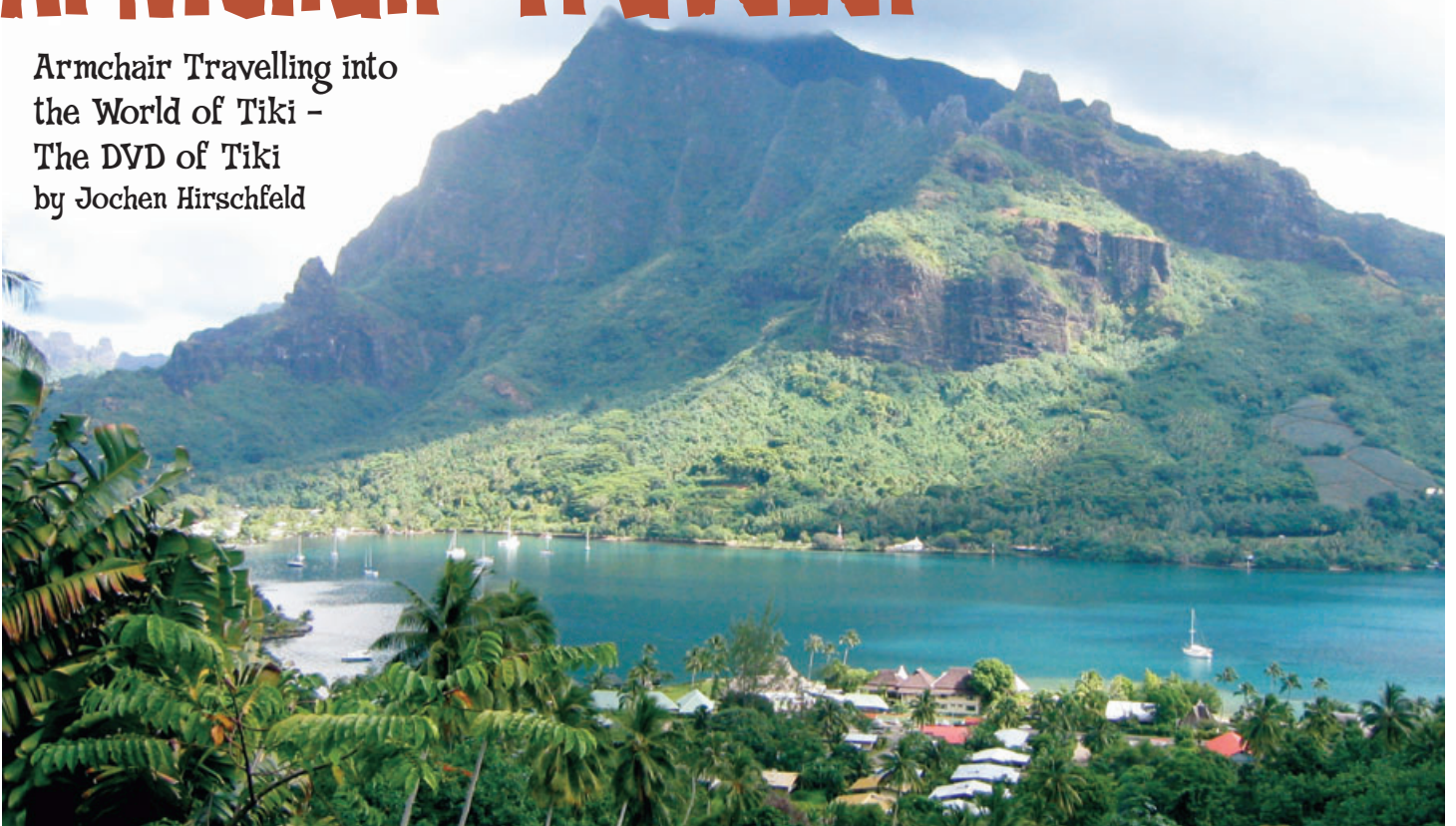


ARMCHAIR TRAVELER



Armchair Travelling into
the World of Tiki -
The DVD of Tiki
by Jochen Hirschfeld



Cooks Bay, Moorea.

