

**Re-Contextualizing the Hawaiian Pineapple**

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**ABSTRACT**

My research re-contextualizes the pineapple as a Hawaii icon through its classification as a constructed product that superficially embodies *Hawaii-ness*, a hyperreal version of Hawaii that sustains itself through the appropriation and commercialization of cultural entities unique to Hawaii. This is accomplished through the examination of the pineapple's non-native origins and its significant role in the creation of Hawaii as a desirable travel destination. In doing so, an unlikely history of the pineapple is constructed through a synthesis of plantation laborer and Hawaiian histories. I attempt to transform the pineapple with its own history, drawing upon examples of the physical, cultural, and spiritual degradation of Hawaii. The primary objective of my paper is to separate *Hawaii-ness* from Hawaii, re-contextualizing place, all through the analysis of the historical and iconic rise of the pineapple.