Lawrence Ferlinghetti is best known for his rejection of traditional artistic and social ideas, a challenge that inspired a generation of writers in the 1950s known as the “Beats.” As a forerunner of the group, he opened the City Lights Bookstore in San Francisco in 1953. It became a major destination for freethinking writers and artists from all over the U.S., and also served as an independent publisher of “Beat” poetry, including his own, A Coney Island of the Mind (1958). Considered a historical benchmark for the time-period, that book maintains its place as one of the best-selling volumes of poetry of all time. The City Lights Bookstore remains a beacon for unorthodox writers and artists to this day.