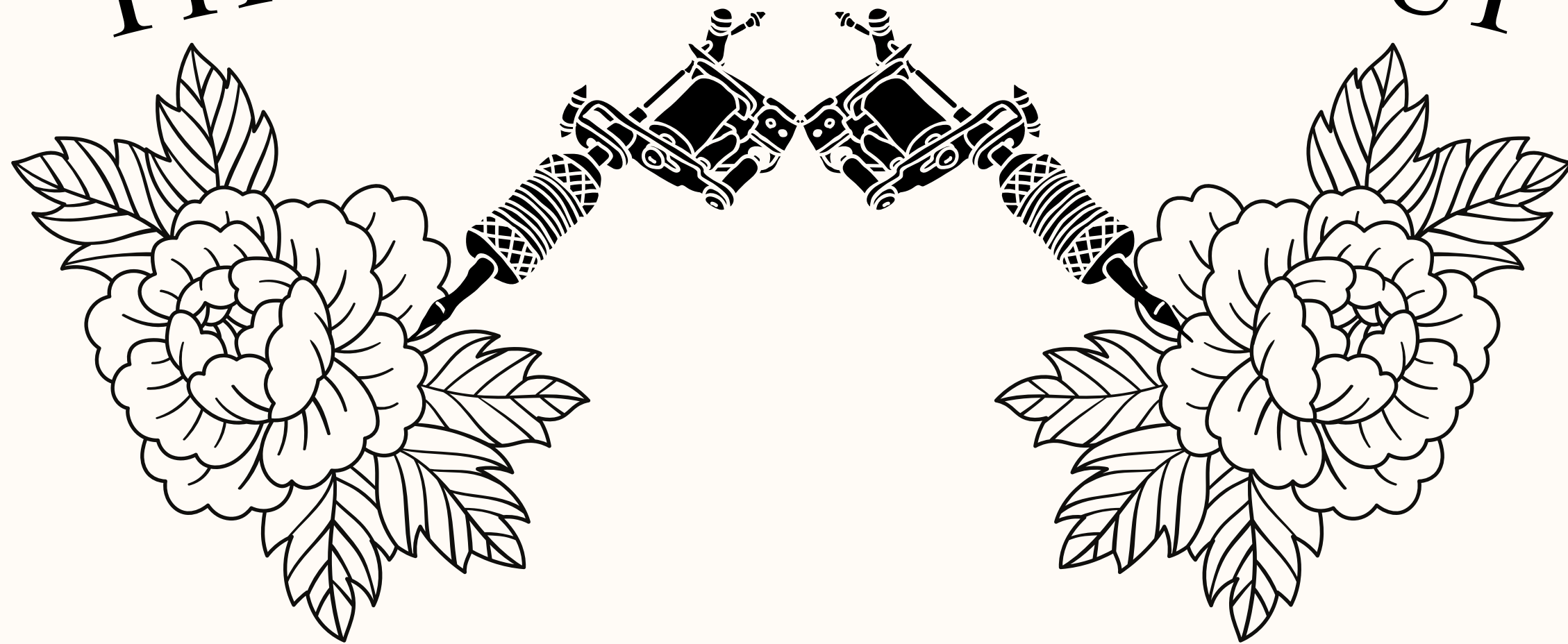


Reclaiming Femininity

THROUGH THE PINUP



Overview

“Reclaiming Femininity Through the Pinup” is an exhibition centered around the evolution of the Pinup tattoo. What started as a male-centered art form has often been overshadowed by claims of women’s liberation. Truthfully, the pinup was created as a pornographic image to promote advertisements and comfort men during war-stricken times. Men made the pinup, drew the pictures, and did the tattooing. Today, the tattoo style has been reclaimed by artists who use the pinup shape and idea to promote LGBTQ+ themes and women’s empowerment. In this case, “femininity” describes what was stolen from women of the nineteenth and twentieth centuries, though this exhibition will focus on not only “feminine” artworks.

Layout Overview

The viewer will enter the space through the stereotypical "male gaze" vantage point and exit with a refreshed and revamped view of the pinup. When entering the space, guests will be greeted with introductory text explaining the history of the pinup and images of the traditional pinup, ranging from Gibson Girl and magazine advertisements. Complementary text will explain each phase of the pinup through history and will be accompanied by matching imagery. Life-size cutouts of fantasy flash pinup tattoos will be placed towards the entrance to make the guests feel like they are also objectified women. There will be interactive selfie stations throughout each artist's space to reclaim the pinup in the modern, refreshed styles.

