City of Roses

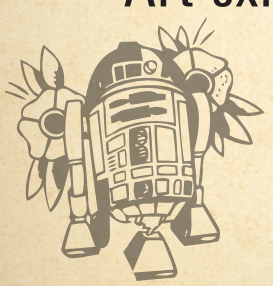
TATTOO AND ART FESTIVAL



SEPTEMBER
5–7, 2014

Fri 2–10pm
Sat 12–10pm
Sun 12–7pm

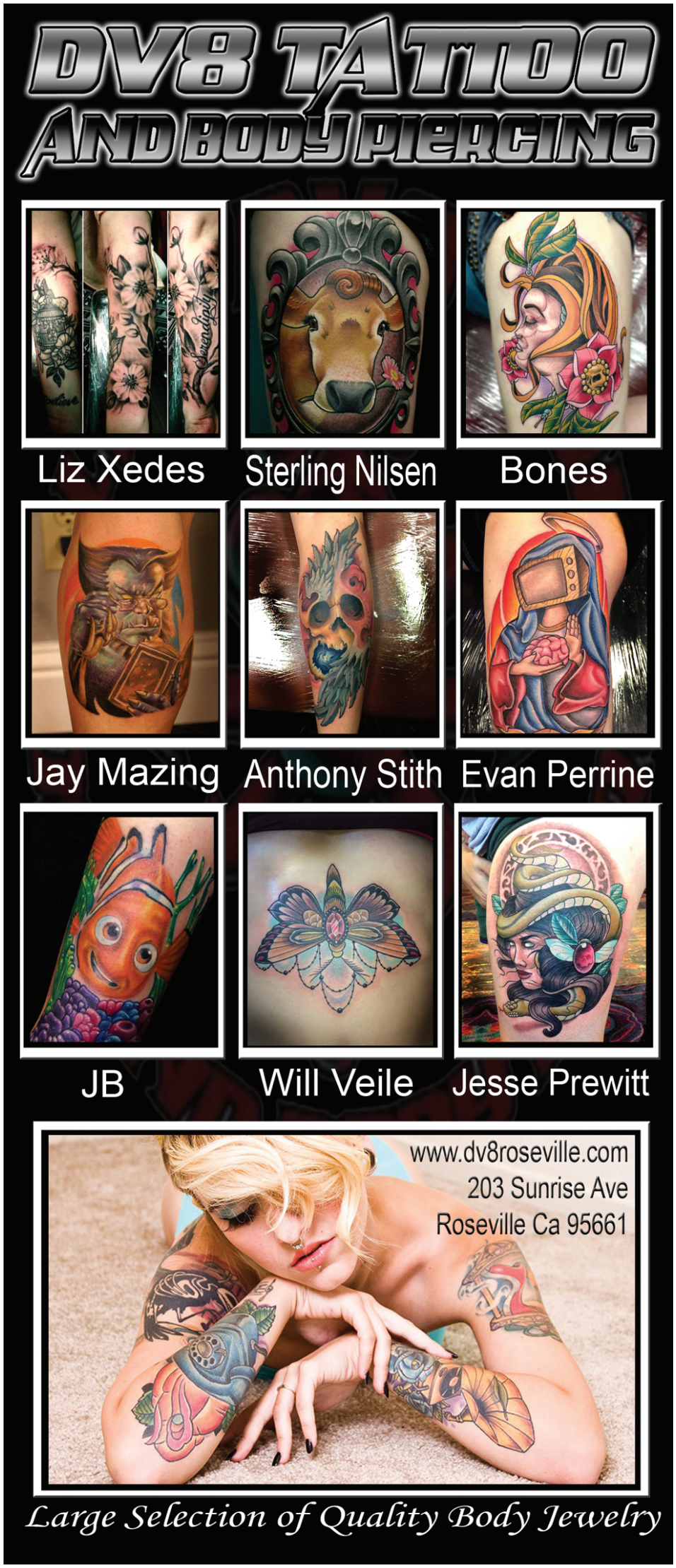
- Live tattooing
- Live music from FallRise
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From CULTURE to CANVAS



Industry transcends ink on skin

by Mike Blount

Tattoos are ubiquitous in today's culture, but often the artists behind the work don't get the recognition they deserve. Several artists are pushing the industry forward with artistic skill that rivals that of classic artists, according to DV8 owner Rick Anders, a featured artist and host of the City of Roses Tattoo and Art Festival. But it didn't used to be that way.