Armchair Travelling into the World of Tiki, or The DVD of Tiki for short, is an experiment to capture the spirit of Polynesian Pop on film. With Sven Kirsten's *The Book Of Tiki* as our starting guide – which gave the kid a name and perfectly portrayed the landmarks and style of Tiki – we pushed things a little bit further. The medium of a documentary-style film demanded a different focus: **The DVD of Tiki** is all about the people who have created Tiki or are now creating the second wave (or third or fourth wave) and their stories. With a projected release date of May 2005, the DVD will be packed with everything to make a Tiki lover's heart go crazy. Our guerilla film crew traveled the Pacific for 101 days to capture both the true South Seas and its pop culture reinvention. The DVD provides insight into the work of veteran and current Tiki artists, including writers, musicians, painters, carvers, illustrators and, of course, bartenders.

The DVD of Tiki ranges from Polynesian traditions to Polynesian kitsch, from anthropology to urban archeology to Polynesian Pop. We used a special digital camera that provides almost a cinema feel to the images. We also collected old Super-8 material from three decades, portraying such rare Tiki gems as dancing at the Mai-Kai in the '70s and the travel journal of a couple who journeyed to the South Seas in the '60s. With a wealth of material to choose from (over 100 hours of film), the DVD might even end up as a two-disc set. Instead of a linear story, the content will be split into several individual chapters, with a main focus on Polynesian Pop. As with *The Book of Tiki*, the goal of the DVD is to portray Tiki as a lifestyle, a cultural fantasy-like reinterpretation, a form of vivid subcul-



Armchair Travelers' Jochen and Tanja Hirschfeld.

ture and pure sweet escapism. As a complement to the printed page, the documentary explores the people and the stories of Tiki rather than the reproduction of architecture and design.

Viewers will meet the worldwide Tiki community of today – a Tiki "Who's Who" – the creators and producers, the artists, and the fans. Interviews with the old school of Tiki are also included: The great names who shaped Tiki in the first place, like Martin Denny, Leroy Schmaltz, Bob van Oosting, Annette Nahinu (La Marianna, Honolulu), and The Bali Hai Boys of



Moorea, who are still role models of the perfect beach-comber. Also Henry Tavioni in Rarotonga, Gecko, Ailie and Freddy in Hawaii, and King Kukulele, Danny Gallardo and Sven Kirsten in California.

Germany is the perfect place to yearn for a sunny Polynesian island with clear blue water and beautiful hula maidens, to dream of a savage lifestyle.

The adventure begins...

At first my wife Tanja and I were just planning a three-month world trip. We had designed travel websites for friends who all individually went on world trips the year before. It came to a point where we could not read, look or listen to all these exciting stories and pictures any longer. We were planning to start a family soon, so it was now or never. We decided within days to take a three-month tour around the world in 2004. During that time I was digging Tiki more and more. Suddenly it felt like a waste to travel throughout Polynesia without producing a documentary, especially if, like me, you are a director who owns a production company.

