



The tattoo circus has come to town

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I'm starting to believe that I soon can't wake up in the morning, drink my coffee and browse the social media stream, without seeing a new stupid fame seeking stunt by tattoo artists and customers.

I have realized during these past six years that the tattoo industry is heading straight down the dark abyss of lake bull shit. So grab a snorkel people, because you gonna need it in order to not drown.

This weekend one of the biggest, if not THE biggest tattoo conventions took place in London. I have always thought that it has a very cool hugeness over it, but after I saw this multi fusion tattoo stunt by the "Rat pack tattoo" spread like prairie fire on IG I honestly just felt disgusted.

For those of you who has no idea what I'm talking about, The "Rat Pack tattoo" are seven very talented and famous tattoo artists who has decided to gather sometimes to do somewhat tattoo related shit in order to get more famous.

So what is exactly this time that I'm so riled up about you ask? Well apparently these artists put their heads together and decided that it would be a good idea to do a simultaneous tattoo fusion where all seven do a full frontal tattoo on an adventurous guy from Norway. I'm not gonna name tattoo artists, or the customer's name in this text, but if you have a few seconds to spare, you can easily find all the material that I'm talking about on IG or FB.

You don't need to be Einstein to figure out that what comes from seven tattoo artists each working their separate spot of sensitive skin on the torso, is a ridiculous amount of pain. So if he taped out and couldn't go through with it til the end, it's not something to be embarrassed about. It's a human survival behavior to react like that!

This dude also did his entire back piece in the same way last year, by six artists in the rat pack, and that is crazy enough, even though the tattoo healed perfectly. This customer asked them, and I quote one of the artists in the pack:

*"- ...he said that same day that next year he would like to have a go and try the same idea with his front-
so why the fuck not give the crazy guy what he wants?!" ,*

I can't find any sane explanation for doing it. Crazy pain junkies you can find everywhere, so he is not unique in that way. His decision is really not what makes me frustrated either, it's his body, his choice. It's the artists who go along with doing this as a publicity stunt. They all show extremely poor level of professionalism. Every artist is extremely talented and already very famous on their own. So when they gather up and do this crazy promotion shit, it is beyond reckless. It's not something unique about people wanting to stretch the limits, and test their bodies to do what no one else has done before. That is just human nature. Or at least a fraction of it. Just look at all the suspension acts that are in every conventions. But here's an idea, if it's just about one guy wanting to test his ability to handle pain and to get a cool tattoo done by famous artists, do it. But do it without the video and social media posting. Do it behind closed curtains! I mean it's the same thing that happens, isn't it? Apart from the marketing value of course. So is it still worth it then?

People wonder perhaps why is this such a big deal, and why do I care so much what they do? Well, you need to put everything in a bigger perspective. You need to have history in your rear mirror while you try to look forward to to understand the consequences.

The main reasons for me doing TAP is because I learned during the past years, and speaking to many, artists about what they think about how the tattoo industry is developing. Not everyone, but many of the renowned and experienced tattoo artists express that they fear that modern culture, Tattoo TV soaps, Social media, magazines branding, sponsors, conventions, collectors, you name it...is getting way too focused on money and overnight fame. The ancient craft and culture of tattoo art is being erased every day, chip by chip.

So what I use TAP for, is not to make money, and not to get famous in any way...or play the name game, that so many seem to find amusing. My purpose of TAP is to promote professional realistic tattoo artists in order to make customers understand how important it is to do proper research when getting a tattoo. Maybe that sounds very simplified, but what makes it hard is when tattoo artists that are already so damn famous they doesn't any more attention...pull a stunt like this. Seven artists standing in a circle over a customer and running their machines over him like it's a damn contest. It looks more or less like a gang bang!

So don't give me this "it's an impressive achievement" bullshit, because when you think about the negative circles this video and re-sharing will have on the tattoo industry in general. It's not impressive at all. It's just sad that they take every opportunity to exploit the industry even further in order to get a little more spotlight on them.



The funny thing is that they use "The Rat pack" as their name, because for those of you who doesn't know who was the original Rat pack, it was a group of entertainers back in 1950's and 60s with Humphrey Bogart, Frank Sinatra, Dean Martin, Sammy Davis Jr. Peter Lawford and among others. The original group of Rat Pack was entertainers in the music business, and they were initially just about having fun, drinking and entertaining. But then again...that was what their whole business idea. For those of you who have knowledge about this original group, also know that it wasn't just about glitter & glamour. Their agenda soon twisted into something more influential and far

away from their initial purpose. If you wanna read more about that story I recommend this [article >>](#)

The similarities about the original Rat Pack and the "Rat Pack Tattoo" does have a few similarities in my opinion. They all started out with a larger than life ego in order to "entertain" and they ended up with even larger egos influencing the whole world in ways they could never have imagined from the start.

So when so many tattoo artists today whine and complain over how the business has morphed into something distorted where tv-shows and huge conventions don't really focus on the actual tattooing, and how people get influenced by them so much that it affects the artists continuously during their everyday work. Those of you who can't see the connection of how a video of seven tattoo artists doing a full frontal piece on one of the largest tattoo conventions in the world, and how ordinary people get the wrong idea of how tattooing is done. Then you are just narrow minded and extremely short sighted. This video has sent ripples around the world and affected so many people's minds, that it's irreversible.

Not everyone apparently gives a shit, and understands that this is just entertainment. But those who doesn't, they might just send you an email tomorrow to book a one day session for a full back piece or a sleeve fusion. And while you then try to explain to the customer that it doesn't really work that way. Well, then remember the original Rat Pack, and connect the dots!

There are alot of people out there who think I should not waste so much energy on things that I can't really change. I really don't care if I shake the tree and a few birds fly away. So I'm gonna say this here too. If there are any TAP artists that think I'm totally wrong about this, and they can't agree with me. I would be very happy to recieve an email or a PM from you, and I will take