Location

MANHATTAN PAVILLION

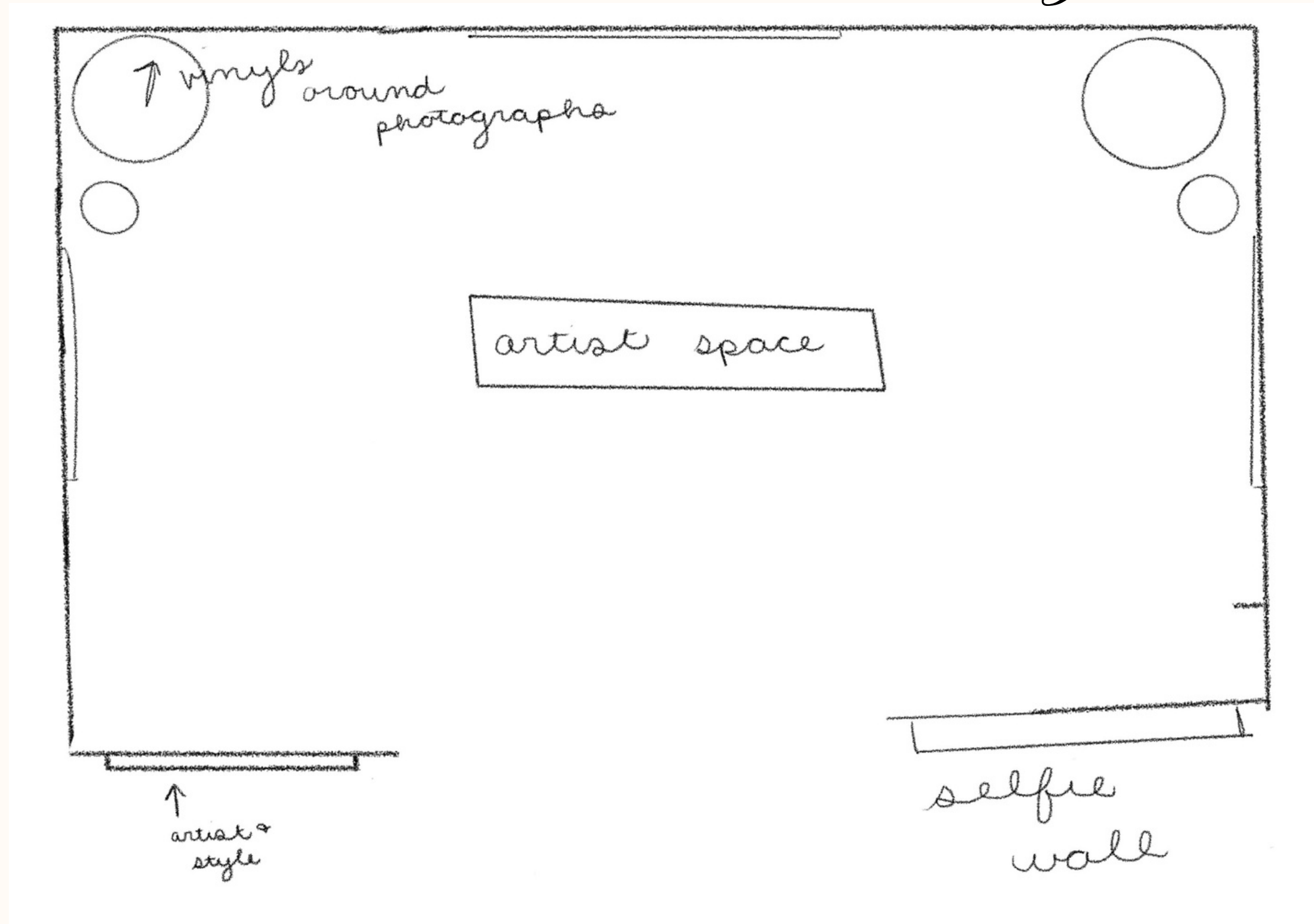
125 W 18TH ST, NEW YORK, NY 10011

Located in Chelsea, the Manhattan Pavillion is a versatile event space that can be utilized in a multitude of ways. Not only is it close to many popular destinations such as Kleinfeld and the Rubins Museum, it is also few blocks from Inked. A famous tattoo publication, channel, tattoo shop, and more.



Space

layout mock-up



Introductory Text

Often referred to as one of the most Americanized symbols in tattoo history, the pinup girl's story is overtly sexualized and historically demeaning of women's bodies. Its history is often viewed alongside the liberation of women's freedom and sexuality, though primarily through a white, heterosexual male gaze.

The pinup originated during the burlesque nightlife of the nineteenth century, where actresses would leave their photographs for fans to bring home, typically in alluring poses and clothing. This fantasy trend continued throughout the century, with artists such as Charles Gibson, George Petty, and Alberto Vargas creating their version of an idealized woman to grace the glossy pages of magazines. Photographs and magazine clippings would be pinned up and displayed, eventually used as tokens for soldiers in the war.

Women wearing military-inspired skirt suits graced the sides of jet planes. Idealized women in lingerie or disheveled house dresses tattooed on soldier's arms reminded them of what was waiting at home; an obedient but liberated woman, not shy about her sexual desires. Most pinups tattooed were white or white-washed women, and those of color became fetishized fantasies of stereotypes and colonialism. Today artists who make tattoos in pinup fashion reclaim the femininity stolen by the traditional male audience through their personal stories and stylistic choices.