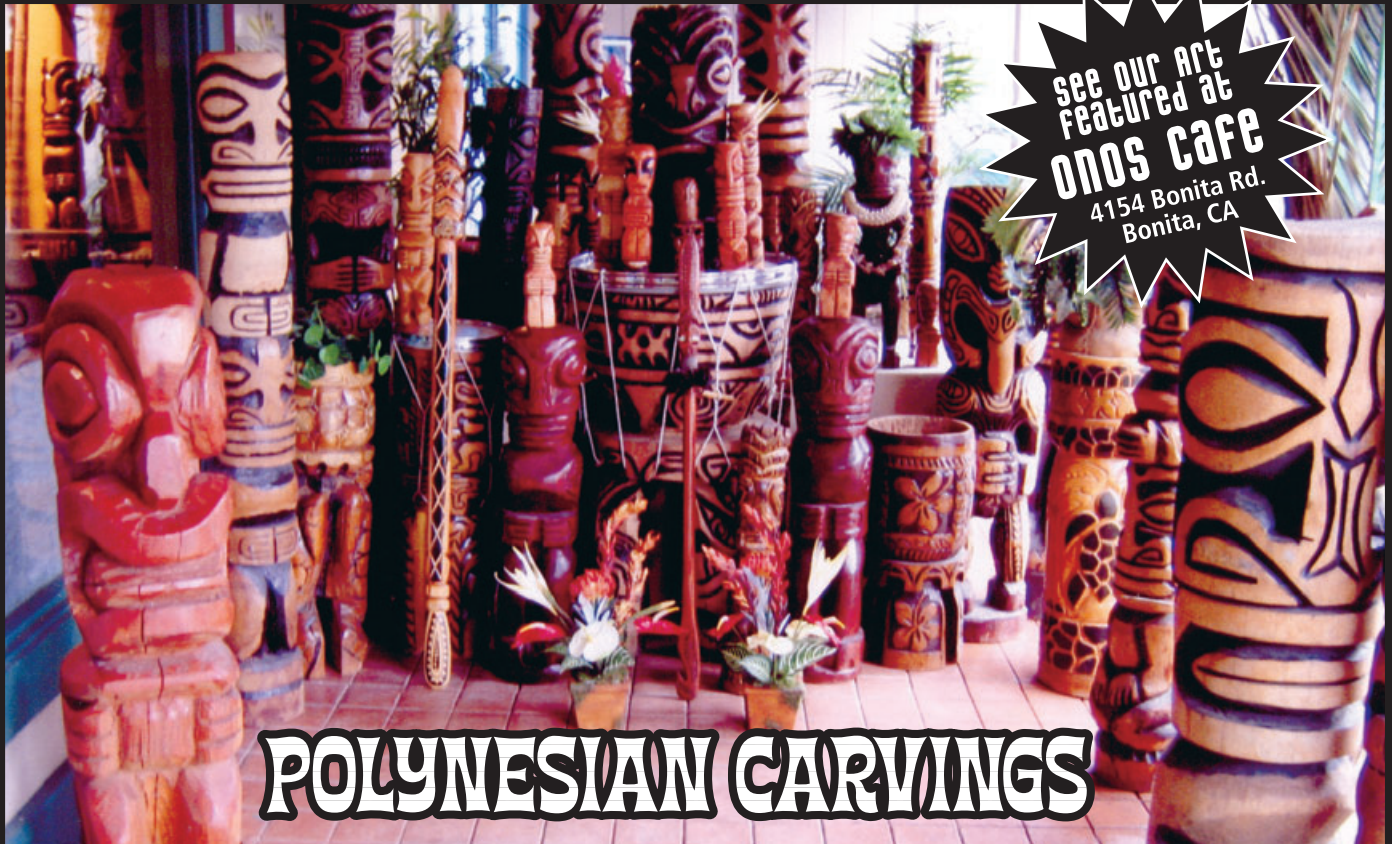
From Munich we traveled to Singapore, Australia, New Zealand (with a focus on Maori culture, North Island, the



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Filming The Book of Tiki's Sven Kirsten on location.

ARMCHAIR TRAVELER (continued)

Auckland Museum, the Rotorua Carving School and Maori Village, and the Tepapa Museum in Wellington), Fiji (Nadi, the Yasawa Islands, Fiji Museum in Suva), Cook Islands (Rarotonga, Runanga Pakau – National Museum of the Cook Islands, Aitutaki), Tahiti, Moorea (including Tiki Village), Hawaii (Oahu), and, finally, California (Los Angeles, San Francisco, and San Diego). In our two-week tour of the Golden State we conducted almost 30 Interviews, then returned to Munich.

Despite meeting fascinating people and hearing their amazing stories, we were exhausted and ready for a vacation. Sounds strange after traveling the beautiful Pacific for 101 days, but since we didn't have time before the trip to organize all the details, I was constantly preparing the next step, the next destination. In Fiji, Tahiti and Moorea, we just had one week to get everything going, make the connections and preparations, and do the filming.

The night we arrived in Wellington, New Zealand, I found an article on tikicentral.com about a cool "mockumentary" on black velvet art by a director named Sima Urale, whose family is originally from Samoa. After more research we found out that she lives in Wellington. The next day I managed to contact her with the help of a production company based in Auckland, and we met for an interview. Sima is a charming filmmaker and it was great to hear details about the production of Velvet Dreams. Her movie tells the story of the life of



black velvet painter Charles McPhee. Many islands later in Rarotonga we met an old lady who was good friends with Mr. McPhee. She has several originals in her home. Footage of these pictures and parts of Velvet Dreams are included on the DVD.