"Traditionally, when you would go in you would pick out a piece of flash, or a predesigned tattoo," Anders says. "It wasn't unusual for an artist to do the same tattoo two or three times a day. Today, the industry is much more demanding."

Anders says that tattoo artists today are not only qualified artists, they are interpreters for a client's vision. When a client comes in with an idea, the tattoo artist can help them flesh out that idea. Artists can give the client a wholly unique tattoo by using their own individual styles and techniques they've developed.

"Tattoo artists today have a better understanding of art in general," Anders says. "They understand background and foreground perspective. They know how to use value and contrast to make sure the image reads well. They know color theory so the colors complement each other and create contrasts. Many of them are skillfully trained."

Some of the tattoo artists have taught local art classes. Many tattoo shops have galleries that show off artists' work on mediums other than skin, such as acrylic and oil paint.

Reclamare Gallery and Custom Tattoo owner Corey Bernhardt says the profession has naturally evolved as technology has gotten better.

See "Culture" on page 6



From left, Corey Bernhardt, Rick Anders and Jesso Lange are just some of the artists who will be at the City of Roses Tattoo and Art Festival September 5-7.

Photo by Laura Marie Anthony



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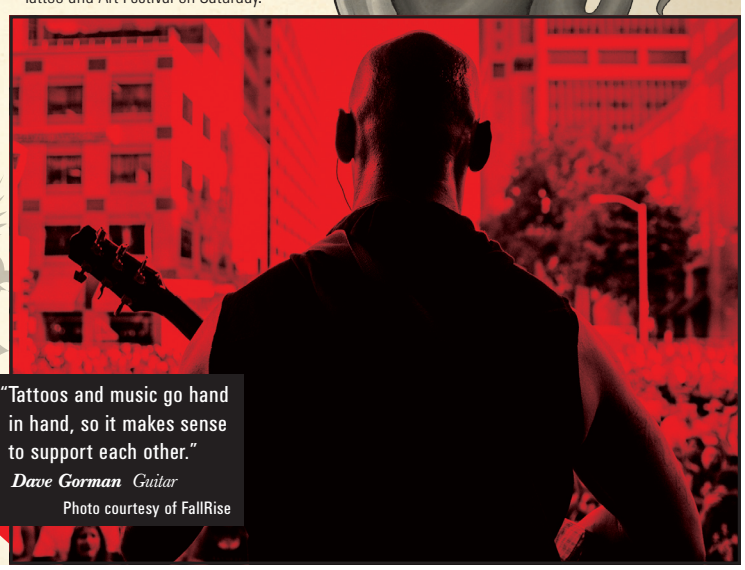
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The FALLRISE EFFECT

by Mike Blount



FallRise will headline the City of Roses Tattoo and Art Festival on Saturday.



"Tattoos and music go hand in hand, so it makes sense to support each other."
Dave Gorman *Guitar*
Photo courtesy of FallRise

Since a Craigslist ad nearly seven years ago brought them together, the members of FallRise have set a steady course to convert anyone who hears their music into a hard-core fan. After two full-length releases and one EP, lead vocalist Sammy Karlin says the band is making a push to get its music out to the masses. But the group's stage show is where it wins over the most people.

"The thing we hear more than anything else is, 'I don't even like that kind of music,' or 'I don't even like rock, but there's something about seeing you guys and your stage energy that won me over,'" Karlin says.

