

SKIN **BRANDING**° The Film



18'

documentary
DV 4:3 NTSC
conceived for
the internet,
iPods, mobile
phones, and
art galleries.

"Tattoos are everything. Something you own, something you show the rest of the world."

Are tattoos countercultural symbols, milestone markers, an addiction to pain, a rite of passage, art collecting or simply a trend?

SKIN **BRANDING**° is a bi-monthly participatory media project around a documentary film that channels the voices of youth culture to investigate social expression, cultural phenomena and urban trends.

It is the first project from the **remastered dreams** collective.

SKIN BRANDING° The Concept



photo Todd Weinstein

SKIN BRANDING°, the documentary, offers a street perspective on the culture of tattoos. The presentation is raw, immediate, but filtered. The viewer experiences a diverse range of voices in an intimate way.

Meet Rob, Byron, Eric, Ashley, Leo, Leina, Amber and Stephanie (artist at acclaimed East Village tattoo parlor, Adorned), eight New Yorkers who give you an inside look at the tattoo culture.

From each one's individual experience to the momentum and legacy of tattoos, their words allow us to get closer to a social phenomena that continues to evolve both creatively and technically with deep contemporary resonance.

Conceived as a bi-monthly, concentrating on youth and urban culture,

the project also invites viewers to respond with their own video tags allowing for real dialogue and the creation of a community.

Designed to be viewed on a variety of platforms, the documentary is presented as a mosaic of talking heads filmed on sober backgrounds.

This is backed up with a series of still photographs and complete transcripts for each of the 40-minute interviews.

ROB, 29

"YOU SHOULD BE AT LEAST 18 YEARS OF AGE WHEN YOU PICK A TATTOO"

Rob was born in the Bronx where he used to write his name on trains and roof tops. He is launching The Black Ink Gallery, a Harlem based tattoo parlor.

**LEO, 24**

"TATTOOS ARE LIKE WEARING YOUR HEART ON YOUR SLEEVE"

Leo is a skater, a political-science student and a bike messenger. He got his first tattoo "as a memorial" for a friend who died.

**BYRON, 29**

"TATTOO IS A COMMITMENT"

Byron has two "black power" fists on his forearms, as well as a "666" tattoo. He lives in Staten Island, listens to punk rock, and fights for drug legalisation.

**LEINA, 21**

"GETTING MORE TATTOOS IS ABOUT ATTAINING MY IDEAL OF BEAUTY"

Leina studies art history and works in a bar. Her tattoo, which reads "Let Them Eat Cake" makes her laugh, every day.

ERIC, 24

"MY BODY IS MY PRESENT HOME"

Eric is a graphic designer whose body is a canvas. He enjoys the sensorial exploration of mixing pain with pleasure.

**AMBER, 27**

"WITH TATTOOS I WAS BUILDING SECURITY"

Amber is the lead singer of The Jackies, a holistic counselor and a capoeira trainer.

**ASHLEY, 22**

"TATTOOS ARE THE BEST ARTWORK SOMEONE CAN OWN"

Ashley is a country-girl from Massachusetts. She studies photography at the School of Visual Arts, lives in Brooklyn and dreams about trees.

STEPHANIE, 43

"IF I EVER QUIT TATTOOING, I'LL BE A GREAT LLAMA COACH"

With her background in graphic design, Stephanie Tamez has a stellar reputation in the world of tattoo design. She can be reached at New York's trendiest parlor, Adorned (adornedny.com).

SKIN BRANDING° Our Copyright



photo **Todd Weinstein**

COPYRIGHT

Our body gives us a sense of ownership.
Like a home, it gives us the sense of private property.
We print it permanently. We are our own publisher.

**We are mobile, complex and creative - and so are
our dreams. We are flexible, polymorphic, 3Dimensional.
So is our body and so will be our tattoos.**

We ink our body with art pieces and
personal divinities.

Like a physical diary, our bodies bear
witness to our pain and belief.

**In the 1970s, we freed our body.
In the 1980s, we shaped.
In the 1990s, we starved it.
In the 2000s, we're branding it.**

We live in anonymous cities,
often in exile, far from homeland.
We are nomads.

Our music and friends fit in our pockets.
We are compact, coded, identifiable.

Cities are overloaded with images.
They make us compete with giant visuals.
Feel transparent in crowds - sometimes,
Fear being too "normal" - sometimes.
We need to stand out.



photo **Todd Weinstein**

"... the assumption that our bodies are an extension of the 'American Dream' – blank canvases of a meritocracy where we can paint our own dreams and achieve our goals if we devote enough hard work, money and time to get the job done – the puritan ethic interpreted within the culture of narcissism" – **Lauren Greenfield**, extract from her latest book, *Thin*.

**We are the guardian of our own temple.
Could we become our own jailer?**

Like a state in the state,
we create our memorials,
our statements and divinities;
we curate our museum.

