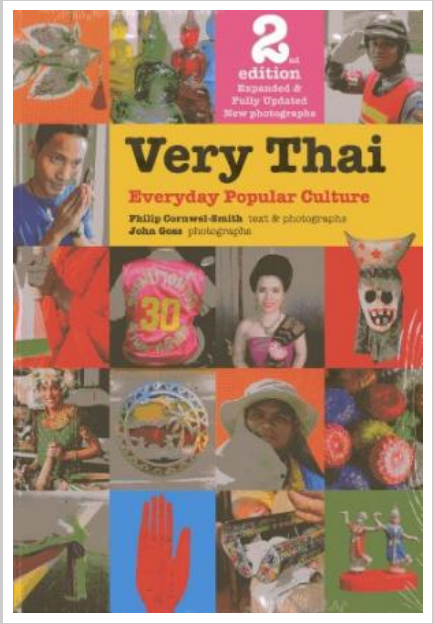

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Very Thai: Everyday Popular Culture (2nd Revised edition)

By Philip Cornwel-Smith, John Goss

River Books. Hardback. Book Condition: new. BRAND NEW, Very Thai: Everyday Popular Culture (2nd Revised edition), Philip Cornwel-Smith, John Goss, This pioneering insight into contemporary Thai folk culture delves beyond the traditional Thai icons to reveal the casual, everyday expressions of Thainess that so delight and puzzle. From floral truck bolts and taxi altars to buffalo cart furniture and drinks in a bag, the same exquisite care, craft and improvisation resounds through home and street, bar and wardrobe. Never colonised, Thai culture retains nuanced ancient meaning in the most mundane things. The days are colour coded, lucky numbers dictate prices, window grilles become guardian angels, tattoos entrance the wearer. Philip Cornwel-Smith scoured each region to show how indigenous wisdom both adapts to the present and customises imports, applying Roman architecture to shop-houses, morphing rock into festive farm music, turning the Japanese motor-rickshaw into the tuk-tuk. Colour-saturated illustrations help you navigate various social traits, whether white-faced hi-so matrons or Red Bulls, willing workers wearing coins in their ear. This is Thai culture as it has never been shown before. Born in England, Philip never expected to live in Thailand for almost two decades. He'd been in the capital only four days...

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