

FOR IMMEDIATE RELEASE

Contact:

Sasha Ali | Exhibitions Manager
sasha@cafam.org | 323.937.4230 x25



No Pain, No Gain (Portrait of the artist Jeffrey Lutz), Sergio Sanchez, oil on linen, 2011. Courtesy of the artist



"Pietà" and other tattoos, Chuey Quintanar, digital silver gelatin print, 2009. Photograph: Edgar Hoill

L.A. SKIN & INK

September 30, 2012 – January 6, 2013

CAFAM presents an exhibition of Los Angeles's unique tattoo cultures and movements

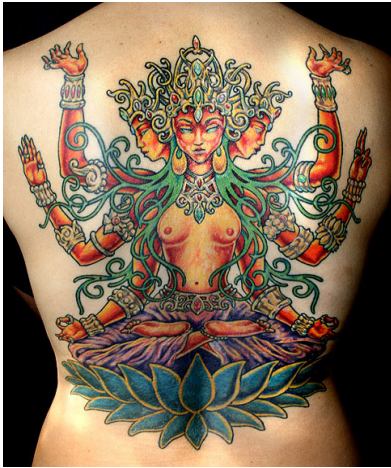
LOS ANGELES — The Craft and Folk Art Museum presents L.A. Skin & Ink, an exhibition that explores the unique role of Los Angeles in the Tattoo Renaissance over the last 60 years. The exhibition will move through the transformation of tattooing from its traditional base of military and outlaw cultures into an art form of great distinction and adoption into contemporary culture. The exhibition will be in view from September 30, 2012 through January 6, 2013.

Historically, tattooing was a tradition-bound art form originally associated with a small number of shops located near military bases, ports, or with individuals who clandestinely created homemade tattoo apparatuses to ink fellow inmates or fellow gang member in prison. Skills were acquired by apprenticeship and through the repetitive application of key images such as hearts, daggers, and names on the skin of clients. Tattoo clients chose the image from drawings displayed on a wall and had little input on the designs they applied.

Beginning in the 1950s, however, tattooing began to evolve beyond its social and iconographic roots as tattoo artists started refining and cultivating their techniques and artistry. Dramatic shifts in the tattooing environment, technology, and tools began attracting a much broader clientele, including many more females, older adults, and more affluent and artistically sophisticated collectors. Tattoo artists also began nurturing their skills beyond the tattoo shop and applying it to the visual arts.

L.A.'s location on the Pacific Rim made technical and artistic developments in Asian and Pacific styles of tattooing accessible. Don Ed Hardy was one of the first Westerners to go to Japan to learn and master traditional Japanese tattooing technique. The introduction of the Japanese aesthetic to an American audience was one of the most prominent innovations in late-20th century American tattoo culture. Furthermore, Hardy's protégé Leo Zulueta, a Filipino-American artist, raised the profile of "tribal" tattoo styles after being encouraged by Hardy to study indigenous Bornean and South Pacific tattoo designs. Zulueta's reinvention of these traditional designs came to complement the intersection of tattoo with punk aesthetic.

A particularly outstanding tattoo style that emerged in L.A. in the late-1970s has been the Black and Grey or fine line technique, a single-needle method that was developed to resemble prison tattoos. A highly-realistic form of tattooing, the fine line attributes of Black and Grey resulted in unprecedented detail, depth, and shadow. Much of the iconography related to fine line draws from Chicano cultural sources, such as Mayan and Aztec symbology, Catholicism, and references to Chicano sociopolitical sentiments. Photographer Edgar Hoill's documentation will illustrate the work of artists Jack Rudy and Freddy Negrete, who pioneered this culturally significant style.



"Goddess of Fire" tattoo, Zulu, 2008.
Courtesy of Zulu Tattoo

The importance of lineage is still revered in the contemporary tattooing community, as the acquisition of skill and practice operates on a basis of apprenticeship. Contemporary figures such as Zulu studied with Leo Zulueta, who in turn studied with Hardy. These artists, in turn, have fostered current movements and innovations that testify to tattooing's growing position as a respected and accepted visual art form. Many of today's tattoo artists, such as Shawn Barber and Sergio Sanchez, have developed a reputation for painting and drawing as much as for tattooing.

Through "flash" (tattoo drawings on paper and board), photographs, tattoo equipment, and related art and ephemera, L.A. Skin & Ink will feature several noteworthy artists and the stylistic movements that have helped define the significant role of Los Angeles in bridging tattoo with fine art. Participating artists include: Bert Grimm, Bob Shaw, Don Ed Hardy, Cliff Raven, Jill Jordan, Leo Zulueta, Jack Rudy, Charlie Cartwright, Freddy Negrete, Estevan Oriol, Mr. Cartoon, Edgar Hoill, Lucky Bastard, Zulu, Carlos Torres, Sergio Sanchez, Shawn Barber, Camila Rocha, Sean Cheetham, and more.

CAFAM will be offering free entry to the opening reception to anyone who shows his or her tattoo at the admission desk. The opening reception will take place on Saturday, September 29 from 6:00 – 9:00 p.m.

Supported in part by the Department of Cultural Affairs (DCA), The Antonia and Vladimir Kulaev Heritage Fund, and the Pasadena Art Alliance. Additional support provided by Sullen Art Collective and Mid Town Tattoo.

PUBLIC PROGRAMS:

CAFAM will offer exhibition-related workshops and events in conjunction with the exhibition. Other events will include CraftLab family workshops, held on the second Saturday of each month from 1:30 to 3:30 p.m.

Saturday, November 10

Zulu Lounge

Fundraising party for CAFAM with live music, performance, and DJs

Situated on historic Museum Row since 1973, the Craft & Folk Art Museum (CAFAM) is an invaluable contributor to Los Angeles culture, exhibiting current artists with intriguing perspectives and distinctive practices. Exploring the leading edge of craft, art, and design, CAFAM gives audience to diverse makers and artists whose work is often not represented in larger art institutions. The museum is a place to see art and make art — all under one roof. CAFAM coordinates a robust roster of hands-on workshops led by professional artists and makers. The intimate, atypical museum space and independent spirit at CAFAM combine to create an atmosphere of excitement and innovation, where people in Los Angeles deepen their relationships to art, creativity and one another. For more information, visit www.cafam.org

Location: 5814 Wilshire Blvd., Los Angeles, CA 90036

Admission: FREE every Sunday

Regularly: \$7 for adults; \$5 for students, teachers, seniors, and veterans; free for CAFAM members

Hours: Tuesday-Friday, 11:00 a.m. to 5:00 p.m.; Saturday & Sunday, 12:00 p.m. to 6:00 p.m.; closed Mondays. Every first Thursday of the month, extended hours 6:30 - 9:30 p.m.