Examples

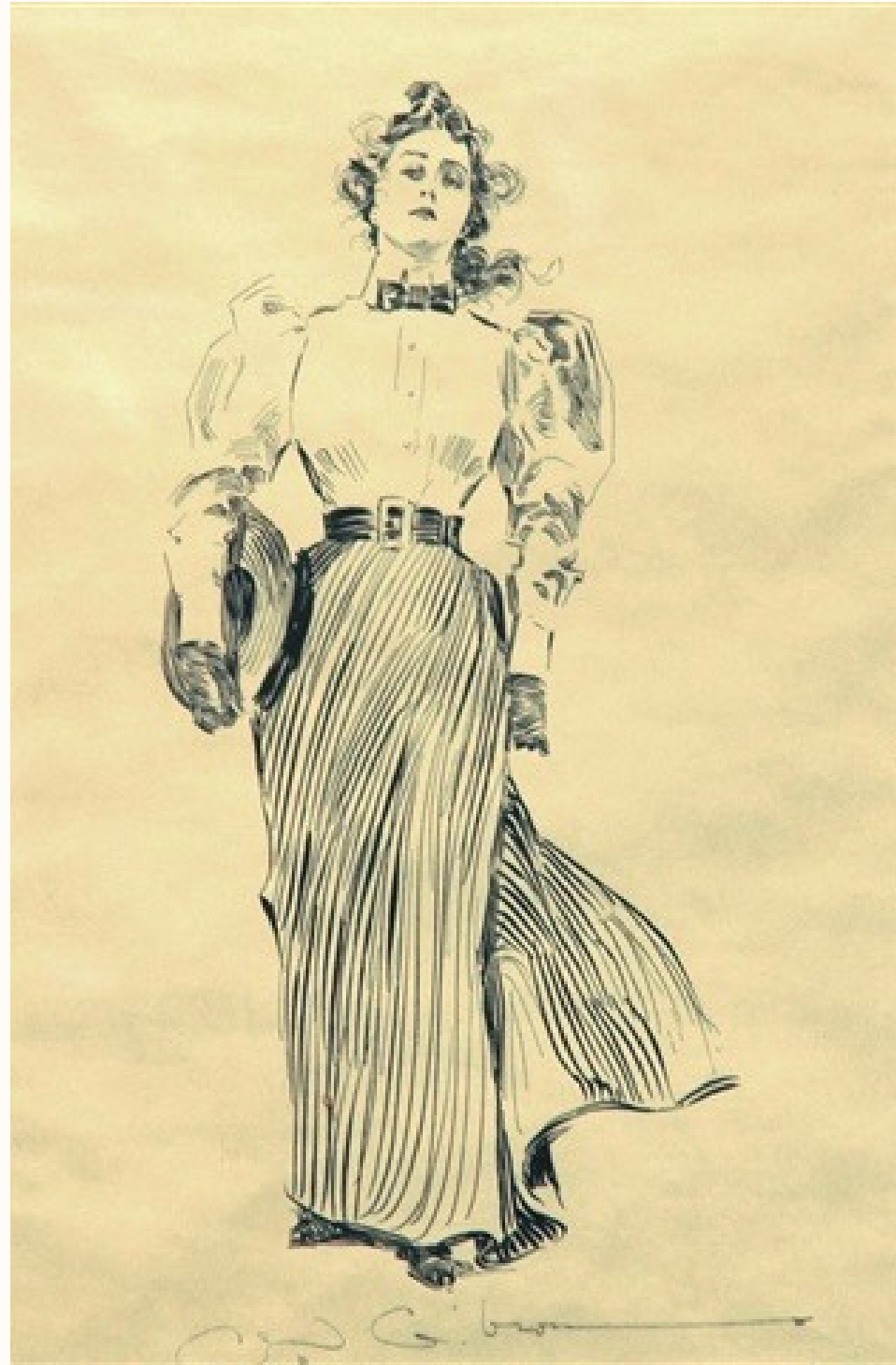


Tattoo Flash
Sailor Jerry



War Poster
Howard Chandler Christy
1917

Examples



"Young Woman with Straw Hat"
Charles Gibson



"Varga Girl"
Alberto Vargas
c.1940-1959

TRADITIONAL



THE ARTIST:

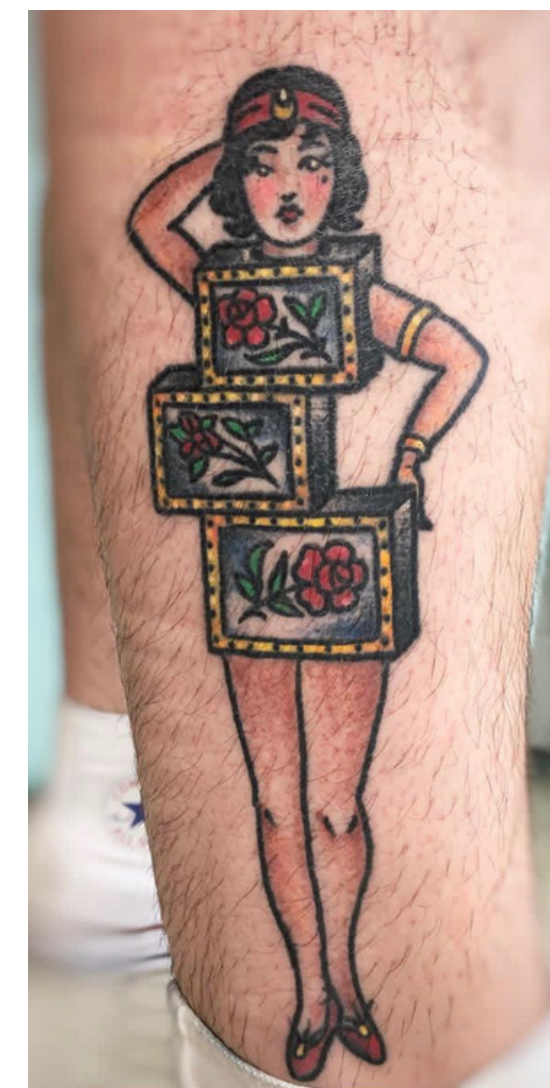
Jessica Valentine
@jesvalentinetattoos



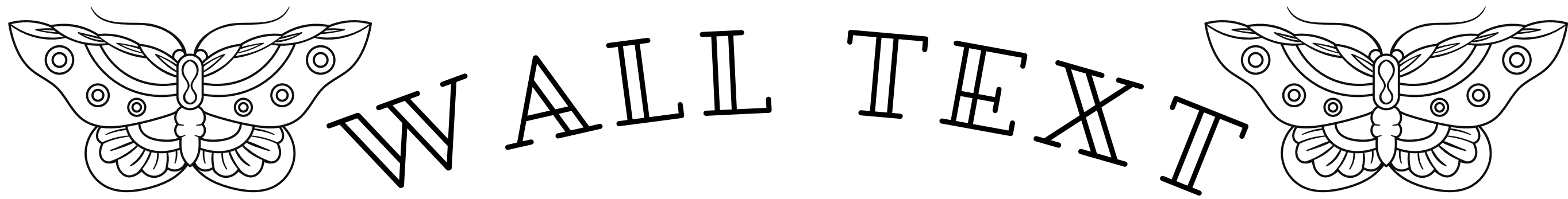
"Black Dahlia" Tattoo
Jessica Valentine
April 2021



"HIM" Powerpuff Girls Tattoo
Jessica Valentine
August 2022



Pinup Tattoo
Jessica Valentine
May 2018



Jessica Valentine's (she/hers) interest in tattoos started from a young age, though she never considered it a feasible career path because "female tattooers just didn't seem to be a thing." She states that her style today has traditional roots, but she leans more into tattoos' cute and fun aspects. Her shop, Haven, in Brooklyn, NY, is 100% female owned and operated, and its mission statement centers around being a place for anyone to feel comfortable, particularly women. She claims, "not only will you wear your tattoo forever, but you will also carry the memory of your tattoo experience."