We are the master of the ceremonies.

We plays with our self-esteem,
our self-defense,
with physical sensations.

When a state gains total authority,
The ruler could become the oppressor.
Sometimes we are our own best enemy,

Our limits are nothing more than defining
where to place the cursor.

YOU are the media: your contribution and content will become a source of inspiration.



Share your experience of tattoos by submitting your own video-tags (2-3 minute podcast, format 320 x 240) and interact with the skin-branding community.

Feel free to post your views or choose a topic of your own creation and start your own thread. Music should be credited and rights cleared. **Content will be selected and may be edited before posting.**

photo **Todd Weinstein**

How is it for you?

MY FIRST TATTOO

Tell us about your first tattoo. From initial inspiration to the choice of subject matter to the decisive moment to your motives to what it means to you now: what's your story?

IS TATTOO AN ADDICTION?

Rob calls it a rush and Leo an itch, while Leina refuses to use the word addiction (too negative), but wants more tattoos to attain her ideal of beauty.

What are your feelings about ideas of tattoo addiction? How would you describe the experience to someone who's never been tattooed?

TATTOO & TRENDS

How are you influenced by trends in tattooing? Do they have an impact, create a reaction, wether positive or negative, for you?

IN & OUT

Are your tattoos for you or for other people?

TATTOO & TABOO

What are your tattoo limits?
What are the limits of the body as a canvas?
Which places are off limits in different contexts, countries and cultures?

TATTOO & LEGACY

What will be your tattoo legacy?
Imagine yourself 20 years from now: what will your tattoos say about you, your generation, the society you lived in and your era?

What will be your advice to your children, nephews, and nieces?
What about children getting tattoos?

is a collective founded by people sharing common interests and an experience in multimedia languages and video, whether in storytelling or new art forms, off- and online.



CLAUDINE BOEGLIN, CREATIVE DIRECTOR

Claudine Boeglin is a creative, visual journalist whose career has been centered on building editorial concepts with international teams.

Her projects have included:

Co-founder of Magnum In Motion (2004), an online narrative platform using new media.

Creative Editor of the founding team of French newspaper Le Monde's website (1999). Managing Editor of COLORS (1995-1999), the magazine founded by art director Tibor Kalman and photographer Oliviero Toscani.

She spent 2002 in Afghanistan where she created a magazine for Afghan children for the NGO Aina. Its content was created by a local team and supported by a worldwide network of journalists and photographers. In 2003, she edited A Generation Bears Witness, a book that brought together 37 interviews with Afghan children in which they talked about their lives under the Taliban.

PETER NORRMAN, VIDEO DESIGNER

Peter Norrman is a media artist with extensive experience in innovative film and video production, video projections design for exhibitions, hybrid documentaries, motion graphics and photography.

He is currently working on a musical collaboration with David Byrne and Fatboy Slim, a collaborative public arts project with the crossmedia company the Builders Association called Invisible Cities, is in pre-production for a media and video production for experimental museum Naturum Höga Kusten in Sweden, working on video design for music and theater installation RedFly/BlueBottle, as well as creating a promo video for Orient Express Travel. He was the recipient of the prestigious Aurora Independent Film and Video Award in 2005.

TODD WEINSTEIN, PHOTOGRAPHER

Todd Weinstein is a New York City based photographer and multimedia producer.

Over the past 35 years, he has combined still photography, video and sound to create projects for major companies and museums.

His photography has been seen in galleries and museums in the US and Europe, including Fotomuseum Winterthur in Switzerland, New York Public Library, and the Holocaust Memorial Center in Farmington Hills, Michigan.

His interest in developing an idea from conception to a well-constructed final project has led him to explore new media platforms for visual communication.

STEVE ZEHENTNER, VIDEO PRODUCER

Independent video producer Steve Zehentner has managed the Lower East Side Biography Project, a video oral-history project, since its inception.

His film The Color Line: Racism in America was broadcast by PBS, and screened at the New York Film Festival.

As a designer/co-director, he has collaborated with theater artist Penny Arcade.

In 2002, he received a Bogliasco Fellowship to develop, The Money Machine, a performance video that parodies the talk-radio format to present a debate about the US economy and the culture of free-market capitalism.

DIRECTION

Claudine Boeglin

DP & EDITING

Peter Norrman
Steve Zehentner

MOTION GRAPHICS

Peter Norrman

PHOTOGRAPHS

Todd Weinstein

MUSIC SELECTION

Olivia Wyatt

SOUNDTRACKS

Pit Er Pat "Solstice"
Noises "thefreesoundproject"
Need New Body "Show Me Your Heart"

TEXT EDITING

Tom Ridgway

SITE CONCEPT

Matt Hong
matthewhong.com

We shall not cease
from exploration

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