



Benidorm

Rob Ball

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- Vivid modern-day photographs of Benidorm - Britain's original beach holiday - examine how the dream has changed

Capturing the juxtaposition between its vibrant beach culture and towering urban landscape, Rob Ball's photographs of this famous Spanish seaside town consider the promise of the perfect package holiday – and whether it has changed since it's conception in the fifties. From sunlit palm trees to shimmering neon lights, from pastel-colored high rises to bright pink beach towels, from the greys and browns of backstreets to the pinks and reds of sunburn, this is a visual ode to all the colors of **Benidorm** and a testament to its irrepressible energy.

Rob Ball, a lecturer at Canterbury Christ Church University, has been a photographer for over 20 years. This is his fourth book.