NEW SCHOOL



THE ARTIST

@kellydotylovessoup

Kelly Doty



Frank n' furter
Kelly Doty
2022



Non-Binary Angel/Demon
Kelly Doty
2022



Cat Woman
Kelly Doty
2021

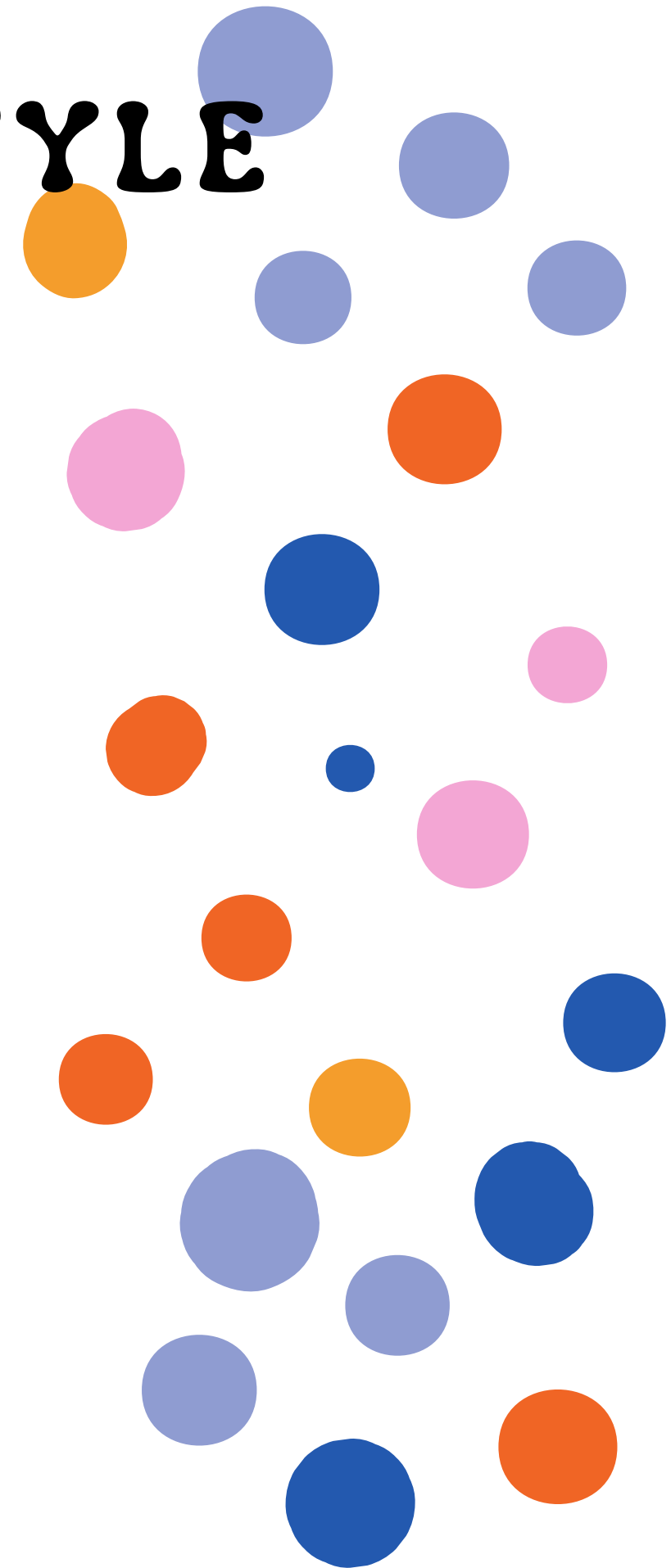
WALL TEXT

Kelly Doty (she/her) is a Salem based tattoo artist who grew in fame when she appeared on the show Ink Master. Not only is she an interesting person but her work is nothing short of amazing. She works in the New School style, characterized by dramatic features, bright color, and bold proportions. her signature look can be recognized anywhere and has clearly made a name for itself. She loves to focus on transforming characters into her art and make her own as well. She loves to utilize queer references in her work as well as queer characters/actors. Her work always holds a story and it makes it all the more magical. She also creates amazing artwork in the same style which is available for purchase at the back of the gallery.

