The Importance of Body Art in the 21st Century USA

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Bakalářská práce

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Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

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Na tomto místě bych ráda poděkovala vedoucí mé bakalářské práce, Mgr. et Mgr. Janě Kašparové, za metodické vedení mé práce, cenné odborné rady a připomínky.
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1. INTRODUCTION

I chose the topic of the importance of bodyart in the 21st century USA for my bachelor thesis because I think that bodyart and various other modifications of a human body are very interesting part of art. However, many people still regard it with disdain, even if the human body offers many possibilities for decoration in some way or for modifications.

A human body is a sacred idol for certain groups of people and it should not be interfered with any external influences (the question remains how much this way of life can be observed nowadays). For others the human body can represent undescribed canvas just waiting for the right artist.

Because the bodyart itself is a very extensive topic, I decided to focus my work mainly on tattoos and piercings and their development, which is closely connected with the development of human society and marginally affects the other methods of body modification. Examples of these modifications will be found in the appendices.

I chose publications that describes the history of bodyart both in the world and in the US for my work. For example, the Bodyart Encyclopedia a Catalog of tattoo motives or a publication about piercings - how they are called or where they are placed etc. I have been looking for the information about prison tattoos or tattoos of street gangs mostly on the Internet or on the FBI websites. Source of information about tattoos of celebrities that often determine the latest fashion trends have been found on websites. In the first part of the theis, I will deal with the development of tattoos, piercings and other modifications of the human body, importance of which gradually changed from the possible therapeutic utility in prehistoric times, through the sign of prisoners and slaves to the part of modern art.

After that the work will continue to examine these body modifications only in the area of the US, where it has very rich history thanks to a large number of Indian tribes, which is closely connected to the culture of this country. Here, I will focus on the role tattooing has held over the years in the United States; how it developed there and how it was regarded.

Next I will devote a chapter to an analysis of a current prison tattoos in the US with focus on prison gangs. I will pay attention to the most famous gangs; tattoos typical for them; to how is the tattoo done in prison and whether the law allows tattooing in prison. Last
but not least, I will also focus on whether these gangs originated within the prison, or whether they originated on the streets and only expand their membership base behind bars.

In the last part of my work I will focus on the alleged opposite of convicts - the well-known celebrities, which boasts with some form of bodyart and therethrough, I would like to get to the core issue of my work and answer the research question of how contemporary society reacts to people with tattoos, whether it is still seen as undesirable stigma that need to be obscure or whether society receives them as a regular part of modern art or as an expression of individuality of its wearer.

2. Body art and its definition

"Bodyart or body decorating - is as an art form. It is just as durable as the life of the wearer. It passes along with whoever it wore all the time. Bodyart belongs to history as the other arts in general."\(^1\) Thanks to archaeological discoveries of mummified bodies or ritual statuettes, we can say that the origin of this phenomenon is as old as humanity itself. Based on ethnographic studies of primitive peoples living all around the world, we know bodyart as part of their own life and not as a global significance for modern society.

The connection is more than obvious. Along with the development of human society began to develop tattoo, now known mostly as an art form. "Yet even today, these body decorations cause a range of reactions from interest such as amazement, awe and reverence on one hand to the horror, outrage and condemnation on the other. You can often meet with such reactions, such as awe fallen chin and frown. Modified people are often judged at first glance with apprehensively up to contempt. Body modification makes a lot of questions in many people today like whether the wearer is friendly or not, whether it is civilized, educated, what is its history and so on. "\(^2\)

The most common and most popular forms of body modification include tattoos and piercings. However, the concept of bodyart involves much more forms, thanks to which one can variously modify / change his body, for example: scarification, branding, subdermal implants, scalpelling, full body tattoo or body painting.

\(^1\) FIKSA, Radek, Encyklopedie bodyartu, 1. české vyd., Bodyart Press, úvod

\(^2\) Ibid.
2.1 Important milestones in development of bodyart

2.1.1 3200 years B.C. - Body art as a therapeutic method in the Bronze Age

Theories that bodyart has been practiced as a therapeutic method rely mainly on finding Ötzi, the Iceman. Thanks to his mummified body scientists can prove that people knew tattoos even 5000 years ago. Images that were found on the body of Ötzi had probably had acupuncture function, and they should relieve pain. Surprisingly, similar tattoos were found later on the skin of another 3,000 years younger mummy. Except of Capricorns, felines and other mythical animals this man had "tattooed" even therapeutic dots around the lumbar spine in such locations as Ötzi.

Tattoos were common in the culture of the ancient Egyptians, where they were found with priestesses and dancers belonging to the court of the ruler. Tattoos were most often located on stomach, arms and thighs.3

2.1.2 600 years B.C. - Body art as mark of slaves and criminals

Over time, tattoos moved from Egypt and European barbarian tribes to Greece and Rome. However, unlike the barbarians who were proud of their tattoos, Romans and Greek used them primarily for marking slaves or criminals. Greeks took this form of punishment from the Persians. "The word stigmatias that indicates the marked slave first marking as it appeared in the works of the poet Asia in the 6th century BC."4 It is interesting that the Greeks did not use tattoos to other function than to a particular denomination (So we can found its puropse as aesthetic). Eventually, they began to mark not only the slaves and criminals, but also legionnaires or armorer and other professions in the army. However, tattoos were later used as punishment for faith to mark the first Christians.5

5 Ibid
2.1.3 787 - Tattoos as a sign of devotion to God

A relatively large spread of tattoos appeared with Christians. The first believers were often persecuted and regarded as criminals, whose the Romans marked with tattoos. Later, this "symbol of shame" turned in a symbol of courage of its wearer. The faithful, as proof of devotion, formed crosses, the inscription INRI or portraits of Jesus and Mary on their skin. Over time, however, the tattoo falled from favor of the Church and lately in 787 Pope Hadrian I. prohibited it as a desecration of the divine work. Even though tattoos did not completely disappear from the Christian world and paintings celebrating Jesus can be seen especially with pilgrims to the Holy Land during the Crusades.6 7

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6 HEMINGSON, Vince. Tetování katalog motivů. Slovart, s.r.o., 2010, Praha, str. 11
2.1.4 17th century

**Traditional Japanese tattoos**

In Japan, the traces of first tattoos go back to the mythological stories about the history of the country. Until the 17th century, similarly to Greece and Rome, it appeared as a sign of criminals and aristocrats rejecting committing harakiri. It was valid as an indication of people with supposedly lesser amount of discipline, which led to avoid tattooed men in the draft during the fighting in China (1936). Although the ban of tattooing was cancelled after World War II many taters kept in seclusion and preferred to work only on order, as well as today. In the later stages of its development, tattoo reached a level that inspires many artists around the world, which continues to this day. However, even in modern Japan the tattoo is not considered as a positive thing. The local community continues to be influenced by old stereotypes when tattooed people must be necessarily criminals, and as such, do not belong to a "decent" society. There still exist bars and hotels where people with visible tattoos are forbidden to enter.\(^8\)

2.1.5 18th century - Tattoo renaissance

The Renaissance period fully begins with overseas voyages when sailors from different countries and unknown islands imported souvenirs in the form of exotic patterns needled under their skin. This art enjoyed such popularity that the sailors themselves started to mimic and modify their tattoos. Gradual improvement from simple patterns arose to inscriptions added to anchor women and heart.\(^9\)

2.1.6 1961 - 36 years of ban on tattooing

At the beginning of the 20th century New York became the centre of tattooing. This tattoo-boom, however, had come to an end in 1961 due to allegations of the local health department, which claimed that the activities of taters expand hepatitis B. Many tattoo studios were moved out of town. The ban in New York was held for 36 years to 1997, when it was announced that in a given time connection between tattoos and hepatitis B had not been proven. To this day, conspiracy theory circulated among tattoo artists that the ban was

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\(^8\) HEMINGSON, Vince. Tetování katalog motivů. Slovart, s.r.o., 2010, Praha, str. 34

supposed to "clean up" the city before the Expo 1964. On the other hand it must be said that sanitary conditions in tattoo parlors were rather deplorable at those years. Still, in the first half of the 20th century, the tattoo parlors were called "bucket shops" because the tattoo artists bathed their customers with water from a bucket, which was bailed out at the end of the day. Fresh tattoo was packaged in newspaper (today it is overlaped with special sheets) and when newspaper dropped off, the tattoo was considered to be healed (Today, tattoos are greased with ointments and are healed when the scabs fall).10

2.1.7 Tattooed politicians all around the world

Nowadays, the most famous and perhaps the only politician with a tattoo is Canadian Prime Minister Justin Trudeau. He has a tattoo of a raven on his shoulder in the style of an Indian tribe Haida (see an appendix 1). In the past, however, tattooed statesmen were not exceptional: "For example the English king Harold II. (1022-1066) was reportedly identified by his tattoos after his death. Furthermore, Tsar Nicholas II. (1868-1918) has the tattoo of a dragon on his arm, Winston Churchill (1874-1918) had an anchor on his left forearm. Franklin D. Roosevelt (1882-1945) had tattooed ancestral character on his chest, and Joseph Stalin (1878-1953) placed a skull at the same."11 12

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10 HEMINGSON, Vince. Tetování katalog motivů. Slovart, s.r.o., 2010, Praha, str. 16
3. Development of tattoos in the US (from soldiers’ souvenirs to Modern Art)

The first ever mention of tattooing in North America comes from the early 19th century because of logbooks, diaries and letters written by sailors themselves. Among the pioneers of American professional tattoos belonged C. H. Fellowes, who reportedly sailed together with the sailors of different fleets and tattooed candidates on ships and at ports.

