



The Allure of Aloha

Mid-Century Hawaiian Menu Art

7 December 2009 – 8 January 2010

Lobby Gallery
455 Market at First St
San Francisco, CA

Since the 1930s, Hawaii has been one of the most romantic of Holiday travel destinations. Primed by images in magazines and movies, many dreamt of escaping the cold and dark of winter to celebrate the Holidays in Waikiki. Getting there from the West Coast of the mainland via ocean liner was a part of the tropical allure.

Image: Frank MacIntosh, Aloha Ukelele, ca 1940,
Commissioned by Matson Lines for use onboard ocean liners
as menu covers.

Courtesy Bambulei, Kapaa, Kauai.

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