

# BETWEEN THE COVERS RARE BOOKS

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## (Tattooing)

### *West Coast Tattoo Cards*

Seattle, Los Angeles, San Francisco: late 1990s - mid 2000s

\$350



A collection of 52 cards mostly advertising California tattoo artists, with a few from other states including Texas and Hawaii. Most cards are 3½" x 2" with a few 5¾" x 4" postcard size, and one temporary tattoo. Uniformly fine. This assemblage advertises various West Coast tattoo parlors and artists with vivid representations of their styles through a combination of photographs of actual tattoo work and drawings. Represented among the cards are artists that made their names in the California scene. Tattooing since 1986, Painless Jen (Jen McLellan), got into the field when women artists were a rarity; "until I was offered [my apprenticeship] I had never thought of tattooing as something that women did. Every tattooist I had ever seen was male." Other artists include, Magenta, Shawn Warcot (formerly of Tiki Tat-z), and Brad Schneider, owner of 454 Tattoos. Also included are postcards depicting famous work by American artists D.E. Hardy, the inspiration for the Ed Hardy clothing

line; Jack Rudy, who single-handedly reinvented the black and gray style; and Bob Roberts. By the 1990's tattoos had made the culture shift from bikers, sailors, and soldiers, towards the mainstream who began to view the movement as avant-garde art. With this "tattoos" transformed into "Tattoo Artists," men and women with fine art backgrounds began to enter the profession alongside the older, traditional practitioners. [BTC#389506]