Neophytes and longtime fans of FallRise can look forward to a headlining set Saturday at the City of Roses Tattoo and Art Festival. Guitarist Dave Gorman says playing the festival is a great opportunity for the band because it supports the vision of the show's organizers.

"Tattoos and music go hand in hand, so it makes sense to support each other," Gorman says. "We look forward to playing a high-energy show."

For more information on FallRise, check out the band on Facebook at www.facebook.com/fallriserock or Reverbnation at www.reverbnation.com/fallriserock

Green Jelly

Formerly known as the artists named after a certain gelatinous confection, Green Jelly will headline the festival on Friday night. The band is best known for its hard rock adaptation of the fable "Three Little Pigs," featuring Rambo pig mowing down the Big Bad Wolf.

Motorcycle Stunt Show

The Mid Cal Stunners will perform three 15-minute shows daily during the festival. The riders in this crew (Nick Gray, Rick Hart and John Michaels) have appeared in the X Games and will bring the same jaw-dropping aerials to the Placer County Fairgrounds.

The Dawg House

The Dawg House Restaurant will be serving a variety of food all three days, including Mexican chicken tacos, super burritos and super nachos. It will also have a barbecue booth with brisket, pulled pork and fresh-squeezed lemonade. All meat is slow cooked for 12 hours and all produce is straight from the farm.





GET INKED!

Enter a contest!

by Evan Tuchinsky



You endured the pain, now show off your work at one of the tattoo contests held during the City of Roses Tattoo and Art Festival. Whether it's ink you already have or a new piece you had done at the show, you can earn prizes (and indulge your exhibitionist side).

While the event is relatively new, the City of Roses Tattoo and Art Festival has already become significant for the Sacramento-area tattoo community. The Sept. 5-7 festival is drawing the area's top artists, giving tattoo collectors a chance to pick up a piece by the best of the best.

"I think what's cool about this is that it's local for a lot of us," says Sterling Nielsen, an artist at DV8 Tattoo who served as a judge at the previous City of Roses festival in May. "Most other conventions I've worked, I've always had to drive at least a couple hours out of my way, and I know a couple artists who travel the country or go to other continents. With this, if you do happen to win, then you're taking one for the home team."

The City of Roses festival holds contests each day, judged by a panel of artists. Entrants can sign up on site, in any of more than a dozen categories, including Best of Show and Best of Day. Best of Show goes to the tattoo deemed finest overall. Best of Day recognizes the top piece created there that day.

City of Roses trophies are desired in their own right, due to their distinct design. They're made from wine bottles melted down so they're almost completely flat, then laminated on top to indicate the category and place.

Collectors typically take home a certificate and give the award to the artists, who are honored to display the trophies in their shops.

"That's the prestige that a lot of artists seek out," Sterling says. "Especially if you're trying to get recognition, it's a little bit more impressive to see all these trophies hanging up rather than certificates – then it just kind of looks like a chiropractor's office."