EXAMPLE SELFIE WALL



CONTEMPORARY STYLE



THE ARTIST

Gus Roach Graves
@roachparade



"Cowbabe" Tattoo
Guss Roach Graves
September 2022



"Green Doll" Tattoo
Guss Roach Graves
May 2022

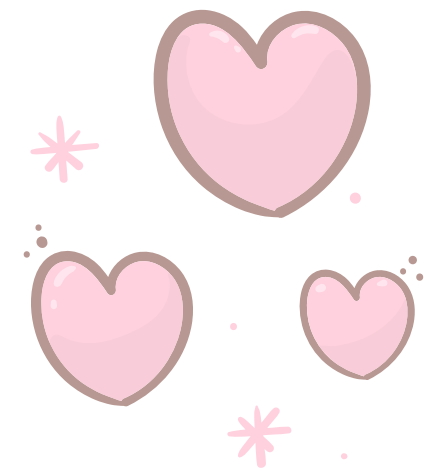
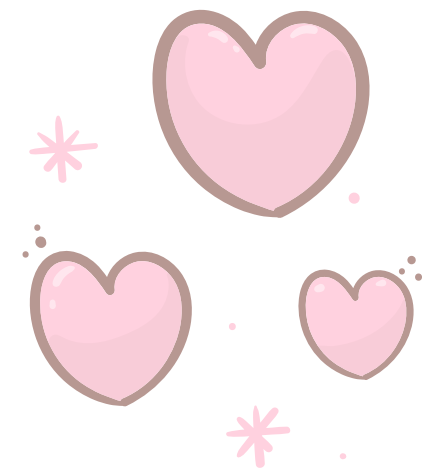
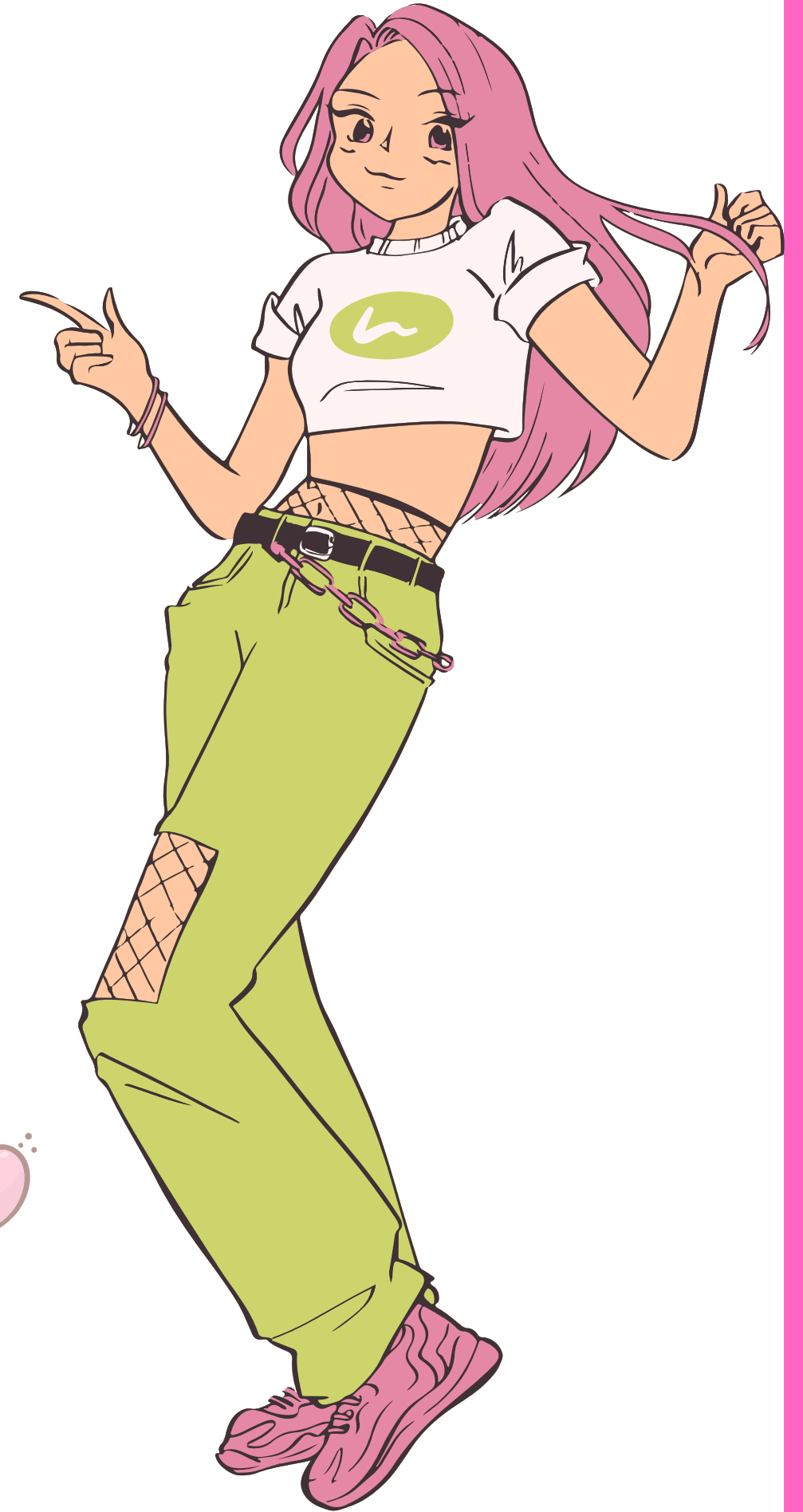
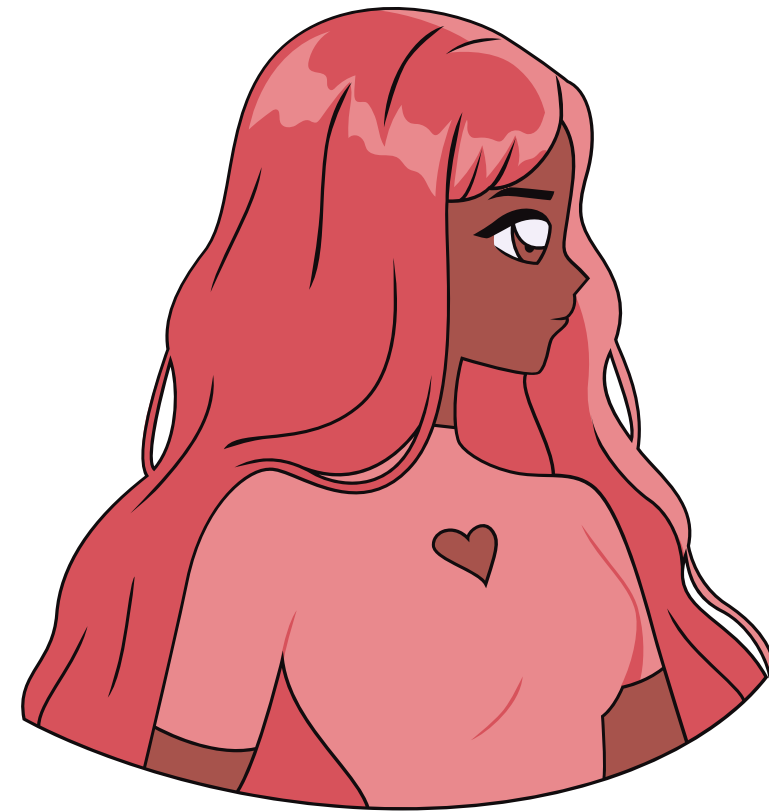
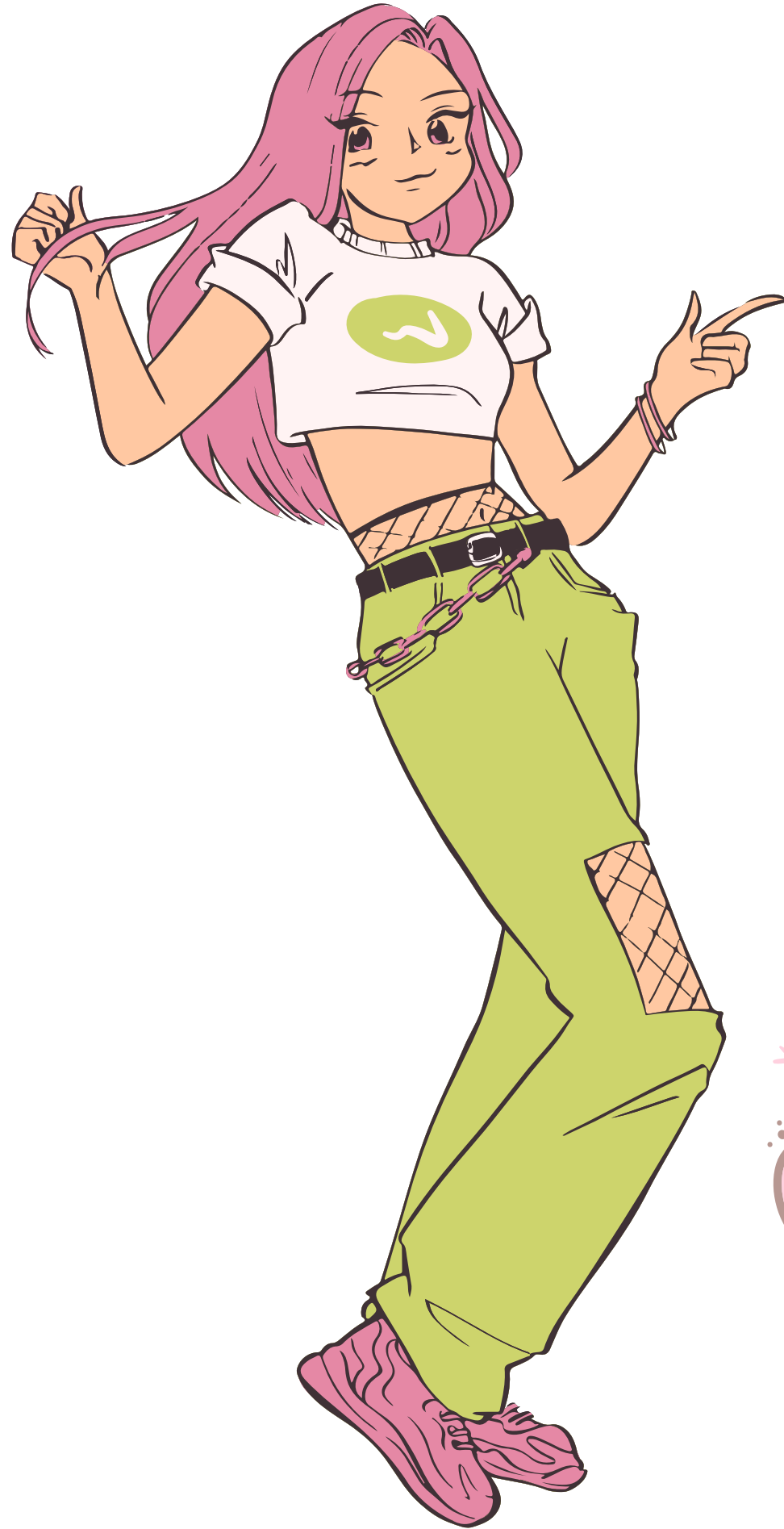