Another flourishing of tattooing art was experienced during the civil war in Washington. The most famous tattoo artist at that time was Martin Hildebrandt. First he was travelling and tattooing soldiers of both warring parties. In 1870, he founded the Hildebrandt "studio" in New York Oak Street. The studio was the first tattoo salon in the USA.\(^{13}\)

It should be noted that until 1891 in the US tattooing was carried out only in the traditional way and so that the tattoo artists created a tattoo using a set of needles attached to a wooden handle. These needles were soaked in color and a tattooer pierced the skin with rhythmic hand movements, so it smeared the ink. When in 1891 Samuel O’Reilly patented his invention of tattoo movement, which is very similar device for the production of copper engravings of Thomas Edison, the process of tattooing itself significantly accelerated. And within a few years the tattoo developed rapidly in the US. O’Reilly later took up teaching Charles Wagner. Together, during the Spanish-American War (1898), they managed to tattoo around 80% of the members of the US Navy.\(^{14}\)

Amount of tattoo artists grew with a growing clientele as well. Not everyone, however, was a proficient artist to handle larger and more complex drawings. So called "Flashes" (see appendices 2 and 3) began to emerge, which were drawn pictures of tattoo designs. These images are divided into two groups: standard scenes intended for normal sale and original drawings of a single tattoo artist.

After the death of O’Reilly, his apprentice Wagner took care of his studio and later patented his own improved electric tattoo machine (see appendix 4). The source of money

13 HEMINGSON, Vince. Tetování katalog motivů. Slovart, s.r.o., 2010, Praha, str. 58
14 FIKSA, Radek. Tetovací strojky vývoj a historie: http://old.bodyartmag.cz/tetovaci%C3%AD-strojky-v%C3%BDvoj-a-historie,249.html, 31. března 2017
most prosperous for the following several years became editing tattoos that were too "indecent or obscene" under the new law.

As the first American tattoo artist Charles Wagner also performed cosmetic tattooing, mostly on female lips, cheeks and eyebrows. As one of the first tattoo artists he managed to integrate multiple smaller images into a larger holistic theme. Wagner was a tattoo artist and therefore it is not surprising that he tattooed to his last day. He died on January 1, 1953, at the age of 78 years. Because he had no one to take over his salon, all his belongings were thrown to the city dump. Preservation of some of his original drawings and motifs was thus impossible. In his life, he has tattooed thousands of people and many tattoo artists admired and emulated his motives. To this day, he remains recognized as one of the founders of the classic American tattoo.

Tattoos symbolized mostly male pride in the 19th century among American and European workers, while at the end of the 20th century it is rather the interest associated with popular culture than with exotic origins. It was mainly the 1950s generations of beatniks and hippies that have seen a way to express their personal spiritual and mystical aesthetics of the body in Asian techniques of tattoo. Later in the 1970s and 1980s tattoos were used by young punks from the working class as a symbol of rebellion against society and its values.15

In recent years, however, tattooing is mostly seen mainly as a branch of modern art in the US. This way of seeing tattoo has spread mostly among academic artists, who became interested in "tattoo art." Another reason has been also a large number of educated art specialists who often cannot find employment in their field, so they decide for a career of a professional tattooer. We can say that it is these people who helped elevate the tattoo to a new level. They masterfully managed to connect tattooed theme with artistic styles that they knew from school and gave rise to new currents in tattooing, e.g. New school or 3D biomechanical tattoo (see appendix 5).16

Legitimate recognition of tattooing as a modern art had been granted in 1995 when a prestigious non-profit art institution called The Drawing Center opened an exhibition of Western Flashes and Asian inspiration. This was the first tattoo event at the Great Exhibition in New York and it was then included among the recognized arts. In 1999, there were two

16 Ibid p. 60-62
major exhibitions on the theme of American tattooing and bodyart, content, although impossible to be compared with exhibitions of classical art, they have contributed at least to consolidation of bodyart as a new artistic direction.\textsuperscript{17}

3.1 Meaning of Bodyart

"Like many other cultural traditions and artistic styles and trends, tattoos have undergone over the centuries a range of cycles of prosperity and decline, but never totally disappeared."\textsuperscript{18}

"The ancient tattooing technique is widely used in modern times. Tattoo adorns the body or may in certain cultures accompany rites of passage (in this case, the tattoos are considered to be a sign of maturity). It can also symbolically express religious belief, function as a protective talisman or commemorate important life events."\textsuperscript{19}

If we start from the historical finds and discoveries, we can say that tattoo is part of human culture since its beginning. It became a part of many ancient cultures and has been marking high level of craftsmanship. Over the years, as technology has changed and tattoo motifs gradually evolved. Despite this, we still find some visual components that have not changed at all and are very popular among people even in modern times. Like other forms of bodyart, tattoos are throughout history combined with the emotional, sentient and sensual aspects of the human soul. As already mentioned, in the past, tattoos were widely used as a symbol of a complex transition ritual or as a sign of status in society, a symbol of faith and religion, a testament to the bravery and warrior prowess, erotic enticement, declarations of love, a form of punishment, protective amulet or talisman or label to slave or criminals. Tattoo range is very wide, from simple to complicated symbol patterns. Another frequent suggestions are all sorts of animals, whether real or mythical creatures. Predominantly in Indian cultures such tattooing associated with magic and totemism and expressed a desire to join or align with the spirit of a selected animal.\textsuperscript{21}

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\textsuperscript{17} HEMINGSON, Vince. Tetování katalog motivů. Slovart, s.r.o., 2010, Praha, p. 60
\textsuperscript{18} Ibid., p. 8
\textsuperscript{19} Ibid. P. 8
\end{flushright}
3.1.1 Transition rites

"The most popular tattoo genre in the world today are the so-called tribal ornaments, called simply “Tribal”. It's a style inspired mostly by traditional tribal tattoos from Borneo, Indonesia, South Pacific and the west coast of Canada. "22

These ornaments originally marked the membership of a community, but they were also a sign of more complex rituals, especially the transition from childhood to adulthood. In every culture, tribal ornaments have very important symbolic significance. They most often portray animals or totem ghosts.23

3.1.2 Badge status

We should not forget that until 1892, when the first electric tattoo machine was invented, the tattoos were done without tattoo machine. This traditional tattooing was slow and in most cases costly. Not surprisingly, the more extensive the tattoo was, the more it was a sign of a great wealth and property.

In every culture, tattoos had slightly different meaning for its owner. For example, Maori tattoos often show entire lineage of their owners and they were therefore difficult to read, where the tattooed men belonged both politically and socially or militarily.

Large tattoos from Iban tribe member (Borneo) meant higher social status. Having as many tattoos as possible have its spiritual meaning for tribe members, because they believed that their tattoos enlighten the path of darkness afterlife.

