



## Forever: The New Tattoo

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**Forever: The New Tattoo** From Brand: Gestalten

Tattoos, which were once an exclusively underground phenomenon, now have mass appeal. This evolution from sub-culture to mainstream has brought fresh ideas, tensions, and shifts with it, and traditionalists and innovators have staked out very different positions. Over the last few years, new influences from the realms of art, fashion, traditional tattoo art, and visual culture have given rise to a dynamic tattoo scene—a new underground. This cutting-edge tattoo culture is as innovative, diverse, inspiring, and controversial as the motifs it creates. One of the most striking facets of this new tattoo scene is its interaction with high fashion and art. The internationally successful artists Scott Campbell or Usugrow, to name just two high-profile examples, began their careers as tattoo artists. Forever breaks the mold of standard tattoo books and their typical displays of flesh. This publication is an in-depth investigation of current developments in contemporary tattoo culture. It introduces key innovators and presents a broad range of styles and approaches. Quality photos and insightful texts document the new self-image of a rapidly expanding and extremely creative scene.

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### **Editorial Review**

#### **From the Inside Flap**

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##### **Lucille Yang:**

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