"Sad Clown" Tattoo
Guss Roach Graves
June 2022

WALL TEXT

With a background in comics and freelance illustration, Gus Roach Graves's (they/them/he/his) style is both New School-inspired and has an unmistakable contemporary feel. Both techniques emerged in the 70s when tattoo artists began to crave a different approach to tattooing. The New School style involves loud, bright colors and exaggerated features, much different from the traditional form of Americana tattoos. Contemporary tattooing involves a “DIY” approach and began with young artists wanting to learn the art form in their way. Graves’ tattoos include figures gardening, clowns, and historical forms of dress, which combine the bright colors of New School while appearing homemade. Graves is based at Who Knows, a Raleigh, North Carolinian, tattoo space.

ANIME STYLE



THE ARTIST

@moonstarmemoirs
Shannon Leah Parcell



"Usagi and Luna" Tattoo
Shannon Leah Parcell
September 2022



"Celeste" Tattoo
Shannon Leah Parcell
December 2021



"Ninomae" Tattoo
Shannon Leah Parcell
July 2022

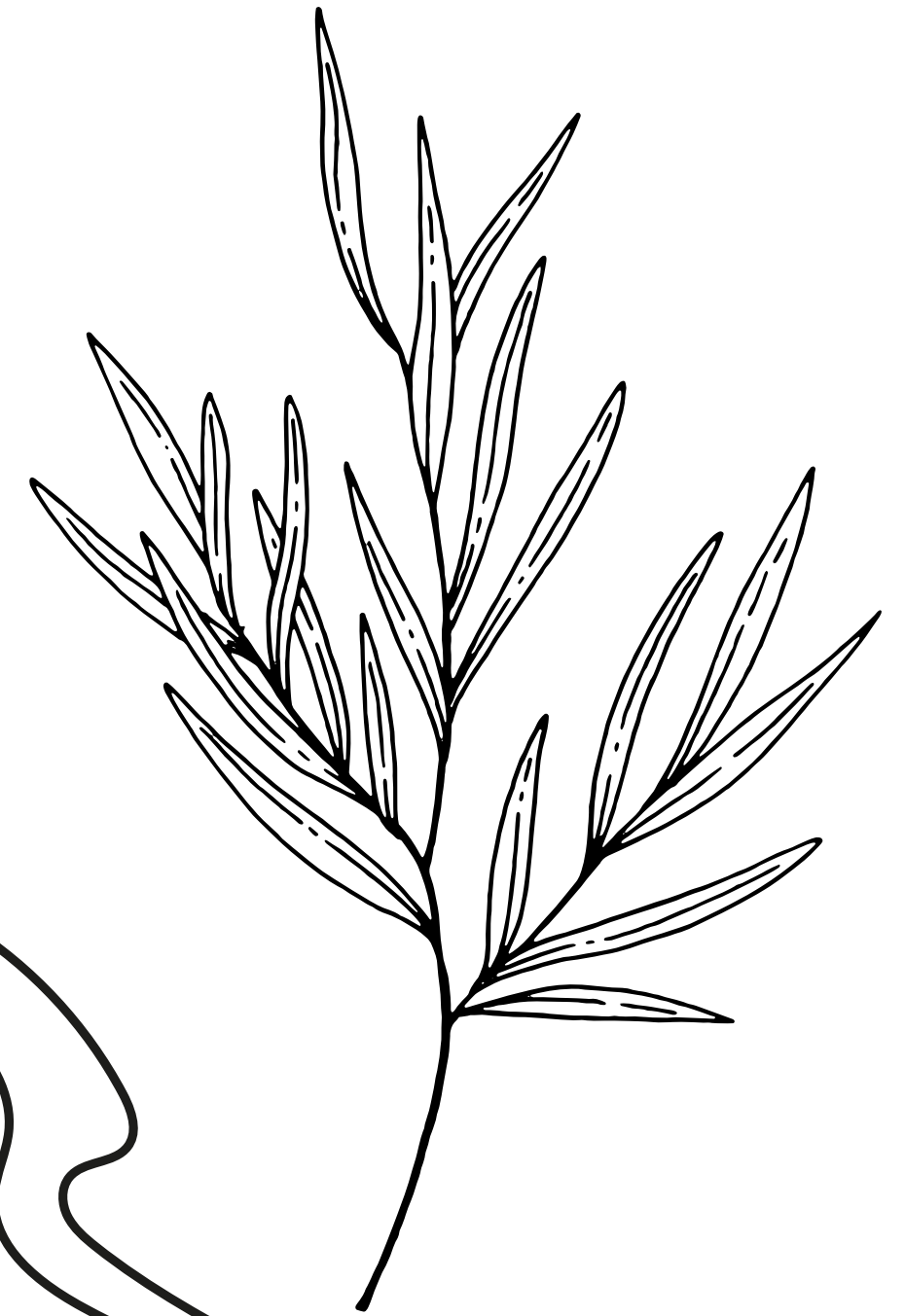
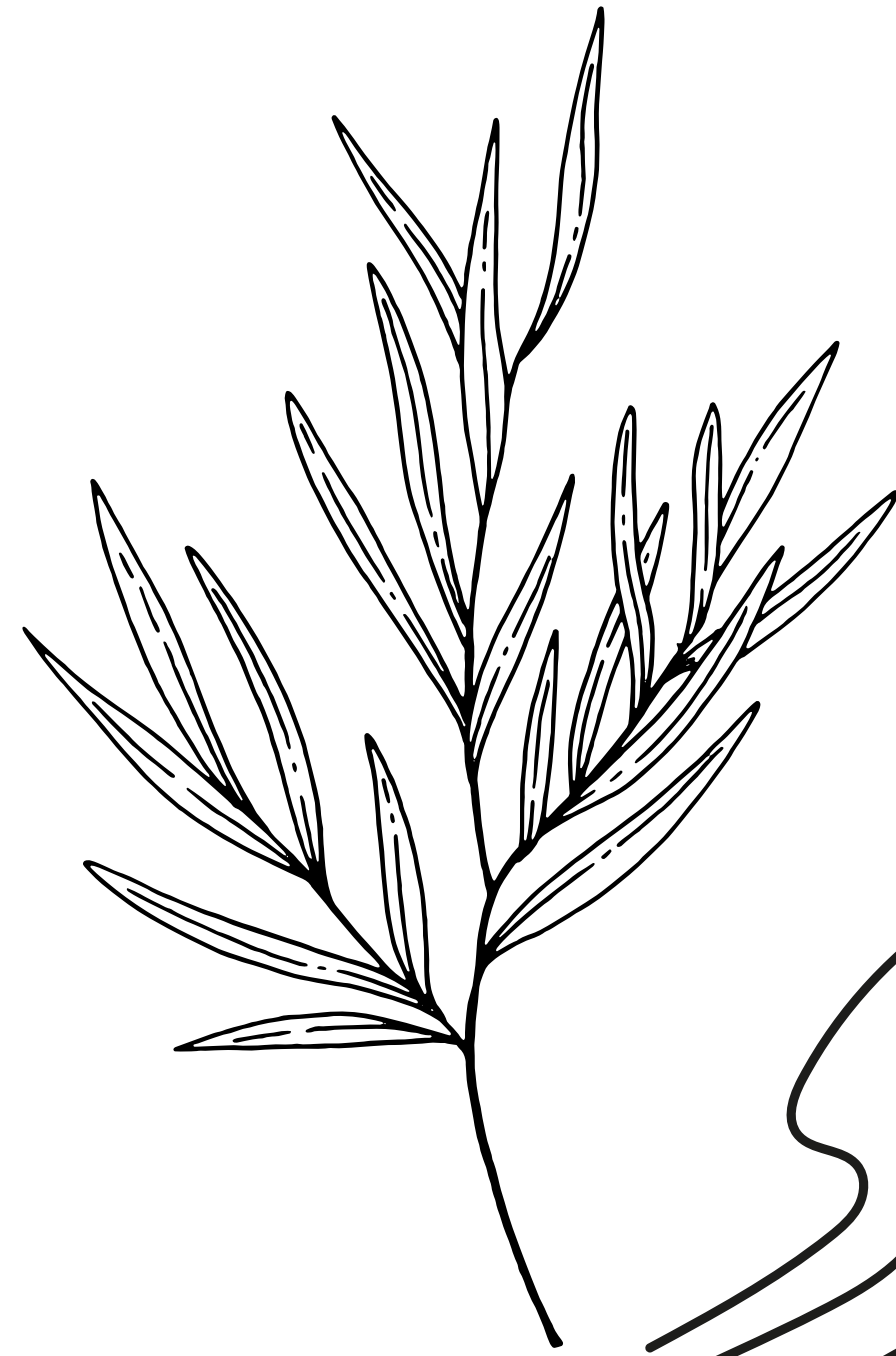


Shannon Parcell (she/hers) is a self-proclaimed anime trash tattoo artist based at Honey Wraith, a female and queer tattoo studio in Milwaukee, WI.

Parcell specializes in anime-style tattoos, many of them showcased in a modern pinup fashion. With the likes of Sailor Moon, Ouran High School

Host Club, and Bratz dolls, Shannon mixes feminine elements with traditional sexy aspects of the pinup tattoo. Manga and anime alike are challenging to contain into one ideal or another, providing examples of many different walks of life. With stereotypes of the “Magical Girl” fantasy to toying with traditional gender roles, artists like Parcell show that anime tattoos, specifically in the pinup style, are empowering and adorable.