In modern times, the only reason why tattoo artists refuse to do the tattoo is the age of the person. Until he reaches adulthood, or until his parents or relatives do not give him permission, tattoo artist can not do a man a tattoo. These laws are not valid everywhere. There are still cultures in which a man must first get permission from leaders or other joint authority that could let you do tattooing, which expresses his position in the community.24

3.1.3 Symbol of faith

Unlike the tattoo has been used in indigenous tribes as a symbol of power and status in society or as a sign of maturity of the individual, other applications were done by Christians. Those mainly served as a sign of deep faith and devotion to God. Many Berber women have on their faces and arms tattooed symbols of their faith and this tradition got its time through centuries. Just like crosses, angels, doves and other religious motives are still one of the world's most popular themes for tattoos.25

3.1.4 A sign of bravery

We could hardly look for symbolism which has such a long and varied history as the military tattoo symbols. They have always been considered signs of a true warrior, and as

25 HEMINGSON, Vince. Tetování katalog motivů. Slovart, s.r.o., 2010, Praha, str. 11
such has become a venerated warrior tradition in many cultures. Soldiers around the world leave tattoo motifs which show their affiliation to a particular part of the army's patriotism and national pride. Among the military motives we can include characters army units, national flags and symbols of various kinds of armed forces.

3.1.5 An erotic bait

Tattoo is considered a symbol of power and status yet we can not deny its certain "aura erotica". This theory is supported by the fact that for most of the 20th century, tattoos were considered as a manifestation of impudence. In modern society, however, it is seen more as a part of the world "rebel generation", while in some cultures tattoos often indicate that a given woman is sexually mature and well prepared to get married. Thus, in general, it means that the tattooed man is for a community an adult with all their needs and wishes. 26

3.1.5.1 Male and female motives

Tattoo is often used to catch an attention to the most attractive features of the wearer - the female curves and it emphasizes for woman or a physical strength for man.

Generally, men and women are choosing themes emphasizing their male or female attributes. Men usually prominently indicate their strength and highlight the muscular upper parts, shoulders and arms. The main role is choosing the right theme - men prefer “manly and tough” patterns - large predators and carnivores and similar symbols of strength and virility. Their tattoo is much larger than females. A good example may be tribal - conspicuous ornaments thick and dark lines. Women can choose softer contrast and slight motives - the most popular are flowers and butterflies. These motifs are designed to underline their feminine optically extend arms, legs and a narrow waist. Tattooing is positioned so as to emphasize feminine curves, often on shoulders, hips, abdomen and chest. A great number of women have also chosen a strategic location that could expose your tattoo to show off and, if necessary, discreetly hidden. Of course, even a woman can have extensive tattoos, in this case, however, a lighter and more muted colors are used. More often they chose tattoo as a symbol for a milestone in their lives such as the beginning or end of a romantic relationship or a victory over a serious illness. 27

26 HEMINGSON, Vince. Tetování katalog motivů. Slovart, s.r.o., 2010, Praha, p. 12
27 Ibid, p.. 19
It is also important to note that some of the motifs eventually acquired a negative meaning. One should always avoid having symbols of criminal gangs and extremist groups or symbols related to some form of violence. This is adopted by most tattoo artists who fundamentally reject to tattoo whatever motives associated with violence (eg. Swastika) and vulgar motives, as well as symbols of gangs, even racist, vulgar or pornographic focused tattoo may complicate life to its owner. For example, when looking for a job, starting and ending long-term unemployment.

3.1.6 Declaration of love

Before one decided to have a tattoo, he should first think about theme he chose or where it is placed. As already mentioned, a tattoo is a permanent thing, that one hardly cleared. It often happens that if the initial infatuation couple opts for a tattoo for confirmation of love they should (of principle) avoid names. After a breakup, people often regret tattoos of names or initials of their former love, which they often try to cover up by another tattoo. There are a lot "more universal" declarations of love. Surprisingly, it were so soldiers preparing to go to the front who popularized now so familiar heart motif with the words "I love Mom" as a symbol. In extreme situations such tattoos provide a soldier or sailor psychological support, reminding him that he is fighting not only for his country but also for the safety of his family and home.28

Another and rather sad example is the declaration of love as a reminder of the deceased love, friend, child or another family member. For example, police or firemen can sometimes commemorate a fallen colleague.

3.1.7 Protective symbol

In some cultures, tattoos have also a function as a protective talisman or symbol for many years. In many cultures people still believe that certain tattooed symbols can protect its wearer as much as it can supposedly bring good luck. For indigenous peoples, it is a common belief that tattoo motif turns away evil spirits, protects and heals bites and bites of poisonous creatures, ward off predators and carnivores. Likewise, they can repel the attack with a knife, spear or even a gun. These "protective tattoos" strengthen confidence for those people and help to banish fear and doubt. The most common themes include clovers, horseshoes and a

variety of religious symbols by which believers want to tilt their gods and gain their protection.29

3.1.8 Mark of punishment

Perhaps the best known and most widespread tattooing got when it began to be used as the designation of the prisoners, which dates from the time of ancient Rome. The Romans marked often their slaves, prisoners of war and criminals with tattoos. In Japan, criminals were marked with a specific tattoo on their forehead, which determined the exact nature of their offense. Another somewhat infamous use of tattooing is received at the time of the Second World War, when Nazis marked Jewish prisoners with numbers in concentration camps. But even these modern times, the residents of prisons around the world have created their own unique culture and language in which tattoo motifs have very specific meanings.30

3.2 Bodyart as part of the Modern Art

We can say that nowadays body-art has mainly an aesthetic and decorative meaning. It is also closely associated with the symbolism or a religious significance.

Although many people think that the term bodyart is largely related only to a tattoo or piercing, the possibility of decorating the human body is much larger than it seems at first glance. As the culture evolves so does its art with it. Like the development of new technologies registred relatively large boom the art does too. What would be considered as a sign of a so-called “underclass” a few years ago is now very common thing. The society becomes more benevolent and along with that borders for modifying the human body moved slowly forward.

29 HEMINGSON, Vince. Tetování katalog motivů. Slovart, s.r.o., 2010, Praha, p. 14
30 Ibid., p. 15
3.2.1 Piercing

**Definition**

Surgical decoration of the body, especially ears, nostrils, eyebrows and navel; sometimes tongue, nipples, or genitalia is known as piercing. Is is considered attractive by some, disgusting by others.\(^{31}\)

Together with tattoos piercing is one of the biggest and best-known modifications of the human body. And even though it is fully aware only by the few, the art of piercing has a long and rich history. Over the years it has got many meanings like the symbol of jurisdiction or uprising, or in the epitome of faith, devotion and courage to label outcasts. The desire for wearing something that passes directly through the human body; successfully resisted the time, fashion, changes in values and a lot of obstacles and still enjoys a great popularity.\(^{32}\)

The first mention of body piercing dates back to 3300 BC when piercing was found on the mummy of Ötzi (see. History BA). Scientists found pierced ears which is evidence that the person wore earrings. But there are other indirect pieces of evidence of piercing, as in the Hindu Vedas, where the goddess Lakshmi (goddess of fertility, beauty and grandeur) got a pierced nose.

A piercing in nose was very popular even later and occurred in many different cultures around the world. Over time tribal piercings gained many new forms, which means pierced nipples and genitals, but the most popular place for piercing became lips and tongue. Lip piercing was first recorded in the 19th century by scientists in Alaska and the Amazon. Another popular technique for modification of lips was stretching the lips by plugs and saucers, which can have a diameter up to 15 cm.

To this day the most common piercings are still earrings whose popularity began to rise in the 16th century when mainly men wore only one earring. Over the centuries earrings have become a predominantly female thing. Their expansion was stopped in the 1930, when they were replaced by clip earrings and piercings so began to fade. In the early 20th century piercings become part of the life of people who have been considered as outlaws and men

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\(^{32}\) THRONE, Russ. Piercing. Slovart, s. r.o. 2012. Praha, str. 11
with piercings and tattoos could be seen in a circus show. Horace Rider (The Great Omi pseudonym) also belonged between those people. He was one of the most famous "attractions". Rider was a former soldier who participated in the World War I and he was traveling around the world between the 1930s to 1940s, where he showed his numerous tattoos, piercings and honed teeth. Rennaisance of piercing is dated back to the period after World War II, when it began to be popular among various kinds of society. Although it was first popular mainly among gay and was considered as underground practice, since the 1960s women started again to pierce their ears.³³

3.2.2 1980s and „modern primitives“

Modern Primitives art movement whose main representative was fakir Musafar (Roland Loomis) although coinciding with the opinion of punks on the emptiness and superficiality of the modern world, they used piercing and body modification as a means of self-knowledge. It was this movement which made piercing available to a wide group of people. This movement loved piercing mainly because of the excitement evoked by piercing the skin itself. They understood peircing as a sexual practice closely associated with BDSM, but also as a matter of fashion. In 1978, the group opened Gauntlet - the first piercing studio, and prepared the way for many types of piercing that is done all over the world nowadays. Piercings got awareness of most people in particular thanks to rock stars and other celebrities.³⁴

The reasons why people do piercings are different. For some it can be an expression of revolt, to others only "cosmetic" improvement in appearance, but they may also have reasons much deeper as belonging to a community, religious or spiritual or a reminder of the events that somehow affected their lives.³⁵

3.2.3 Kinds of piercing - piercing is not always the same

The human body provides many options for the location of piercing, and consequently there's also a plethora of types of piercings of individual parts.

