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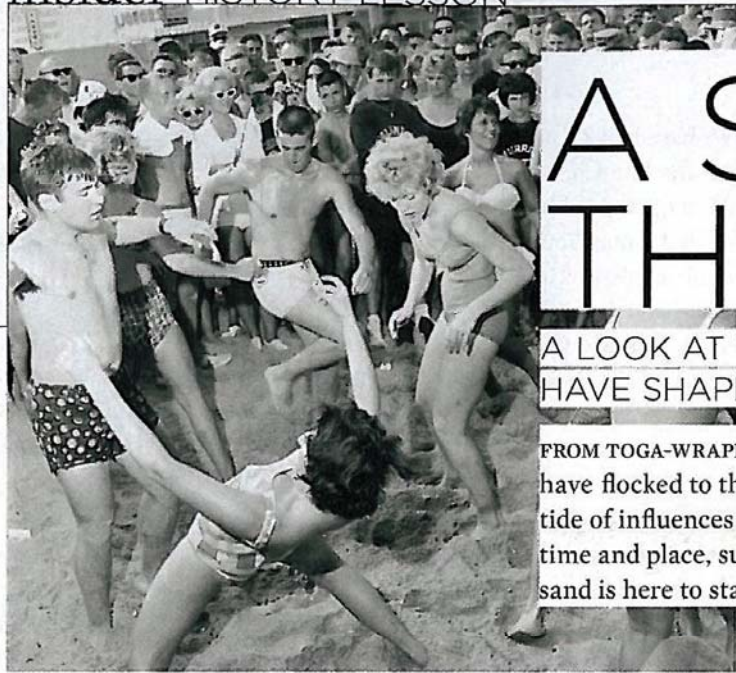
AWARDS

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A SHORE THING

A LOOK AT THE PEOPLE AND PLACES THAT HAVE SHAPED SEASIDE CULTURE.

FROM TOGA-WRAPPED EMPERORS TO BOARD-TOTING SURFERS, ALL WALKS OF LIFE have flocked to the seaside for renewal, reflection, and amusement, and the tide of influences has defined beach culture around the world. Transcending time and place, surf fever over the centuries proves our obsession for sea and sand is here to stay. BY ALYSSA GIACOBBE



START HERE



First Century A.D.

Early VIP sunseekers to Italy's **Amalfi Coast** (Nero, Augustus) build summer residences in the town of Baiae, on the Bay of Naples, and it soon becomes a spot for imperial indulgence and hedonism.



1884

Here comes the fun: the first roller coaster in the U.S. is erected on **Coney Island**, establishing the future home of funnel cakes and hot dog-eating contests. This early seaside vacation spot sees the arrival of upscale hotels on Brighton Beach (not to mention the louche side of boardwalk life: prostitutes and con artists).



1907

Four years after daytime swimming is legalized in Sydney—and it's no longer immodest to get wet in public—the city records an uptick in drowning deaths. The **Bondi Surf Life Bathers' Life Saving Club** forms to combat the problem. One of the first rescues: 10-year-old Charles Kingsford Smith, who grows up to be a famous Aussie aviator.



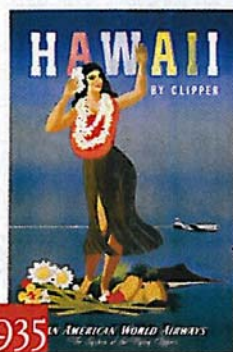
1920

Wearing a fitted red swimsuit and a stocking cap, the soon-to-be-famous Jantzen Red Diving Girl introduces the Oregon company's new figure-hugging wool jersey. The birth of modern swimwear signals, some say, the demise of propriety.



1933

The Fred Astaire/Ginger Rogers film *Flying Down to Rio* turns Brazil's ultra-glam **Copacabana Palace** (copacabanapalace.com; doubles from \$500) into the place to be seen south of the equator. (In truth, the movie was shot on an RKO soundstage.) The hotel attracts the likes of Marlene Dietrich and Brigitte Bardot; Mariah Carey and the Cruise-Holmes clan are among recent guests.



1935

With *Hawaii Calls*, a weekly live radio show, millions of American listeners welcome into their homes the sound of rolling waves and steel guitars. In 1936, commercial air travel to the islands is born with the seven-passenger *Hawaii Clipper*, which travels from San Francisco to Honolulu for \$360 (and in a mere 22 hours!).