

WHO'S NEXT

> THE MAG

THE TRADE SHOWS

TRENDS

NEWS

PORTRAITS

PRODUCTS

Find a brand...



A RATHER COLOURFUL STORY...



TATTOOING APPEARED

as far back as Ancient Egypt: black pigments have been discovered on mummies. They indicated social status as well as genealogy.

At the end of the 18th century, the great explorers conquered Polynesia, an exotic and erotic place. There the adventurers discovered tribes that instilled notions of masculinity by acquainting their peers with the rituals of tattooing. They needed to be able to deal with the pain and suffering stoically, in order to show that they were real warriors capable of protecting their tribe.

Legend tells us that it was during these long crossings and stopovers in ports saturated with brothels and taverns that the first rudimentary tattoos were born. Hygiene was not top priority at this time.

From Hamburg to Rotterdam, from London to New York, "a marine without tattoos is not a real one," Samuel O'Reilly proclaimed at the end of the 19th century.

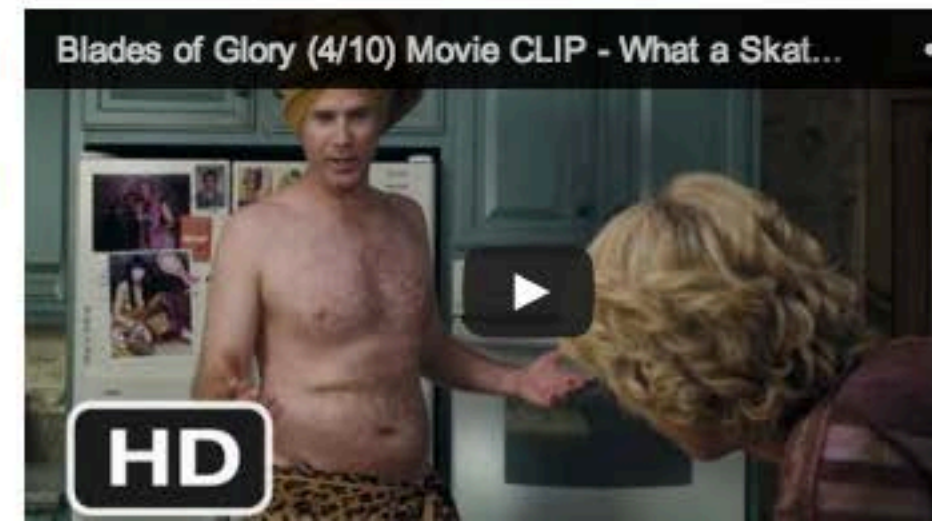
The Western world's first tattoo parlour opened in 1846 in New York, then tattoo artists began to set up their electric machines in barbers. A new cult concept of body aesthetics appeared. At this time, the most frequently etched symbols took the form of marine emblems, tribal designs and romantic figures (mothers, fiancés) as well as the names of those who had passed away.

Even aristocrats of Russian, Swedish and German high society had their family insignia tattooed on their bodies at the end of the 19th century.

And let us not forget the three glorious inked Americans who marked the second half of the

A FEW EXAMPLES OF TATTOO FAILS:

In video-form:





ETIENNE DAHO – EPAULE
TATOO

And let us not forget the three glorious inked Americans who marked the second half of the 20th century: Sailor Jerry, Mike Malone and Ed Hardy. The latter published the since much sought-after magazine "Tattootime", an improbable review that gave tattoos respectability.

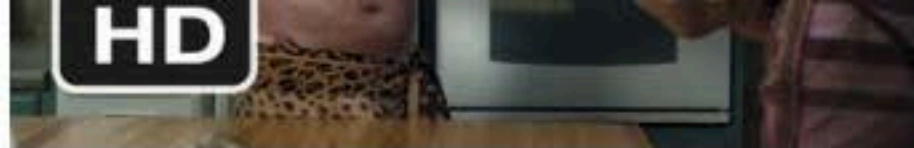
Between 1961 and 1997, tattooing was banned by New York authorities due to a hepatitis B epidemic. Tattoo parlours are now becoming more and more regulated.