³⁴ GAUNTLET Enterprises. A little business that changed the world: http://gauntletenterprises.com/, 31. březen 2017
³⁵ THRONE, Russ. Piercing. Slovart, s.ро. 2012. Praha, p. 18
Eyebrow piercing

Today relatively common type of piercing (see appendices 6, 7, 8, 9), but it was favourite mainly in the 1970s and 1980s, at the time of the punk movement.\textsuperscript{36}

Nose piercing

It is now as common as ear piercing or eyebrow piercing (see appendices 10, 11, 11a, 12). Its meaning for the person may be different, for some it's just a matter of fashion, but for another it may have strong religious or ceremonial significance. \textsuperscript{37}

Ear piercing

It is one of the oldest modifications of the human body and has become so common that many people even do not considere it as a body modification.\textsuperscript{38}

See appendices 13, 14, 15

Mouth piercing

Although it may seem that this piercing began to be used in the present time, its roots go back as far as ear piercing or nose. It gets the awareness of people in recent years, mostly it has aesthetic function as well as form of erotic enticements.\textsuperscript{39}

See appendices 16-23

Face piercing

The favorite spots on the face for piercings include eyebrow, nose and mouth but there are also other places where it can be placed (see appendices 24-26). Lately microdermal piercing has become more popular. Their biggest advantage is that it is smaller and thus easier to place and in the case of removal they remain smaller scar.\textsuperscript{40}

\textsuperscript{36} Ibid., p. 59
\textsuperscript{37} THRONE, Russ. Piercing. Slovart, s.RO. 2012. Praha, p. 62
\textsuperscript{38} Ibid., p. 70
\textsuperscript{39} Ibid., p. 84
\textsuperscript{40} Ibid., p. 98
Nipples piercing

This type of piercing has been popular for a long time until people found greater popularity in puncture navel. The origin of this piercing created many different myths and superstitions, few of them is really true (see appendix 27). With certainty we can say that pierced nipples are some kind of tribal tradition of several Native American tribes. Today it is more a matter of elegance or method to diversify the sex act.41

Chest piercing

Although it might seem that the chest as the biggest part of the human body provides many options for piercing, it is certainly not true. If someone wants to experiment there are not much options left except of nipples. Therefore those piercings are widely represented by superficial microdermal or implants that can be placed almost anywhere (see appendices 28-30). But we can also come across less common types of body piercing.

For example corset - this type is interesting because it is not a long term piercing, it is usually done only for participation in exhibitions or for fashion photo shoots.42

Bellybutton piercing

They are popular with both sexes and performed primarily to improve appearance or as erotic enticements.43

See appendices 31, 32

Subdermal

This piercing is used when the desired location has not sufficient fold or protrusion. Often it is placed on the flat parts of the body such as neck, arm or hand.

See appendices 33-35

Expansion

42 Ibid., p. 114
43 Ibid., p. 120
The desire for expansion piercing or renewal of a body part evolved like the awareness of piercing itself. But stretching has been practiced by ancient tribes as a sign of devotion, internal force of man or simply to attract attention of the opposite sex long before the idea of piercing and practices associated with it found its way into modern society. For example, stretching the necks of women from indigenous tribes in their communities is carried out to these days. The reasons for the expansion piercing for people in the modern world, however, can vary. For some it may only have aesthetic reasons, someone can feel more connected with the previous way of life and for others, it is only appropriate body modification. This is common when it is necessary to be an adult for tattoos (see appendix 36). The most frequent is stretching earlobes using tunnels or plug, but we can also come across outstretched nose, lips, cheeks, nipples and genitals.  

**Implants**

"Implants are surgically inserted objects into the human body, either under the skin or deeper." It is a very dangerous procedure that could not be done without a trained professional. Implants as a kind of modification of the human body take many shapes and forms, from small jewelry adhering to the skin up to a clear metal screwed into the subcutaneous plates on the head. Just as shapes and size of implants are different, even reasons for getting these implants are on individuals. From the desire to be different to a part of an artistic project to new body-art technology and its impact on humans (see appendices 37-40) . "They can, however, also be used to improve the tattoo, creating specific features and because of that become shocking."  

**Scarification**

"Scarification is the process by which patterns are created with deliberate cutting or burning of the skin. It is one of the oldest forms of modification of the human body even older than tattoos or piercing. "

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46 Ibid., p. 168-169  
47 Ibid., p. 176
The oldest evidence is preserved thanks to the findings of Egyptian mummies that have tattoos and ornamental scars on their belly. However, it is important that these scars got only women. The very tradition of scarification extends much further into the past. As part of religious ceremonies and rituals scarification was performed in many tribal cultures for millennia and in many of them continues to this day. In some tribes scars symbolized adulthood rite, warrior prowess and the number of enemies killed. Scarification is not very popular practice for western cultures, but it has some popularity even there. These people choose scarification to make unconventional impression or as a kind of personal rite of passage. Anyway we must be able to distinguish between self-mutilation and scarification. Scarification is old technique of decorating the human body and even though it may be painful, it shows personal or philosophical reasons of its wearer. Whereas self-harm is based on negative emotions and desire for cutting a man’s body.

Scarification can be done in several ways:

By **cutwork**, which is done with a scalpel. Very thin stripes of skin can be removed with tweezers, and the process is similar to the process of tattooing.

**Removing the skin**, which is made like sculpting, but there is a greater amount of skin removed, and thus requires increased care for the "decorated" skin.

**Chemical scarring**, which is performed by applying chemicals to the skin and generating images. This process is not very common, because the outcome is hard to predict, and the whole process can be extremely painful.

By tattoo machines, which is used without ink, so that the result is very detailed. See appendix 41.

**Branding**

"Brandings is a form of scarification, in which is the skin, by various methods, intentionally burned and result is a vreation of a characteristic type of scars."48 Before the burn marks were used to mark the farm animals, but in the US and UK is burning used as designation for convicts and slaves. Today it is a purely decorative matter and it is carried out

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only with the agreement of the person who decides for this form of body modification. The reaction of the human body of each person is very individual and branding becomes a relatively imprecise because the outcome depends on the depth of burns, healing, individual creation of scars and skills of the artist. See appendix 42

**Splitting of tongue**

"It is a process in which tongue halves from tip to root, thereby forming two peaks."[49]

Even in today's modern society that is already accustomed to many things, splitting tongue is a quite controversial topic. For some it can be a very interesting body modification, but others can perceive it like a disgusting manifestation. For example, in the US such modification is forbidden if a person is a member of the armed forces. Although it is a relatively "young" modification of the human body, the first mention dates from the late 1990s, it is possible that humans did it much earlier and its roots go back to the past of mankind as deeply, such as scarification. See appendix 43

3.2.3.1 Play piercing

"These piercings are performed temporarily and for fun. Their intention is not to last forever, just shoot it, for fashion show or performace (such as corset piercings)."[50] People practise it only for pleasure of pierced skin without subsequent placement of jewellery. The skin is often pierced by a large number of piercing needles from which are on the body of the participants created different patterns.

Other temporary modification is **an infusion of saline**. Often it is applied under the skin on the forehead, where its effects are most visible. It is creating "balloons" of fluids which look like large blisters after the introduction of the salin. After a few hours, the saline is absorbed into the body, but it is a very extreme form of piercing and should not be carried out without expert. See appendix 44

**Body suspension** is the method of modification of human body already used by ancient Indian tribes. Nowadays, they get into public awareness through various exhibitionists and demonstrators who were trying to point out through this example on the mistreatment of

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[50] Ibid., p. 194
animals (Alice Newstead, who was suspended in the shop window of a protest at the treatment of sharks). See appendices 45, 46

"The method of body suspension involves piercing the body with large hooks and lifting for a short time above ground. Depending on the location there can be just two hooks, but there may be more." People dedicated to this art practice it of a various reasons, sometimes there is a dominace of desire to shock, or it's just about to try a new method of meditation.

