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Hitting the Head

Andre Howard

ISBN	9781961856790
Publisher	ORO Editions
Binding	Paperback / softback
Territory	World excluding USA, Canada, Australasia, China, Hong Kong, Taiwan, South Korea, and Japan
Size	228 mm x 228 mm
Pages	250 Pages
Illustrations	250 color
Price	£27.50

- ***Hitting the Head*** celebrates the rich history and character of NYC's iconic dive bars, offering a visual journey through their storied, often overlooked interiors and cultural significance
- Authentic Cultural Connection: The book taps into the nostalgia and love for dive bars, resonating with readers passionate about preserving the soul of NYC's nightlife and counterculture

"Perfect for lovers of urban history, design and nightlife, this book invites readers to explore the city's vibrant soul through its hidden gems—watering holes that have long been havens for connection, storytelling and authenticity."— **NL Magazine**

Hitting the Head is a compelling photography and art book that dives deep into the heart of New York City's iconic dive bar scene. This visual archive captures the character-filled, often overlooked interiors of these cultural landmarks, preserving their stories and essence before they disappear amidst urban renewal.

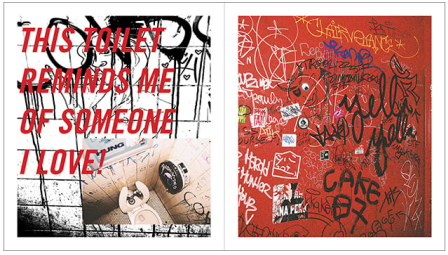
The title, rooted in maritime tradition, reflects both the literal act of visiting the restroom and the figurative moments of joy, community, and spontaneity found within these cherished spaces. From gritty interiors to neon-lit corners,***Hitting the Head*** tells the tale of a world that thrives on camaraderie and rebellion, offering readers a nostalgic journey through NYC's counterculture history.

Perfect for fans of urban history, design, and nightlife, this book invites readers to explore the vibrant soul of the city through its hidden gems—dive bars that have long been sanctuaries for connection, storytelling, and authenticity.

Andre Howard, a creative music executive and NYU adjunct professor, has driven innovation and artist growth at Def Jam, Republic Records, eOne, Warner/ADA, and UnitedMasters, collaborating with icons like JAY Z, Brandy, YoungBoy Never Broke Again, and Brent Faiyaz.







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