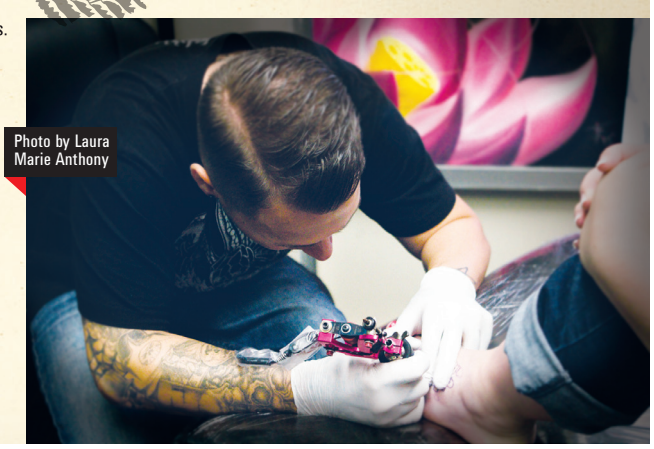
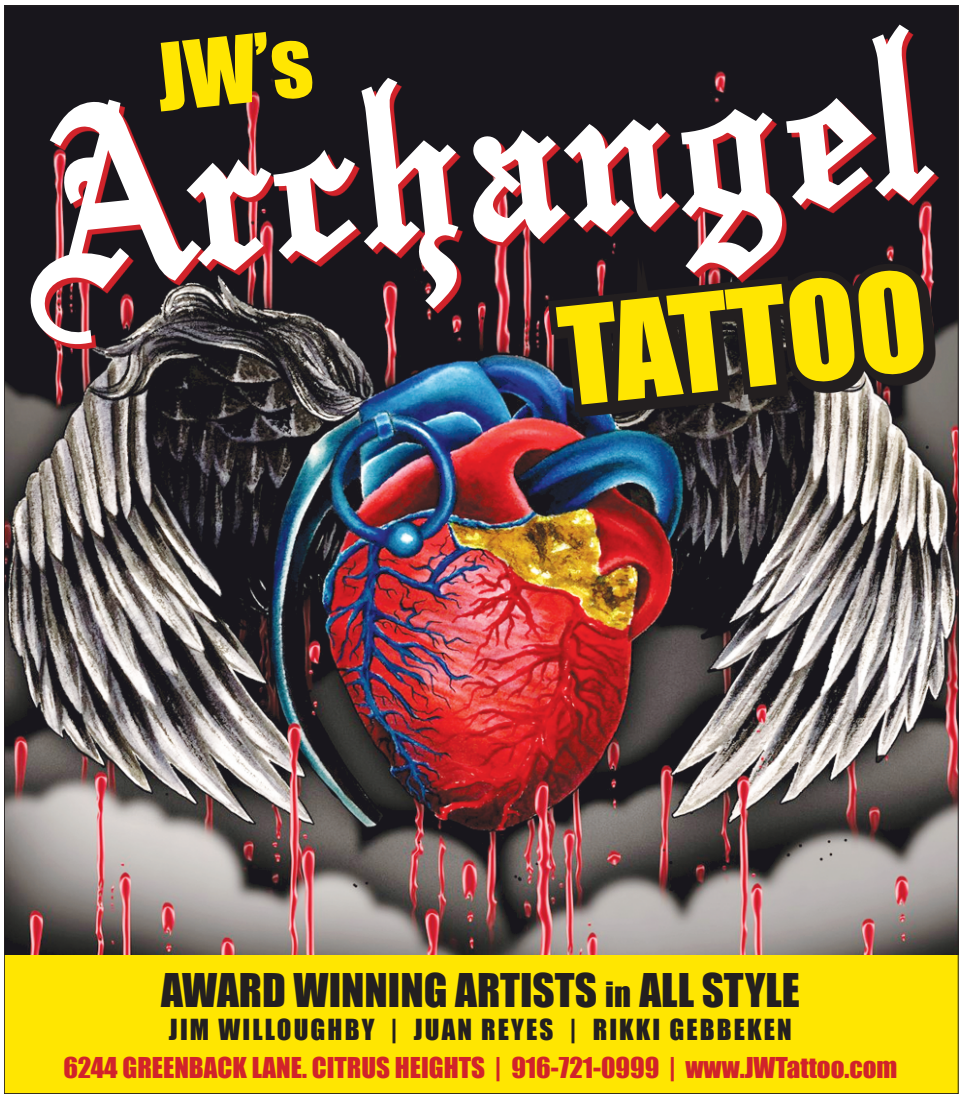


Photo by Laura Marie Anthony





CULTURE:

Artists inspired by other artists



continued from page 3

"There are a wider selection of inks, so there are more color schemes available," Bernhardt says. "Social media has also had a big impact, where you can now see other artists' work. Artists are inspired by other artists, and you're going to want to one-up the work you're seeing and up the ante."