3.2.3.2 Hybrid Arts

This art combines piercing, tattoos and other modifications of the human body. It is a relatively new branch of body-art and among people has far so many supporters. There are people who like to experiment with their bodies and try something new. This combination is just perfect for them. You can combine several different techniques and then the results can be fascinating.

Combination of tattoos and piercing

It is one of the most common and the most popular combinations. Mainly microdermal piercings are used, or dermal anchors, and generally small surface piercings that can help make special appearance of tattoo. Sometimes, piercing is added to tattoos later, because the wearer initially does not want to wear also a piercing. Surface piercings are frequently used as the eyes of dragons, demons and skulls and serves as a "recovery" tattooed portraits and attract attention. Piercing may not only be used just as eyes, often they can also be used in tattoos of flowers or stars to impart glitter to the selected motif. See appendixes 47, 47a

Combination of tattoos and implants

This technique is very popular when the person wants to instil his tattoo with 3D effect. But it is neccessary to be completely healed from first modification before adding second modification. As well as one need to expect possible movement of subdermal implant

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53 Ibid., p. 202
because there is no way how to prevent it. It would be good to think about it before the surgery itself, which type of implant to choose or how the final motive will look in the event that the implant will move for like a few centimeters. See appendix 48

**Combination of tattooing and scarification / branding**

It is another interesting practice to instil tattoo texture or depth. These techniques can be applied to the finished tattoo or the wearer can put tattoo on scar. If one desires for a truly unusual tattoo he can burn the skin with white pattern used branding. Here is the condition that the skin must be covered with a monolithic black. See appendix 49

3.2.2 Tattoo

**Definition**

A permanent image, pattern, or word on the skin that is created by using needles to put colours under the skin. See appendix 49

3.2.2.1 Prison tattoos

As over the years American gangs grew, significantly begin the rising popularity of tattoos among them as well. They were created as the motives to determine the individuals belonging to that gang. Separate branch are prison tattoos, although these tattoos are often intertwined with the street gang’s tattoos. It is a specific type of tattoo performed in somewhat unconventional way, just because the tattoo behind prison bars is inherently illegal and yet it is a specific tradition that is unique to people of all races and religions. Due to security measures, which do not allow any sharp objects in prison, tattoos were done with home-made needles and ink of stolen pens and similar materials. Therefore, most of these themes are mostly green or blue. Today, the "skillful" prisoner can make temporary tattoo machine from the engine of a Walkman or an electric toothbrush. In the case that needles are absent, the skin is incised with a razor and color is introduced directly into the wound. As the dye is most commonly used ink and shoe polish. For color tattoos are still used temperas. It is quite clear that it is very unhygienic way to create a tattoo, because more people are tattooed by one

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54 Ibid., p. 203
needle and instead of disinfection is often used mainly urine. Even though it is rarely well-made tattoo for the wearer it has great importance. It's like a sign or a secret language that can be understood only by other inmates.\textsuperscript{57}

But typical for prison tattoos in the US is that we can recognize a year in which it was created or in what year a person was imprisoned. For example, during the Cold War were very popular national symbols which showed resistance against socialism. A frequent motif was the Statue of Liberty, the Flag with stars and stripes and a Bald eagle that is popular today as a symbol of eternal freedom.

Other favorite motifs were also pictures of beautiful pin-up girls. However, nowadays, they were replaced by the swastikas and other pictograms to express "resistance against the system". Satanic pentagrams also become very popular together with Baphomet and fascist symbols. Often there are also sig runes, as a reminder of the Nazi SS or numbers 4/20 that symbolize birthday of Adolf Hitler. Perhaps most striking are tattoos on the face, above the eyebrows or under the eye. Sign above the eyebrows usually indicates affiliation with a gang. We often encounter the number 18 which denotes the gang from the Eighteenth street. The scene below the eye - prisoner’s tears determine the number of ruined lives or lost friends. Currently are very popular motifs of Native Americans among inmates, which point to their pride, even though their former system took almost everything.\textsuperscript{58}

3.2.2.2 US gangs

Rarely happens that a gang was creates directly behind prison bars. A more common situation is that the members of street gangs and mafia members get jail due to their illegal activities. These members in prison often confirm their membership with other tattoos.

**Latin Kings**

Latin Kings are one of the largest street gangs in the United States. Their hallmark became tattooed the five-pointed crown placed on back or neck. This tattoo is decorated by various ornaments and complicated patterns that contain the abbreviation ALKN - “Almighty Latin Kings Nation.” See appendix 50

\textsuperscript{57} WUNJO, Berkana. Tajný jazyk vězeňských tetování: \url{http://jineteritorium.cz/2013/archiv-cisel-6-cislo-3-2013-ke-stazeni/}, 31. března 2017

\textsuperscript{58} Ibid.
“The number five is significant to the group, as it represents their five tenets: obedience, sacrifice, honor, love, and righteousness.”

**AFFA**

AFFA is an acronym for "Angel Forever, Forever Angel". It is placed on the chest or over the knuckles on hands of imprisoned motorcyclists. It is more than certain that prisoners with these tattoos are members of the Hells Angels motorcycle gang. See appendix 51

**Mara Salvatrucha**

Mara Salvatrucha or MS-13 is one of the most feared and most brutal gangs of Los Angeles, but has spread to different cities across America. Today, the gang has around 30 000-50 000 members with a majority of Hispanic or Latino origin. The gang was founded in the 1980s by refugees from El Salvador. Their members are easily identifiable thanks to extensive tattoos that often cover the face. Another sign is tattoo of MS-13. For members are also typical complicated gestures which serve as an internal encrypted communication system. The most common symbol is raising the index and the little fingers. This gesture was taken from metalheads and among members is popular to this day. The gang is involved in all sorts of illegal activities such as murder, kidnapping, drug dealing and arms trafficking, robbery and illegal transport of immigrants. The biggest current rival is 18th Street Gang or MS-18. Perhaps each gang has its own specific entrance ritual so MS-13 is therefore not the exception, although it is a rather brutal way of admission of a new member. During 13 seconds the newcomer is beaten by gang members and he has not to resist. If he survives, the newcomer is admitted. As with other gangs leaving the gang does not look too positive and such impudent act is rewarded with death. See appendices 52, 52a

**18th street**

18th street, E18S or Barrio 18 is considered to be the second largest gang in Los Angeles, which was founded in 1959. Under his leadership it has another approximately 200

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active gangs that operate in various areas of Los Angeles. Gang is also actively involved in drug trafficking, kidnapping, extortion, prostitution, arms trafficking, murder and car theft. See appendix 53

Members are often holders of one tattoo at least, which is the name of the gang. The number 18 is almost commonplace and another popular motif is three sixes because three times six equals eighteen.62

3.2.2.3 Prison gangs and their characters

As it has been mentioned there are also gangs that originated within the prison and into the city streets they first came up with the first redundant members of these gangs. Ex AB, BGF, M13

**Aryan Brotherhood**

The Caucasian gang can also be found under the names: Brand, AB, or the One-Two. Its origin dates back to 1964 in California state correctional facility in San Quentin. The reason of Brotherhood’s origin was quite simple, when in 1960 the US government abolished racial segregation in prisons. Until then, each race had its own jail, which significantly contributed to the elimination of skirmishes based on race of individuals. But it all ended after the desegregation of prisons and when the prisoners of various nationalities were imprisoned in the same jail, it has started to mass produce gangs in order to protect members of their race.

If someone wants to join the Brotherhood, he has to go through entrance ritual, which means to attack and kill random prisoner appointed by the head of a local gang. No less important part of the ritual of admission is composing traditional oath, which a new member promises his loyalty to the gang.

Oath:

"An Aryan brother is without a care/He walks where the weak and heartless won't dare/For an Aryan brother, death holds no fear/Vengeance will be his, through his brothers still here."63

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A person applying for membership committed himself to serve the Brotherhood after his release from prison - almost to the end of life. Leaving the gang is impossible if the member does not want to die by the hands of their "brothers".

Brotherhood with its activities focused mainly on drug and arms trafficking, racketeering, running a dog fights, prostitution and hired killings. Today the scope of activity of this gang has spread to prisons in several US states, namely California, Texas, New York, Ohio and Arizona. But thanks to the other members, who were released to freedom, the gang expanded to many other countries.