Today, thanks to the democratisation of tattooing, a new generation of tattoo artists is making its debut, following traditional movements by using common, graphic, artistic references.

Alternative tattoo culture has begun to attract more and more public attention. The number of visitors to the Mondial du Tatouage in March 2013 is a testament to that.

Previously exclusively reserved for different music circles (rock, heavy metal, rap etc.), now everyone wants to get inked in some form or another. A wide range of reasons line the path to the tattoo artist's chair: both cathartic and spiritual, but also to show off, the act of getting inked really consists of self-inflicting a semi-irreversible, colourful injury.

Eagles of Death Metal "Wanna Be In LA" - standa...



In pictures:

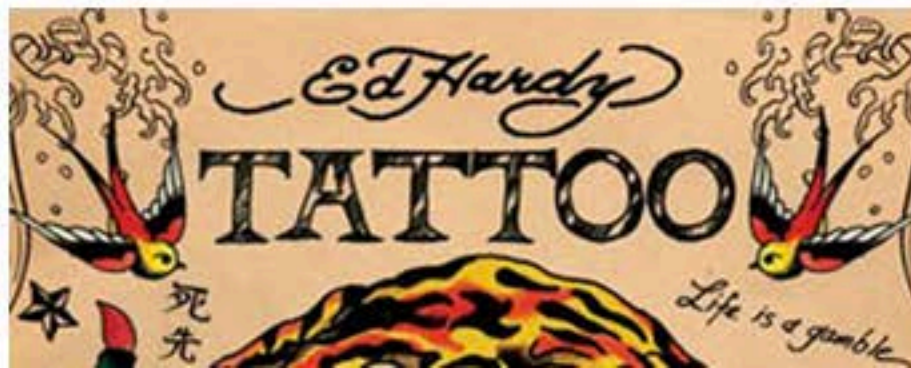
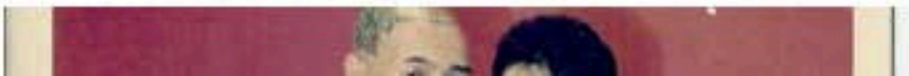
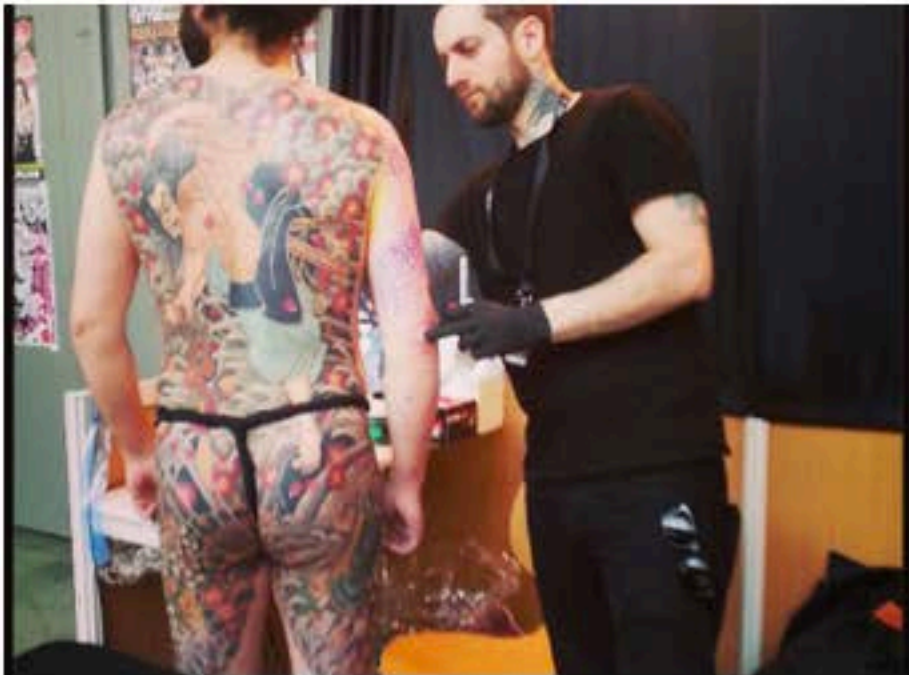
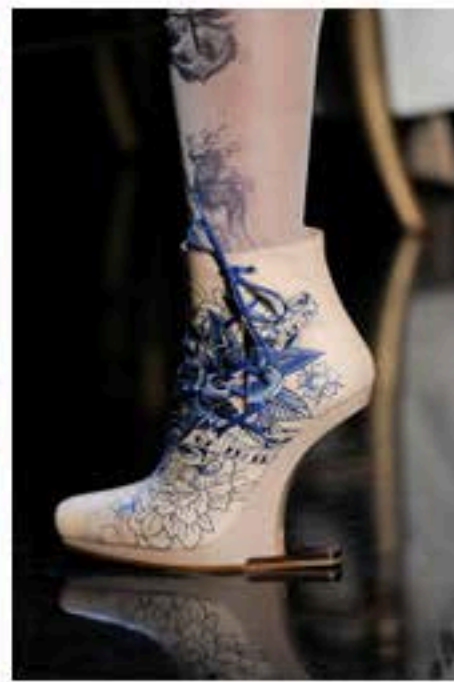
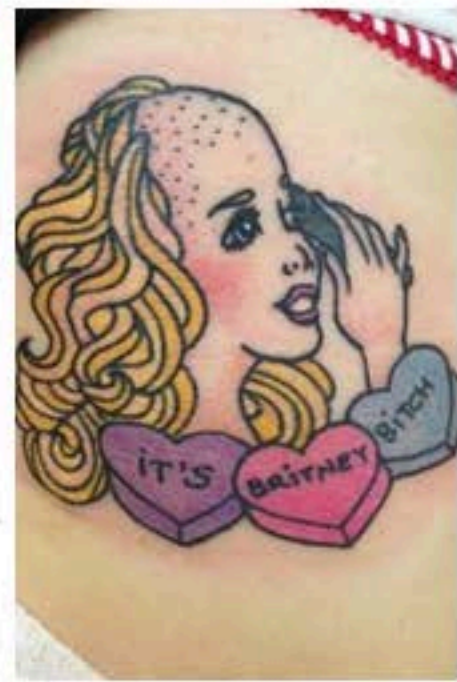
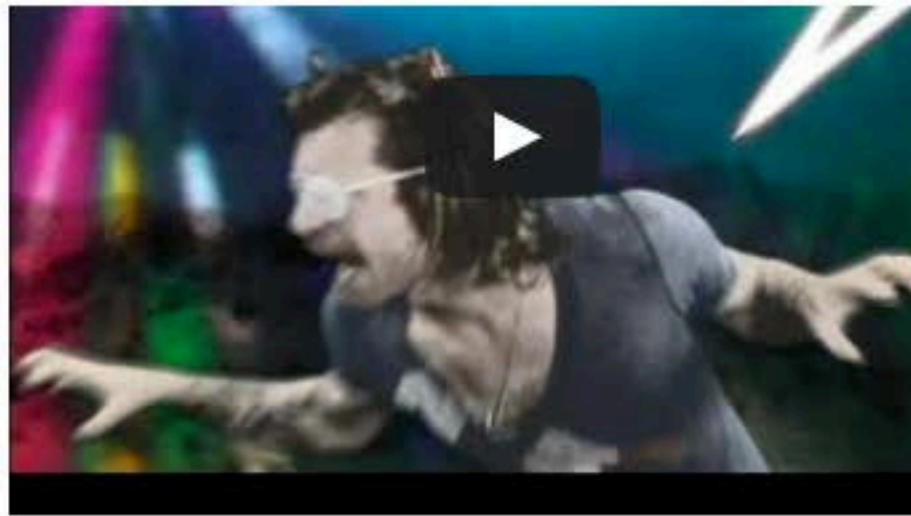
Tattoos in strategic places:

