

SKINDEEP.



TATTOOS EVOLUTION IN THE US

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LONG BEFORE AMERICA, NATIVE AMERICANS USED TATTOOING TO HIGHLIGHT CULTURAL STORIES AND CONNECTIONS. THEY ALSO TATTOOED THE JAWLINE TO RELIEVE TOOTHACHE PAINS, BELIEVING THAT THE TATTOO WOULD NEUTRALIZE THE NERVES.

IN THE 1700'S, EUROPEAN SAILORS TOOK INSPIRATION FROM POLYNESIAN AND JAPANESE TATTOOS AND BEGAN INKING THEMSELVES WITH NAUTICAL SYMBOLS FOR PROTECTION AND TO SIGNAL ACCOMPLISHMENTS.

AFTER THE AMERICAN REVOLUTION, AMERICAN SAILORS WOULD TATTOO THEMSELVES FOR IDENTIFICATION TO AVOID IMPRESSMENT BY THE BRITISH NAVY.

EARLY PRACTICES



EVOLUTION

THE FIRST EVER TATTOO SHOP WAS OPENED IN THE 1870'S BY MARTIN HILDEBRANDT. HILDEBRANDT LEARNED HOW TO TATTOO DURING HIS TIME IN THE NAVY, SERVED IN THE CIVIL WAR AND OPENED THE SHOP TO SERVE SAILORS SPECIFICALLY.

HILDEBRANDT EXPANDED HIS CLIENTELE DURING THE CIVIL WAR, WHEN SOLDIERS BEGAN SEEKING A WAY FOR THEIR BODIES TO BE IDENTIFIED POST-MORTUM. MARKING THEIR BODIES TO HONOR FALLEN COMRADES, SHOW REGIMENTAL PRIDE, AND MEMORIALIZE THEIR MEMORIES.

BY 1891 THE FIRST TATTOO MACHINE WAS PATENTED BY SAMUEL F. O'REILLY. ALTHOUGH ITS BELIEVED TATTOO MACHINES AND OTHER ARTISTS EXISTED PREVIOUSLY, THESE ARE THE FIRST DOCUMENTED CASES.

THE STIGMA

DESPITE HAVING HISTORICAL TIES TO THE MILITARY AND ROYALTY, A NEGATIVE STIGMA AGAINST TATTOOS HAS PERSISTED FOR CENTURIES.

OFTEN ASSOCIATED WITH NATIVE TRIBES, CRIMINALS, AND CIRCUS PERFORMERS; TATTOOS WERE NOT ACCEPTABLE FOR “CIVILIZED PEOPLE”.

DURING THE CIVIL WAR, TATTOOING SPREAD FROM SAILORS TO INFANTRY SOLDIERS, BUT PUBLICALLY VISIBLE TATTOOS WERE STILL LOOKED DOWN UPON. EVEN THOUGH BY 1936, 1 IN 10 AMERICANS HAD A TATTOO OF SOME KIND THEY COULD BE EASILY HIDDEN UNDER CLOTHING.



THE GOLDEN AGE

THE 1940'S MARKED THE BEGINNING OF THE GOLDEN AGE OF TATTOOING. BROUGHT ON BY WORLD WAR 2, THE MASSIVE INFLUX OF MILITARY MEN AND INCREASES IN PATRIOTIC SENTIMENTS CREATED A TATTOOING BOOM.

TATTOOS BECAME ASSOCIATED WITH MASCULINE IDEALS, AS TATTOOED VETERANS BECAME HEROES UPON RETURNING HOME.

THIS MARKS THE BIRTH OF THE AMERICAN TRADITIONAL TATTOO STYLE, KNOWN FOR ITS THICK BLACK LINES, LIMITED COLOR RANGES, AND MILITARY/NAUTICAL THEMES. NORMAN COLLINS, OTHERWISE KNOWN AS SALIOR JERRY, IS CREDITED WITH POPULARIZING THE STYLE DURING HIS TIME IN HONOLULU (1930'S-50'S). HIS FLASH ART (READY-MADE TATTOO DESIGNS) BECAME THE FOUNDATION OF THE STYLE.



THE RENAISSANCE



IT WASN'T UNTIL THE 1970'S THAT TATTOOING SPREAD TO NEW IDENTITY GROUPS. THE COUNTER-CULTURAL MOVEMENT ENCOURAGED NEW IDENTITY GROUPS TO PICK UP TATTOOING TO CHALLENGE PREVIOUS STIGMAS.

IN THE 80'S ROCK MUSICIANS, BIKERS, AND REBELS HEAVILY TATTOOED THEMSELVES AS A SIGN OF REBELLION. THEIR INK WAS A PHYSICAL REPRESENTATION OF THEIR REJECTION OF TRADITIONAL EXPECTATIONS.

THE RISE OF PUNK CULTURE IN THE 90'S CONTINUED TATTOOS POPULARITY, MAKING TATTOOING INTO THE ART FORM IT IS TODAY. TATTOOING HAD NOW EVOLVED FROM A SYMBOL OF REBELLION INTO A ARTISTIC PRACTICE OF SELF-EXPRESSION.

