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PLAYBOY BACHELOR PAD

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- Playboy, an agent of advanced capitalism, espoused indulgence of many sorts, and was perhaps less about sexual pleasure than consumption’s sensuous allure, and ultimately was profoundly conformist, deviant in the long run perhaps only in its preferences for jazz over rock and city over suburb

- Playboy’s vision of the good life, always steadfastly heteronormative, was never at odds with marriage as a bachelor’s eventual goal

- Hefner saw sex as Disney saw other forms of entertainment

- Hefner was an important spokesperson for the liberal consensus that developed during the Cold War, which presumed that economic growth and private consumption would serve as the wellsprings of prosperity and a more democratic society (p. 49, Fraterrigo)

- Modern design became part of the equipment for seduction in Playboy- open single room plans like the Farnsworth house didn’t easily lend themselves to tradition, multi-room family life

- Playboy uses modern designers to construct the idea of the Playboy pad, “a universe of radical interiority and total environments that sustain the art of seduction.”

- Playboy’s decision to feature chairs in its pages of product recommendations, which were economically more accessible than apartments and indoor swimming pools, helped create a new class of bachelor-consumer- patrons of designers who still sell today and of publications that offer aspirational looks at gear and gadgets for modern living

- In May 1962 Playboy magazine ran an article titled “The Playboy Town House: Posh Plans for Exciting Urban Living”. The fictional bachelor pad, designed by architect R. Donald Jaye, is here brought to life by Humen Ten’s gouache and ink renderings.

- The article dwells deeply into the requisites and narrative of the Town House describing it as a ‘swinging manor for the modern man.’ The urban home was to offer ‘the expansive, nonconforming elbowroom, legroom and luxurious living room usually identified with an exurban retreat, and have the relatively carefree conveniences that an on-the-go bachelor could maintain with a minimum number of servants beating about the preserve.’

-Bed: “masterful combination of the cabinetmaker’s art and the electronic engineer’s skill”—a “manifestation of the ultimate in sleeping ad sybaritic accommodations.”

- 8,5 feet in diameter, can be rotated 360 degrees, stationary headboard

- “designed for luxurious lounging and sleeping”

- Notions that are advertised in the magazine, as told by Hugh Hefner in interview while on the bed “relaxed urban living, good food and drink, pretty girls, good entertainment”

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Elizabeth Fraterrigo, *Playboy and the Making of the Good Life in Modern America*, (New York: The Oxford Press, 2009).