Although it is racially oriented gang, surprisingly maintains alliances with the Mexican Mafia (La Eme) and Asian gangs that provide import of heroin from Thailand. Good relations with the Mexican Mafia also support the common "enemy" black gang Black Guerrilla Family.

In the present the gang have about 20,000 gang members, which consist of both imprisonment convicts and people outside the jail.

Like most prison gangs Brotherhood has various tattoos that make it easy to reveal their allegiance. Most major are motives of Nazi and Celtic symbolism. But often can be found just a tattoo of swastika, Order of the German Knights symbol, a sign of the SS, Odin's cross, rune Othala, trefoil, iron cross German troops and other Nazi themes. Frequent are also numerical combination which seem to be innocent but they have their hidden significance as e.g. No. 1488 - number 14 stands for the mantra of the Aryan Brotherhood – the 14 word phrase „we must secure the existence of our people and a future of white children“. The number 88 is a metaphor for HH or "Heil Hitler". There are no exceptions with various inscriptions such as the Aryan Brotherhood, White Power, Heil Hitler, Sieg Heil, 88, the number 12 (for the first two letters of the alphabet) or SS 666 ect.in English or in German language. See appendices 54, 54a

Black Guerrilla Family


Black Guerrilla Family or also BGF is an African-American gang, which was founded in 1966. One of the most commonly used symbols as a dragon attacking a prison tower or number 276, which represent BGF order of the letters in the alphabet.²⁵ See appendix 55

**Mexican Mafia**

Mexican Mafia or La Eme is famous mostly for its drug stores, as well as its members are known for tattoos that variously refer to the Mafia. Examples include motif of the letter M or the number 13, which refers to the letter M - the thirteenth letter of the alphabet. See appendix 56

A lot of Mexican Mafia gang members will have the national symbol of Mexico tattooed on their body - a snake eating an eagle. But perhaps the biggest giveaway of affiliation with this gang is the “Black Hand of Death.”³⁶⁶

Like the Aryan Brotherhood also Mexican Mafia originated in prison, originally mainly to unite and provide protection to all members of Mexican nationality. Today, however, more than anything else, focused mainly on illegal activities.³⁶⁷

**Norteños**

Norteños or even 14 (N), is Spanish name that refers to the Nordic community. This is one of the largest Hispanic gangs in north California. Their main rivals include Sureños, a gang of South California. This division occurred in 1968, when the inmates of the California state correctional facility due to large disputes divided into two groups according to their hometowns. Imaginary border dividing the territory of the two cities is located near the city of Delano. The first hallmark of this gang is popularity of red colour - on clothes and accessories. Often they use the term "Ene" meaning N or Spanish point number 14, which marks the position of letter N in the alphabet, which is also one of the most popular and most

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³⁶⁶ Ibid.

³⁶⁷ Mexican mafia: [https://vault.fbi.gov/Mexican%20Mafia/Mexican%20Mafia%20Part%202%20of%202/view](https://vault.fbi.gov/Mexican%20Mafia/Mexican%20Mafia%20Part%202%20of%202/view), 31. březen 2017
common motives for both tattoos and graffiti. Other common symbols are the Roman numerals XIV, X4 or five-pointed star North.\cite{68} See appendix 57

**Orejones**

The "Orejones" or the Tango Orejones are a prison gang originating from a group of San Antonio prisoners, growing in strength and popularity in State and Federal Prisons. This gang first formed as a form of self-protection from other organized groups. Some have said their name originates from St Anthony de Padua, the patron and namesake of the City of San Antonio, who was supposed to have large ears.\cite{69}

Typical motives for this are gang are tattoos with the Spurs logo, the Alamo and 210 area code. Another sign can be The San Antonio skyline, a Playboy bunny tattoo or variations on the Aztec calendar. See appendix 58

**Russian tattoos**

Russian prison tattoos in general are among the most complex and most elaborate tattoos in the world (see appendix 59). Extensive tattoos often show what their holder did, against what is he fighting or which social group he belongs to. Even among Russian prisoners are certain motives of their specific meaning, which may seem like innocent for unknowing. For example, a tattoo of the church is often used as an indication for thieves, medals on his chest ironically expresses disagreement with the Soviet regime, the dagger on the neck symbolizes murder committed in prison and stars on shoulders referred to "officer" in the prison hierarchy.\cite{70}

Within the Russian prison tattoos can have a motive of set of playing cards of different meaning than it has in the context of a common prison tattoos in general. Each suit signifying a different rank or status, and some of them may be executed by force, such as a diamond, usually meaning the prisoner is a snitch and the other prisoners are meant to know that.


A barbed wire tattoo across a forehead usually means that a person is sentenced to life imprisonment without possibility of release. See appendix 59a

3.2.2.4 Typical prison tattoos

There are also tattoos that symbolize only that the person concerned stayed in prison or tattoo motifs with deep symbolism for life behind the bars. Stay behind bars is the only thing that such a tattoo means. They have nothing in common with the wearer's affiliation to any gang or group. Thus serves only as a reminder of a life phase that can be for its owner a positive motivation to change his attitude and effort to correct their mistakes.

Prison tears

Prison tears are perhaps the most common prison tattoos that may have several meanings. Most often it mean that the wearer had killed someone or that he is in prison for attempted murder or determine the number of ruined lives or lost friends. See appendix 60

Mythological creatures

Mythological creatures such as dragons and demons often symbolize prisoner’s evil personality. They are very common motif convicts without having any connection with the gang. See appendix 61

Cobwebs

Spiderweb tattoo motif may have different meanings and the meaning for its interpreting is location of a tattoo on the body. A tattoo on the elbow usually means imprisonment for a long time where the prisoner is linked to the victim caught in the spiderweb and that has no chance of rescue. But if the motive is placed under the arm it may have racist subtext especially if the individual has yet another tattoo on a racist basis. In certain cases it may also mean that the person killed a member of another race. See appendix 62

Clown faces

This type of tattoo is popular among members of different prison gangs. Most are two-faced motive when one is laughing and one is crying. It can have several meanings, but
mostly in terms of variations of meaning "laugh now, cry later" or "my happy life, my sad life." See appendix 63

**Acronym VL**

Acronym VL corresponding to Spanish words "vida loca" - my crazy life, it is quite widespread, but not always the holder must be a member of the Spanish-speaking prison gang. See appendix 64

**Clock**

Clock often without hands, are a common motif prisoners convicted for longer term. The time for such people becomes something unimportant - that's why the absence of hands. See appendix 65

**ACAB**

ACAB inscription is very often placed on the back of the neck or fingers near the knuckles. This inscription is an acronym for "All Cops Are Bastards." "They're predominately found in British prisons, and Usually Signify That the wearer went to prison to protect his crew." See appendix 66

**Set of playing cards**

Set of playing cards tattooed on the prisoner's body may mean that the person took to gambling, or that his life for him is some kind of gambling. But if we come across such a tattoo on a prisoner of the Russian community, this motif has entirely different meaning. See Russian gang tattoos See appendix 67

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3.2.3 Modern society vs "Tattooed outcasts"

With the more lenient view of society, the number of people with tattoos is increasing considerably just as on the other hand, a growing number of people who regret theirs acts which tattoos often referred to as a youthful indiscretion and remove them. Often the result of tattoo which costs several hundreds dollars people pay several thousand dollars for tattoo removal. While there remains a risk that the motive does not disappear completely, not even the scars that remain after surgery.73

Maybe, however, this possibility of at least partial removal of something so long-lasting and permanent as a tattoo, gave impetus to people not to be afraid to let tattoo their body. Another, now has a purely decorative reason was, according to a survey conducted by Harris Interactive heightened sense attractiveness and increase self-confidence, which said a third of the total population of USA have from one to sixth tattoos. Most often is tattooed just the younger generation in the range of 25-29 years, but even middle-aged people (30-39) did not lag behind and they filling their desires to tattoos.

If we look into the history of this remarkable country, we would realize that tattoo art is associated with it from the very beginning of mankind, the first Indian tribe, which occurred on the territory of the United States. It is therefore logical that the tattoo is associated with this culture more than enough. And even if they do not make tattoo to announce that its holder has come to specific age or whether it is a brave warrior. Symbols of indigenous Indians are still popular among people, whether it is aware of the wearer or not. Most often we can encounter different variations of tribal motifs and especially dream catchers that have become very frequent motive mostly among young girls.74

Although in many countries people still have an opinion of the tattoo rather as marking convicts, but in America is seen rather as a part of their culture and a part of everyday life. According to surveys, the US News and World Report ranked the tattoo field as the sixth fastest growing retail business in America. A time when the tattoo owned only sailors or warriors, as a symbol of courage and bravery is so long gone. Today, tattoos can be regarded


as a kind of fad that may have for its wearer a different meaning. "People get tattoos for many Reasons, but personal expression, beliefs and passion are number one." Following this, there still occur even tattoos as a declaration of love or simply for fun.