THE



SHIFT

TODAY TATTOOS ARE A WIDELY ACCEPTED ART FORM BASED IN SELF-EXPRESSION. NOW NEARLY 1 IN EVERY 3 AMERICANS HAS A TATTOO, AND OUT OF THOSE TATTOOED, 22% HAVE MORE THAN 1 TATTOO. IT'S NOW COMMON TO SEE CELEBRITIES OR PUBLIC FIGURES WITH LOTS OF TATTOOS.

WHILE ATTITUDES HAVE CHANGED, REASONS BEHIND TATTOOS HAVE STAYED RELATIVELY CONSISTENT. FOR SOME, THEIR TATTOOS ARE DEEPLY PERSONAL AND REFLECT ASPECTS OF THEIR CULTURE, FAMILY, PERSONAL HISTORY, OR INTERESTS. FOR OTHERS, TATTOOS DON'T HAVE TO BE MEANINGFUL, IT CAN BE PURELY AESTHETICALLY MOTIVATED.

WHILE BEING TATTOOED IS MORE NORMALIZED, PEOPLE WHO ARE HEAVILY TATTOOED STILL FACE PREJUDICE IN CERTAIN SOCIAL AND PROFESSIONAL ENVIRONMENTS. HOWEVER 80% OF AMERICANS FEEL THAT SOCIETY HAS BECOME MORE ACCEPTING OF TATTOOS.

SOME ICONIC TATTOOS

ED HARDY -
TATTOO ARTIST



JANIS JOPLIN

TRAVIS BARKER



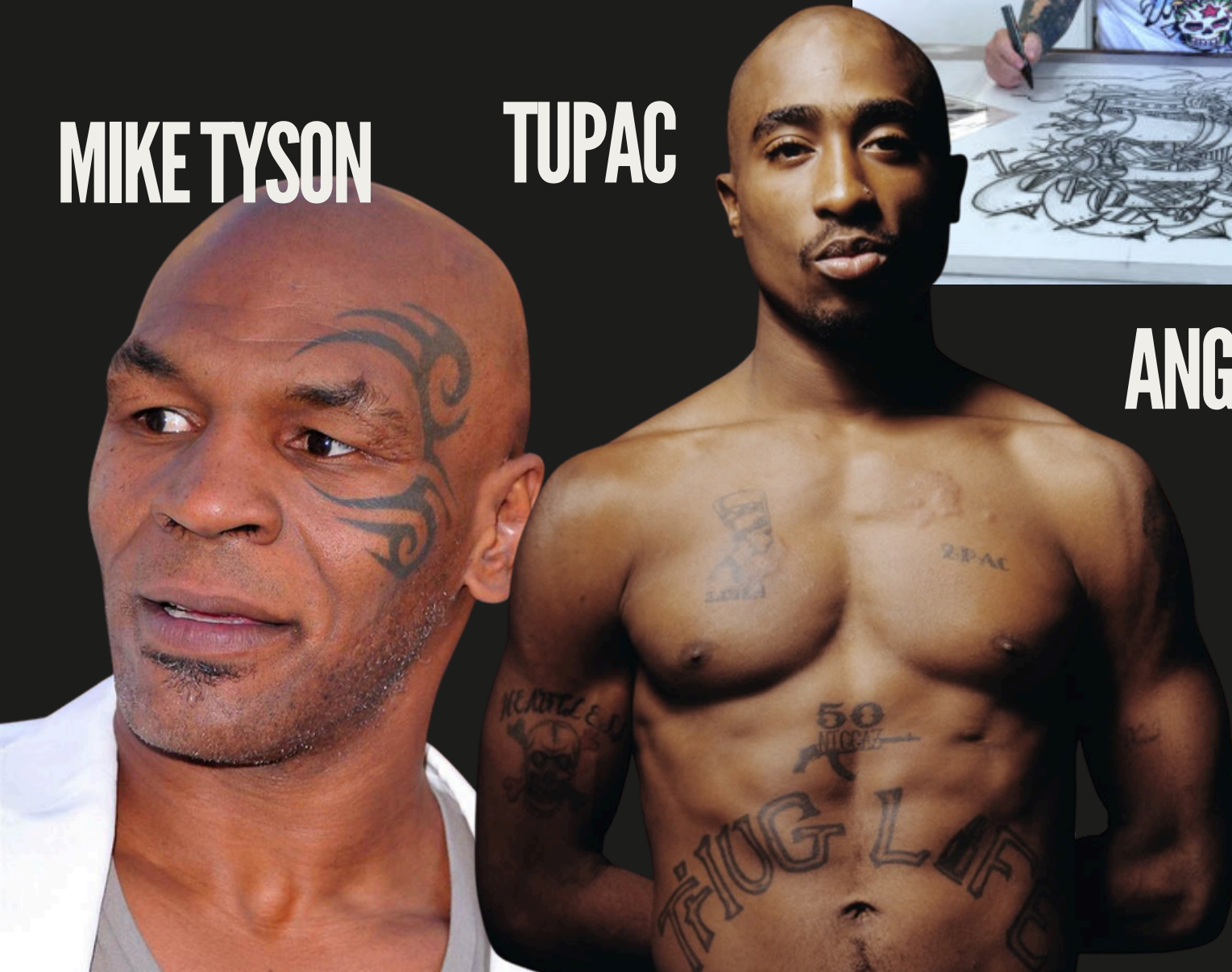
Travis Barker - Full Body Tattoos

RHIANANA

LIL WAYNE

MIKE TYSON

TUPAC



ANGELINA JOLIE



