English

The Guardian: Sun 27th May 2007

Note :

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Signature :

Appréciations :

What was the Summer of Love?

“The Summer of Love” is the name given to the hippy movement, which in 1967 came to the attention of the media having been around for several years. The name originally came from Haight-Ashbury District, trying to give a positive spin on the many druggy, hippy gatherings which were being portrayed negatively by the media.

The focus was on San Francisco with the Monterey pop festival offering young people the chance to cast of conservative social values and experiment with drugs and sex. To get there, hippies travel via many different ways, living as cheaply as possible. Music played a key role in the hippie movement. The hippies also saw travel as a liberation and journeyed through Europe, the Middle East and India, becoming known as ‘The Hippie Trail’.

Origins: a new generation of bohemians developed in the early 1960s; partly led by the “Beat Generation” of poets and writers. The starting point: The Human Be-In rally in San Francisco celebrating key ideas of the 1960s rebellion.

In the end reality sets in, much of the movement had become a commercialised media spectacle. A lot of people suffered from drug addiction, mental problems and homelessness, it was the end of the utopian dream.