ILLUSTRATION



THE ARTIST

@hellojacquelinemay

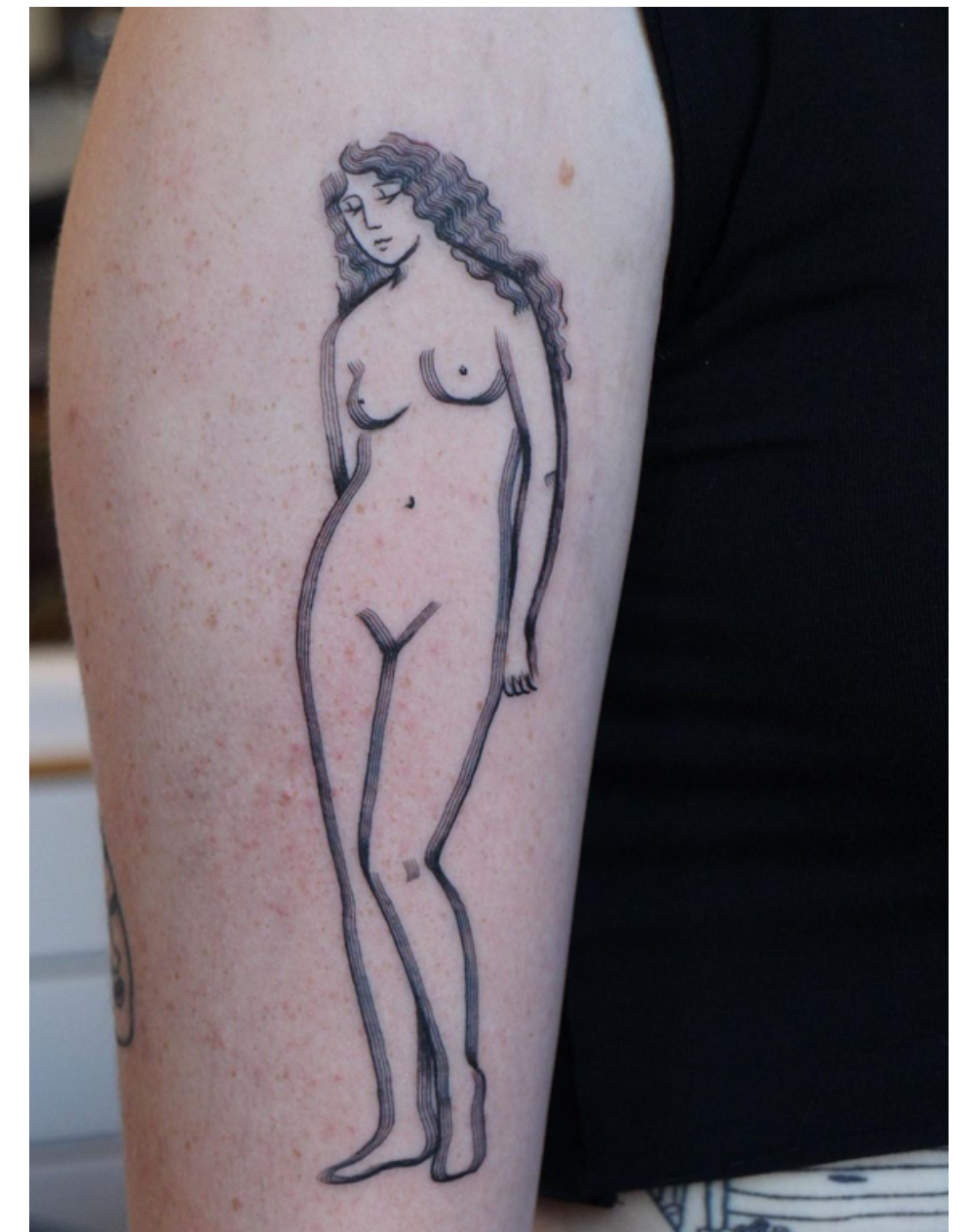
Jacqueline May



Untitled
Jacqueline May
2022



Rose
Jacqueline May
2022



Untitled
Jacqueline May
2022

WALL TEXT

Jacqueline May (she/her) is a Toronto based tattoo artist whose style is anything but boring. Inspired by 1920's flapper style with some clown integration, her work is striking without the heavy usage of color. She also does painting work, specifically inspired by vintage ideas. A recent example would be her painting inspired by a 1994 Avon ad. She has also noted drawing inspiration from artists such as Van Gogh, mixed with her more contemporary and modern women. Her style is more illustrative and relies on the usage of intricate techniques that mimics that of drawing lines. Her portrayal of naked woman do not depict them in any way of sexualized manner. The posture and presentation shows them as they are, rather than who you wish them to be.

Marketing and Promotion

Brand Identity

Reclaiming Femininity is a retrospective on the pin-ups evolution from being a pornographic image into a symbol of feminism.

Target Audience

- 18-45
- LGBTQIA+ and Women
- Both tattooed people and non-tattooed people

Marketing Channels

The most effective way to market this gallery through digital marketing, influencer marketing, event marketing and other promotional tools. .

Publications

- Inked Magazine
- ID Magazine
- VOGUE
- Tattoo Life
- HighSnobiety
- Skin
- GQ

Social Media

- Inked
- Kellydotylovessoup
- moonstarmemoirs
- hellojacquelinemay
- roachparade

Influencer Marketing

- Mei Pang
- Tanner Reese
- Brooke Markham
- Mitra Yosri
- Jack Chilcote
- Daniel Pituba



Marketing and Promotion

Increasing foot traffic



First 5 visitors on select days will receive a free tattoo voucher from artist of choice

Sales-donation to charities for LGBTQIA+ and women



Prints and original artwork from artist will be available for purchase

EA visitors posting UGC to generate hype - EA party



Opening event party with influencers invited to generate excitement

Natural Engagement



Selfie wall and overall instagrammability design

Thank You for Listening!

DON'T HESITATE TO ASK ANY QUESTIONS