Sure there are still jobs where the employer will not be pleased to tattooed candidate, but if the tattoo is positioned so that it is not too obvious it should not be any obstacle.

**Rihanna**

However, today, we must not underestimate the impact of various celebrities for their fans because often they are the ones who are primarily inspiration for young people. One of the most famous and probably the most tattooed singers is Rihanna. A singer, actress and fashion designer directly fell in love with tattoos. Especially she likes Maori tribal motifs consisting of at least two of her more than twenty tattoos. Therefore she used the opportunity during one of her Tour in New Zealand and she got the Maori tattoo made in the traditional style (ie using a chisel and hammer). The singer said that her Maori tattoo is honoring indigenous people of New Zealand, which she highly appreciated. This method of tattooing with using chisel blades is called Uhi and it is much more painful than modern tattoos made by electric tattoo machines. Tattooing is not involved only tattoo artist alone, but it requires the presence of tattoo artist’s assistant to possibly holding the tattooed man/person. Equally important role in making of Maori tattoo also plays a selected location, such as the singer's choice - the tattoo on her arm symbolizes genealogy and heritage.

**The Rock**

However, Rihanna is far from the only one who fell in love with tribal motifs, one of his greatest devotees is literally Dwayne Johnson or "The Rock". Although his most famous tattoos is large Polynesian motif located on the left arm, shoulder and chest. This extensive motif consists of several smaller parts, which are meant to symbolize the history of his family and ancestors. Parts of this tattoo are also symbols of his wife and daughter, as well as

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76 Ibid.
strength, happiness and loyalty. His first tattoo was a bull motif, which is a sign of strength and also his astrological sign. See appendix 69

**Mike Tyson**

One of the most famous boxers of Brooklyn, whether because of his reputation as a feared opponent or controversial tattoo on his face. Mike Tyson is a great lover of tattoos, but most attention gained motive of Maori warrior beside his left eye. But he is proud on tattooed portraits of Mao Zedong and Che Guevara too. See appendix 70

**David and Victoria Beckham**

Perhaps the best known tattoo celebrite remains David Beckham. Thanks to his tattoo many of his fans got tattooed in according to look similar. More than anything else tattoos have primarily symbolic significance for David Beckham, just the fact that he has in his forty years, forty tattoos speak for itself. For the first time Beckham had a tattoo in 1999 and after the birth of their first son. But over the year he took another tattoo - a guardian angel beside the name of his son to protect him. Since then he fell in love with tattoos and he is regular customer of tattoo salon. On the body Beckham has mostly quotes and scenes from the Bible. Furthermore, the names of his children and a lot references to his wife - even her naked picture and also the numbers of his jerseys which he had in a different football clubs. See appendix 71

Even his equally famous wife Victoria has several tattoos, although it can not be to equal to the number of her husband tattoos. Her body is decorated by her husband's initials, a quote in Hebrew, "I am loved and love" and five stars, each to symbolize a family member.

**Justin Timberlake**

Another fairly well-known American music icon with tattoo is Justin Timberlake. He boasts with several tattoos, like many of his colleagues. It is mostly religious motifs symbolizing his belief in God, eg. a large cross on the left shoulder or image of a guardian

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angel with the initials of his mother, who reminds his deceased twin sister who died in childbirth (see appendix 72). But we can also find a motive to be simply a reminder of the previous activity in the band 'n Sync, and their creation. The symbol of Aquarius, which is his astrological sign or a small Chinese sign that represents the "music" and "song" and indicate to the singer passion for music. \(^{80}\)

**Angelina Jolie**

Angelina Jolie proves to be the epitome of feminine grace and elegance, although it boasts quite a number of tattoos. Even this actress has a tattoo of a profound meaning. And like David Beckham, she has focused most of her tattoos on her children. Yet she chose quite unusual and original motifs instead of initials of her children. Her arm is tattooed by geographic coordinates of the place of their birth. But perhaps the most famous tattoo is a Buddhist prayer on her back, which she had designed the traditional Thai tattooing style as protection for her first son. This tattoo is a work of the famous Thai tattoo master Noo Sompong Kanphain. Other works of this master is the image of Bengal tiger (see appendix 73), which the actress got tattooed on her back in the same traditional way. One of the newest tattoos is inscription on her neck: "Know Your Rights" so as UNHCR Goodwill Ambassador expresses her position on the issue of the struggle for human rights. \(^{81}\)

**Miley Cyrus**

Nowadays, there are not many singers or actresses so well-known around the world, like Miley Cyrus. However, today she is known for her controversial concerts and rebellious image. It is therefore not surprising that even the young singer fell in love with tattoos, as her new lifestyle became a model for many of her fans. Although Miley Cyrus is more or less a social rebel her tattoos have deep meaning for her and none of them was created superficially. She is trying to express respect for her loved ones and remind her of how far she's come in the entertainment industry during her young life. \(^{82}\) See appendix 74

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\(^{81}\) FANCY, Tat. Angelina Jolie tattoos: [http://www.ranker.com/list/angelina-jolie-tattoos/tat-fancy], 31. březen 2017

\(^{82}\) FANCY, Tat. Miley Cyrus tattoos: [http://www.ranker.com/list/miley-cyrus-tattoos/tat-fancy], 31. březen 2017
3.2.4 Tattoos for commercial use

However, sometimes there is a very thin line between modern art and human stupidity. Tattoo artist must then contend with unwieldy location or with a completely senseless motive. The results of such work are funny, but then it is not surprising when such a man hardly gets an acceptable job. But also there are people who have downright their body for advertising. Although in the first case it was not a permanent tattoo and among the first who lent his body for advertising in 2001, is boxer Bernard Hopkins, who had during the match on the back an Internet address of online casino GoldenPalace.com. Because this marketing move was successful, more and more firms or companies were gradually opting for similar advertising. But this time was using a permanent tattoo. And so, in 2003, Jim Nelson sold for 7,000 US dollars space on his back as hosting server. The twenty-two years old man became the first person with permanently tattooed advertising on his body. In 2005, a similar step resorted thirty years old woman Karolyne Smith who sold space on her forehead on eBay for 10,000 US dollars, which allegedly wanted to provide to the study of his son. See appendix 75

Perhaps the most controversial act was made by eighteen years boy, which on the base of bet with his friends tattooed receipt of fastfood chain McDonalds on his left forearm. See appendix 76

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4. CONCLUSION

In this work I focused not only on the role of bodyart in the present time but also on the role that bodyart during the years of development of human society from acupuncture treatment method to symbol of uniqueness. There are many professional publications on this relatively extensive topic so I did not have any problems finding the necessary information. Whereas more information focused on the current situation was found on the internet resources.

At first I focused on the history of bodyart and its development. This way of the body decorating can be a certain indicator of the position in society, the expression of defiance or simply ingenious decoration. Besides having a position among the human society, bodyart can also indicate a membership of specific group (such as Hells Angels gang or followers of a particular musical style, lifestyle or band).

In the chapter refers to prison tattoos I researched the differences between tattooing of an individual prison gangs and motives that are typically prison and have no connection with prison gangs. The meanings of these motifs can often be different from their original meaning and the prison tattoo is best understood only by another prisoner.

From available sources I found that people are being tattooed mostly for two reasons in prison. In the first case it is a sign for a new member of the gang and it provides its holder some protection and position at the same time. In the second case it can be only a prison tattoo that has nothing to do with the gangs. This kind of tattoo serves as a reminder of a particular stage of life.

However, there are also prisoners who regret their decision about a tattoo when they are released. In that case the tattoos can be overlaid with other tattoo with a more sophisticated and harmless motifs. Or there is the possibility of complete laser removal.

From the perspective of the wider public we can say that society is divided into three groups according to its opinion on bodyart. The first group takes bodyart and body modification as an expression of art and herefore considered body as a kind of artistic tool - undescribed canvas, which only depends on its owner. The result of this thinking can be just one tattoo or complete modification of the body.
The second group understands bodyart primarily as a way to symbolically commemorate a loved one who passed away or as an indelible reminder of the important moments in your life.

