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This article builds on Attfield's (2004) suggestion that, far from being simply "cute" or "in bad taste," kitsch may be part of important social and cultural processes. Turning away from questions of aesthetics and taste, it uses anthropology, ethnohistory, and popular culture to explore what kitsch does and the material culture of the Hawaiian house in longitudinal authenticities that inform our increasingly global lives.

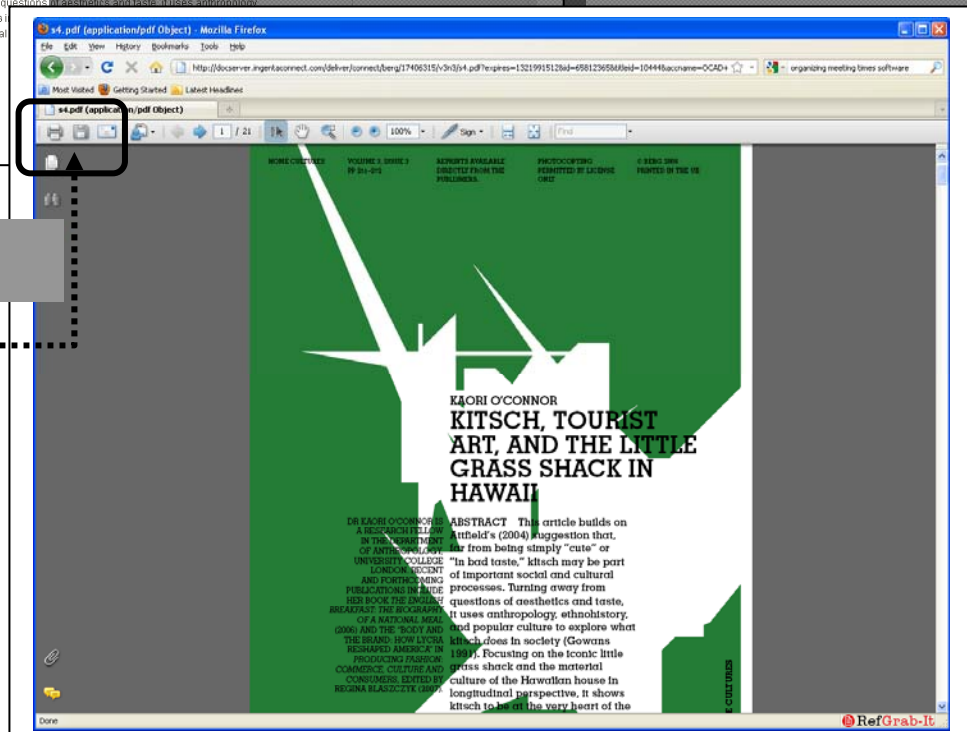
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KAORI O'CONNOR
**KITSCH, TOURIST
ART, AND THE LITTLE
GRASS SHACK IN
HAWAII**

ABSTRACT This article builds on Attfield's (2004) suggestion that, far from being simply "cute" or "in bad taste," kitsch may be part of important social and cultural processes. Turning away from questions of aesthetics and taste, it uses anthropology, ethnohistory, and popular culture to explore what kitsch does in society (Gowans 1991). Focusing on the iconic Little Grass Shack and the material culture of the Hawaiian house in longitudinal perspective, it shows kitsch to be in the very heart of the

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