

From: "Chronicle Books" <bookblast@www.chroniclebooks.com>
Subject: **This Valentine's Day, escape to a love hotel (and win a signed copy)**
Date: February 13, 2007 2:00:43 AM CST
To: lisa@baggermania.com



CHRONICLE BOOKS

BOOK BLAST : : : 02|12|2007

pop culture

[FORWARD EMAIL TO A FRIEND](#)

[BOOKS](#)

[GIFTS](#)

[KIDS](#)

[BARGAIN BOOKS](#)

[SEARCH](#)

Celebrate our 40th Anniversary **WIN 40 FREE BOOKS**

BOOK FEATURE : : : :



BUY

Escape to a love hotel.

Photographer and author Misty Keasler was first intrigued by love hotels when she went to Japan to teach public school. "After reading about the phenomenon of wildly decorated love hotels in Lonely Planet, I looked for them everywhere, but didn't find any. I had no idea that they were everywhere — I walked near many on a regular basis. I finally got bold enough to walk inside one toward the end of my stay—and this series began. There are a minimum of 30,000 in Japan, so love hotels are not some bizarre thing that a tiny portion of the population uses."

Living quarters in Japan are notoriously cramped. Love hotels arose from the need for a private place for lovers—both committed and illicit. Peer inside these erotic havens with [LOVE HOTELS](#), a provocative collection of photographs chronicling this cultural phenomenon.

Keasler's favorite room? Hello Kitty, of course. "Hello Kitty is really big in Japan and many women there are drawn not only to very cute, almost little girl, toys but to also being sweet and innocent," says Keasler. "I think the room would probably appeal to a girl's cute-ness factor and the S&M part of the room to a man's more sexual interests (though I think most Japanese girls probably giggle when they see the cuffs and bondage kitty). In our culture cute and innocent aren't generally mixed with super sexual so the room takes on some extra irony."

Love hotels have grown from clandestine getaways into somewhat of an adult theme park. You'll find kinky rooms (with cuffs and shackles), fetish rooms (a simulated subway car), and the bizarre (a Hello Kitty S&M room). Fantasy is essential to the design. It's not odd to find a bathtub in the shape of an open clamshell, a round revolving bed, or a white horse gazing down from above.

In her introduction, Natsuo Kirino writes, "Taking a date to Tokyo Disneyland, eating, having some drinks, and finally having sex can take a lot of time and money. But if you go to a love hotel that has already thought of all this, you can be alone, feel like you're at an amusement park and have sex—all in one place."

In honor of Valentine's Day, we encourage you to

find your own fantasy getaway with your lover—even if it's in your own home. To get you in the mood, here's [an excerpt](#) from the book.

Win a signed copy!

We're offering five signed copies of the book to our subscribers. Just email webmaster@chroniclebooks.com with the subject line "LOVE HOTELS."

More Pop Culture Titles



EVERY DAY IS SATURDAY
<http://www.chroniclebooks.com/everyday/>

Peter Ellenby's photography captures the bands and musicians that make up the vibrant indie rock scene.



REC SEX AND SEX TOY
<http://www.chroniclebooks.com/emandlo/>

As the self-proclaimed Emily Posts of the modern bedroom, Em & Lo cheerfully demystify the pursuit of sexy satisfaction with their two new A-Z sex reference guides.



BETWEEN THE BRIDGE AND THE RIVER
<http://www.chroniclebooks.com/craigferguson/>

Read the first chapter and our exclusive Q&A with author Craig Ferguson in this excerpt from the hilarious best-selling novel.



SAN SOMBRERO
<http://www.chroniclebooks.com/sansombrero/>

Riding on the heels of the hilarious send-ups *Molvania: A Land Untouched by Modern Dentistry* and *Phaic Tan: Sunstroke on a Shoestring*, comes *San Sombrero*.

[FORWARD EMAIL TO A FRIEND](#)

[BOOKS](#) [GIFTS](#) [KIDS](#) [BARGAIN BOOKS](#) [SEARCH](#)

CHRONICLE BOOKS
85 SECOND STREET, 6TH FLOOR
SAN FRANCISCO, CA 94105
415.537.4000

Thank you for subscribing to Book Blast: Pop Culture. If you wish to unsubscribe, [click here](#).

Email webmaster@chroniclebooks.com with comments or questions.