A last group understands this, whether art or rather a permanent reminder, as a thing that still indicates a sign of thieves and outcasts, which is better to be avoided. They understand tattoos as a sort of negative stigma, which determines the wearer to be probably not abiding citizen.

Whether people realize it or not, tattoos or any other body modification makes them unique, not falling into the crowd. Because each of these modifications is genuine, even if you look at the tattoo of the same theme it will never be exactly the same as the original one. It will always be somehow modified. It does not matter whether it was intentional or not, because it always will be unique in its own way.

With the development of human society comes also the development of modern art as well as pushing the boundaries of possibility of modifying the human body. Some are done only in order to shock society as an original way to get people to think about global issues through various exhibitions. Other tattoos go used by society and are not considered to be extraordinary.

The biggest promoters of body decoration have surprisingly become celebrities, and singers and music bands. In the case of the music industry the various piercings and tattoos are made in order to shock celebrity’s audience and attract the attention. Which in a way they did because many fans desired to look somehow as their idol and according to this they are making same body modification.

However, everyone wants to be at least somewhat original deep inside or at least a little different from others, just be somehoswe special. This is another of the most common impulses why someone might yearn for modifying their bodies. Desire to choose most original placement of the tattoo or piercing – or its combination – in way nobody else has it.

Thanks to this desire for uniqueness the bodyart and various types of body modifications have become an inseparable part of American culture that only few people consider as an undesirable thing. And therethrough I got the answer to the main question of
my work - how contemporary society in the US looks at people with tattoos or with some sort of body modification.
Resumé

Abstract

The work shows the theme of bodyart as art in North America and its significance. It presents the history of tattooing in general and its development. Because bodyart is not just a tattoo, different forms of piercing are shown as well. At the end of the work are attachments for better imagination of different forms of modification of the human body. Subsequently, it explains the importance of this art of art in America - prison tattoos, gang tattoos and tattoos of well-known personalities and also tattooed politicians.
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GAUNTLET Enterprises. A little business that changed the world: http://gauntletenterprises.com/, 31. březen 2017


Mexican mafia: https://vault.fbi.gov/Mexican%20Mafia/Mexican%20Mafia%20Part%202%20of%202/view, 31. březen 2017


APPENDICES

Appendix 1 – Leader’s tattoos

Appendices 2, 3 - Flashes

Appendix 4 – Tattoo machine

85 http://www.ranker.com/list/world-leaders-who-have-tattoos/jordan-love
86 https://cz.pinterest.com/pin/21392166954798734/
87 http://old.bodyartmag.cz/tetovac%C3%AD-strojky-v%C3%BDvoj-a-historie.249.html
Appendix 5 – Biomechanical tattoo

https://cz.pinterest.com/explore/biomechanical-tattoo/
Appendix 6-9 – Piercing of eyebrow

Appendix 10-12 – Piercing of nose

Septum  Nostril  Rhino

Nasallang

89 http://www.a-piercing.cz/?piercing-do-oboci,102
90 http://www.chillipiercing.cz/blog/typy-piercingu-umisteni/
Appendix 13-15 – Ear piercing \(^91\)

Helix | Industrial

[Ear piercing images]

Appendix 16-23 – Mouth piercing \(^92\)

Frenulum | Frowny | Monroe

[Oral piercing images]

Lowbret

[Oral piercing image]

\(^91\) http://www.a-piercing.cz/?piercing-do-ucha,104

\(^92\) http://www.chillipiercing.cz/blog/typy-piercingu-umisteni/
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<th>Tongue web</th>
<th>Medusa</th>
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<td><img src="image3" alt="Medusa Image" /></td>
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**Angel bites**

![Angel bites Image](image4)

**Appendix 24-26 – Face piercing**

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<th>Ear and Tear</th>
<th>Bindi</th>
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<td><img src="image6" alt="Ear and Tear Image" /></td>
<td><img src="image7" alt="Bindi Image" /></td>
</tr>
</tbody>
</table>

**Appendix 27 – Nipples piercing**

![Nipples piercing Image](image8)

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94 [http://bodypiercingmag.com/bridge-piercing.html](http://bodypiercingmag.com/bridge-piercing.html)


Appendix 28-30 – Chest piercing

- Cleavage
- Clavicle
- Corset

Appendix 31, 32 – Bellybutton piercing

- Regular navel
- Inverse navel

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97 https://cz.pinterest.com/pin/268316090273576626/
98 http://bodypiercingmag.com/collar-bone-piercing.html
100 http://www.chillipiercing.cz/blog/typy-piercingu-umisteni/
Appendix 33-35 – Surface piercing

Wrist piercing

Transfinger

Appendix 36 - Expansion

Expensor

103 https://cz.pinterest.com/Eviegirl333/ear-piercings/
Appendix 37-40 - Implants

Skin diver

Microdermal anchor

Subdermal implants

104 https://www.bodyjewellery.co.uk/blog/2011/03/guide-to-dermal-piercing-2/
105 http://www.ebay.co.uk/gds/Dermal-Anchor-training-course/-/1000000175519639/g.html
107 https://cz.pinterest.com/pin/533395149586303649/
Appendix 45, 46 – Body suspension¹¹²

Appendix 47-49 – Hybrid Arts¹¹³ ¹¹⁴

¹¹² https://in.pinterest.com/pin/9077636720219120/
¹¹³ http://www.inkedmag.com/tattoos-with-piercings/
¹¹⁴ https://cz.pinterest.com/EcoMuse/scarification/
Appendix 50 – Latin Kings

Appendix 51 - AFFA

Appendix 52, 52a – Mara Salvatrucha

Appendix 53 – 18th Street Gang

Appendix 54, 54a – Aryan Brotherhood

115 http://www.ranker.com/list/gang-tattoo-meanings/katia-kleyman
116 http://www.ranker.com/list/gang-tattoo-meanings/katia-kleyman
118 http://www.ranker.com/list/gang-tattoo-meanings/katia-kleyman
Appendix 55 – Black Guerilla Family

Appendix 56 – Mexican Mafia

Appendix 57 - Norteños

Appendix 58 - Orejones

Appendix 59, 59a – Russian tattoos

119 http://www.ranker.com/list/gang-tattoo-meanings/katia-kleyman
120 http://www.ranker.com/list/gang-tattoo-meanings/katia-kleyman
121 http://www.ranker.com/list/prison-tattoos-and-meanings/mike-rothschild
123 http://www.ranker.com/list/prison-tattoos-and-meanings/mike-rothschild
Appendix 60 – Prison’s tears

Appendix 61 - Mythological creatures

Appendix 62 - Cobwebs

Appendix 63 – Clown faces

Appendix 64 – Acronym VL

124 http://www.ranker.com/list/prison-tattoos-and-meanings/mike-rothschild
125 http://www.ranker.com/list/prison-tattoos-and-meanings/mike-rothschild
126 http://www.ranker.com/list/prison-tattoos-and-meanings/mike-rothschild
127 http://www.ranker.com/list/prison-tattoos-and-meanings/mike-rothschild
128 http://www.ranker.com/list/prison-tattoos-and-meanings/mike-rothschild
Appendix 65 - Clock

Appendix 66 – Acronym ACAB

Appendix 67 – Playing cards

129 http://www.ranker.com/list/prison-tattoos-and-meanings/mike-rothschild
130 http://www.ranker.com/list/prison-tattoos-and-meanings/mike-rothschild
131 http://www.ranker.com/list/prison-tattoos-and-meanings/mike-rothschild
Appendix 68 – Rihanna tattoos

Appendix 69 – The Rock tattoo

Appendix 70 – Mike Tyson tattoos


133 http://www.ranker.com/list/the-rock-tattoos/tat-fancy

134 http://bodyartguru.com/mike-tysons-tattoos/
Appendix 71 – David Beckham tattoos\textsuperscript{135}

Appendix 72 – Justin Timberlake tattoos\textsuperscript{136}

\textsuperscript{135} http://www.tattoo-dragoon.cz/cs/tetovani-tattoo-186/

\textsuperscript{136} http://www.ranker.com/list/justin-timberlake-tattoos/tat-fancy
Appendix 73 – Angelina Jolie tattoos

http://www.ranker.com/list/angelina-jolie-tattoos/tat-fancy

Appendix 74 – Miley Cyrus tattoos

http://www.ranker.com/list/miley-cyrus-tattoos/tat-fancy

Appendix 75 – Advertisement


Appendix 76 – Advertisement