- the **HEAD**, and the temporary **TRANSFER VERSION**
- the **EYEBROWS**
- the **NIPPLES** (there are no shocking images in this link!)
- the **TEETH** (the Japanese are the best fashion prophets in the world)

And for those lacking inspiration, the solution:

- Do you want to pay homage to your ancestors? Get a tattoo of their **DEPORTATION NUMBER!**
- Are you unemployed? Porn sites could get you out of your **FINANCIAL PICKLE!**
- Do you want a better salary? Your employer may agree, on **ONE CONDITION...**
- Are you scared your tattoo artist will make a pig's ear of it? Call upon one with a **GOOD REPUTATION!**

Etienne Daho - Epaule Tatoo



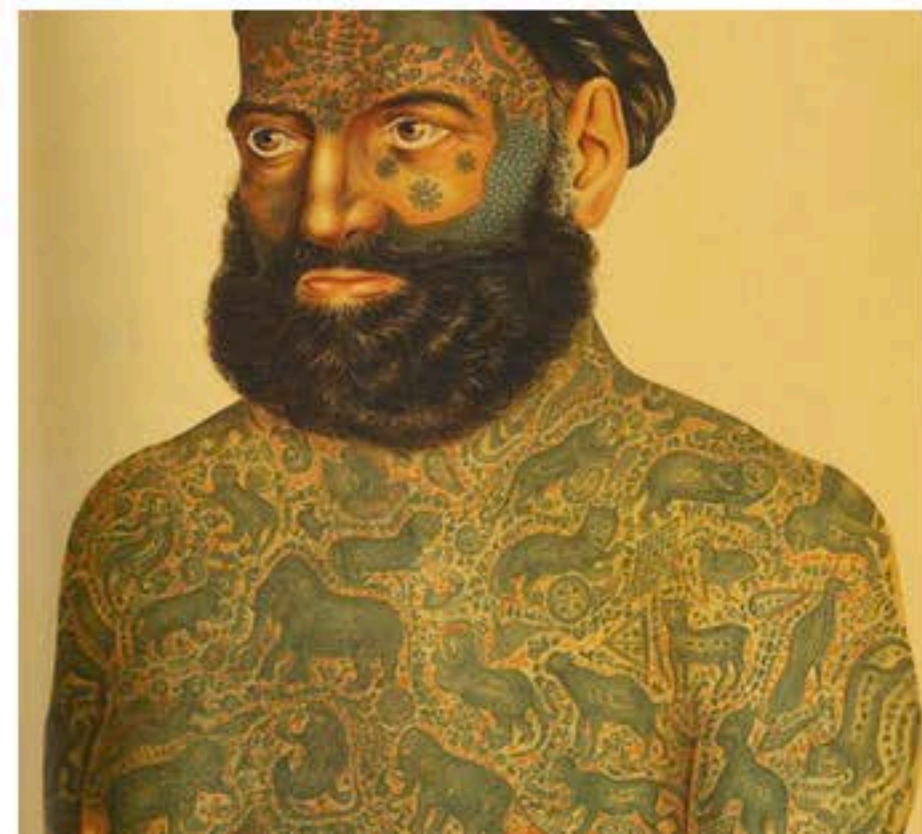


Figure 1. Portrait of Jean Baptiste Cabri, engraving by R. Cooper, from *Travels and Discoveries*, vol. 1, by G. H. von Langsdorff (1825). Courtesy of the Bancroft Library, University of California, Berkeley.