It's the desire not only to discover remote places, but also to relive "remote" times.

After a two-month break we continued our travels to Germany, Italy, and France, and in September 2004 we went to Florida for the Hukilau. We captured the spirit of this fine Tiki festival while interviewing much of the East Coast Tiki community. We also gathered footage of one of the most beautiful traditional Tiki temples, the Mai-Kai. As I write this I am preparing for another trip to the States for a special interview with Tiki master artist Shag.

The Armchair Travelling Gallery

Germany is the perfect place to yearn for a sunny Polynesian island with clear blue water and beautiful hula maidens, to dream of a savage lifestyle. After traveling around the globe and seeing all this great Tiki art, we were curious about the vision and ideas that European artists would have. That was the genesis of our gallery. The Armchair Travelling Gallery presented its first series of prints at the opening show on November 13, 2004 at the Tabou Tiki Room in Berlin; these prints are available exclusively on our website (www.armchair-travelling.com).

Why Tiki?

The seed was planted in my childhood. I hear that from many other Tiki people too. Though I never really encountered something Tiki in my early years, I still got infected with a special type of "retro virus." I spent my childhood in South America; in the late '70s in Quito, Ecuador, the local TV station aired black and white adventure movies from the States, along with all kinds of stuff from the '50s and '60s. I grew up with the sound and vision of "the Ratpack on a South American adventure holiday." As soon as I switched off the TV to play outside, the adventure just seamlessly continued in the exciting surroundings of Quito.

My family returned to cold Germany in the '80s and my little explorer heart fell into shock. The only cure: Escapism. Since then I have been drawn to an adventurous retro lifestyle, such as gambling and crooning in Las Vegas, listening to Swing and Neoswing, Rockabilly, classic Latin American and Cuban music, watching Indiana Jones, and, finally, Tiki and Exotica.

I always understood the general universe of Tiki but up to a certain point I had no idea of how specific the landmarks were. What really got me into Tiki was the cover art of Exotica, especially the incredible drawings of Mark

★ ARMCHAIR TRAVELLING ★

The adventure lies within.



THE DVD OF TIKI
www.armchair-travelling.com

*"Even the biggest journey...
...starts with a single step."*

But hey, stay seated and book your adventures with **Armchair Travelling**. Exotic places and mindbending tales are just one klick away. Either on your remote control with our upcoming **DVD of Tiki** or at your computer. Visit our website now and explore our latest addition: **The Armchair Travelling Gallery**. New tikis from the Old World.

www.dvdoftiki.com



Hawaiian Tiki carver "Gecko".

ARMCHAIR TRAVELER (continued)

Ryden that I discovered after plunging into Easy Listening. This started my hunger, then with *The Book of Tiki* and Tiki Central came the Bang and the Boom. And I was lost to the regular world.

Armchair Travelling into the World of Tiki is fueled by the fascination of classic adventure, where everything is dangerous but nothing is lethal. It's the desire not only to discover remote places, but also to relive "remote" times. Today it seems as if there is no faraway paradise left to explore. But the most exciting one is still hiding in your mind and we have the tickets. Thank you to our many Tiki friends and generous business partners, and to all who participated in this project; we hope this will be the first in a series. The adventure lies within.

Jochen and Tanja Hirschfeld live in Munich. They invite you to take a stroll through the website to order or find out more about The DVD of Tiki and the recently opened Armchair Travelling Gallery:

www.armchair-travelling.com

Take the first step to exotic places and mind-bending tales.

~Edited by Eileen Silva



How to quench your Tiki thirst in Munich Here in Munich we are blessed with a wonderfully decorated Trader Vic's. In addition to this Tiki temple, we quench our thirst for strong potions at some great traditional cocktail bars – not especially Tiki – but very old school. Bartenders with starched white shirts and long aprons, real glasses and silverware and no premixes – only high quality liquor and fresh ingredients. Enjoy!

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