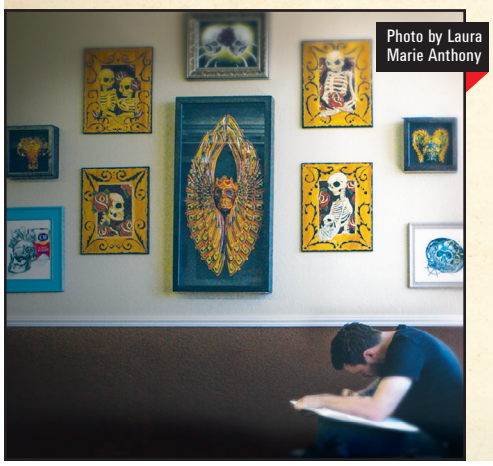


Photo by Laura Marie Anthony

Local tattoo artist Jesso Lange started painting long before she started tattooing, but her work as a tattoo artist has informed her work as a painter — and helped her become a better artist overall.

"Tattoo artists are finding their own voice and style," Lange says. "They're not just working in tattoos. They also paint and draw and even sculpt ice with chainsaws. If you create, you can't help but continue to create and improve as an artist."

Anders says he hopes that the City of Roses Tattoo and Art Festival reflects the industry's elevation as art. There will be an art show featuring some of the artists' work in other mediums, with an award for best in show. But mostly, Anders says he hopes that the festival will bring recognition to the hard-working tattoo artists in the area.

"Our industry has been flooded by companies taking tattoo-related art and marketing it," Anders says. "I hope that this festival will educate the public on the talented artists that are working right here, so they can see the difference between a T-shirt of a tattoo design and the original art of an artist."

ABE Productions

Since he started ABE Productions six years ago, Paul Sampson has worked hard to promote tattoo artists and tattoo culture to the general public. His company currently promotes Reno Rockabilly Riot, a tattoo, car and pin-up girl show now in its fifth year, as well as the City of Roses Tattoo and Art Festival, now in its second year.

"We're trying to show the general public that tattoo artists are true artists," Sampson says. "Many of them paint as much as they tattoo, but are still stereotyped as tattoo artists. You can come in with a picture of your wife or kids, and they can make a beautiful painting and tattoo it on your body at the same time."

ABE Productions organizes several other events throughout the region, including the Stockton Asparagus Festival and Central Valley Country BBQ Festival, and holds fundraisers for Dave Hanks Memorial Fund and the National Automobile Museum. For more information on promotion by ABE Productions, call Paul Sampson at 775-291-5008.

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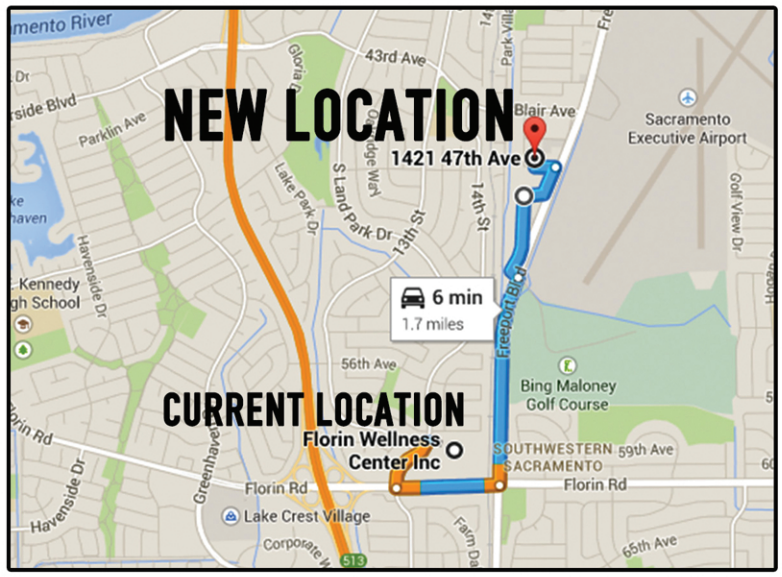
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