

# Skate KULTUR MUSIC

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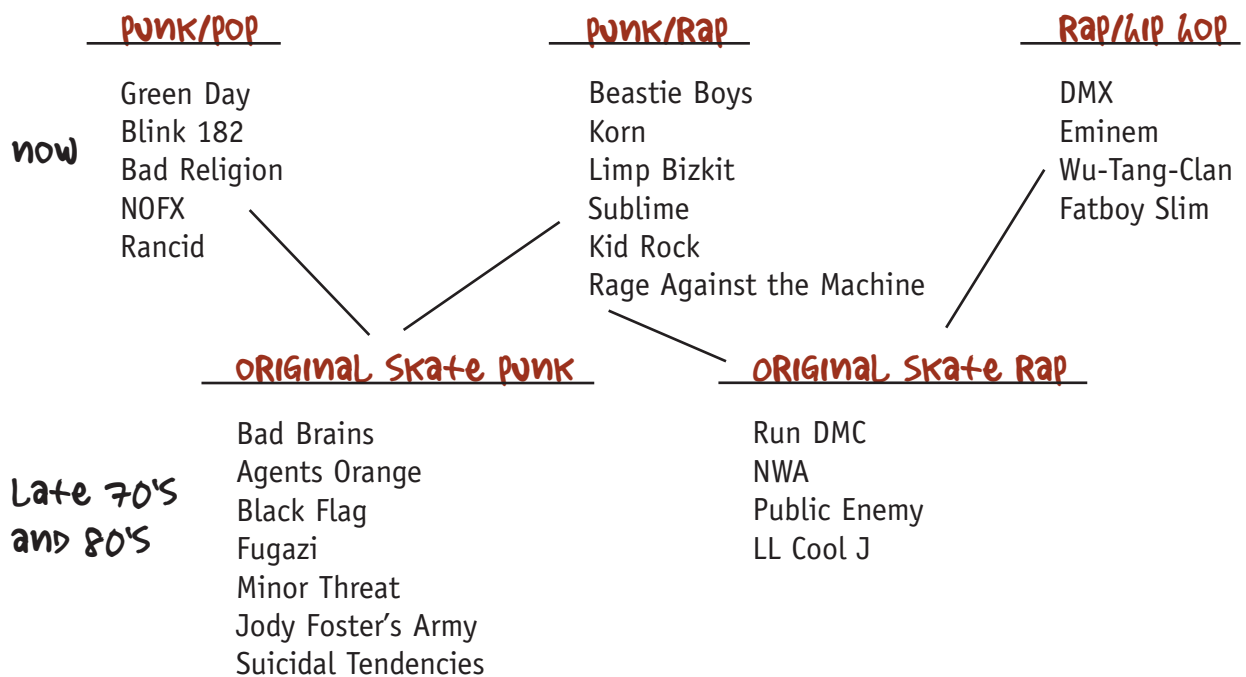
Music in addition to graphics captures the spirit of skate culture. Of course there is some kid in Texas listening to Ernest Tubbs while grinding the hell out his dad's tractor; but in general these kids listen to music broadly defined as alternative rock, with the sub genres of rap, punk and electronica. By listening to this music they are putting the urban back into suburban, reaching beyond the perennial border while staying a safe distance from the hoods and gangs.

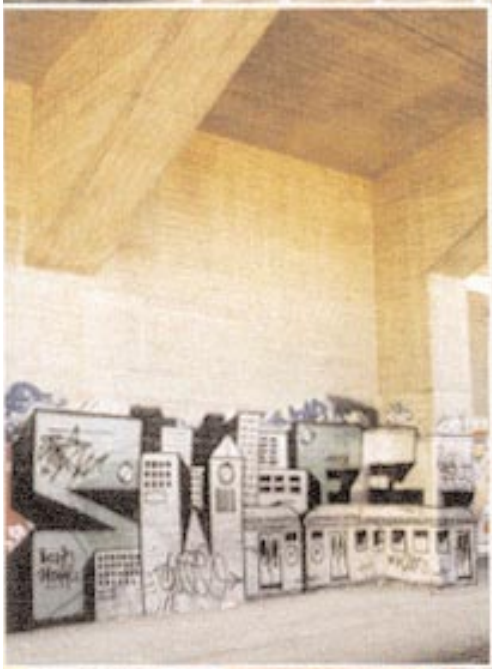
Skate culture music is edgy, fast paced, often political and often hormone driven stupidity. The three main genres of today's skate culture music are punk pop such as Green Day and Blink 182, a punk/rap hybrid of bands like the Beastie Boys, Kid Rock, Moby and Korn and straight up rap and hip hop like DMX, Eminem and the Wu-Tang Clan. Most of this type of music was underground in the eighties just like alternative sports. Everything changed though with the breakthrough of Nirvana and lead singer/anti-hero Kurt Cobain.

Prior to Nirvana, the band that punked Michael Jackson off the number one spot, bands such as Agent Orange, Jody Foster's Army, Fugazi, Minor Threat, Black Flag, the Bad Brains, Public Enemy and Run DMC laid the ground work for today's million selling acts.

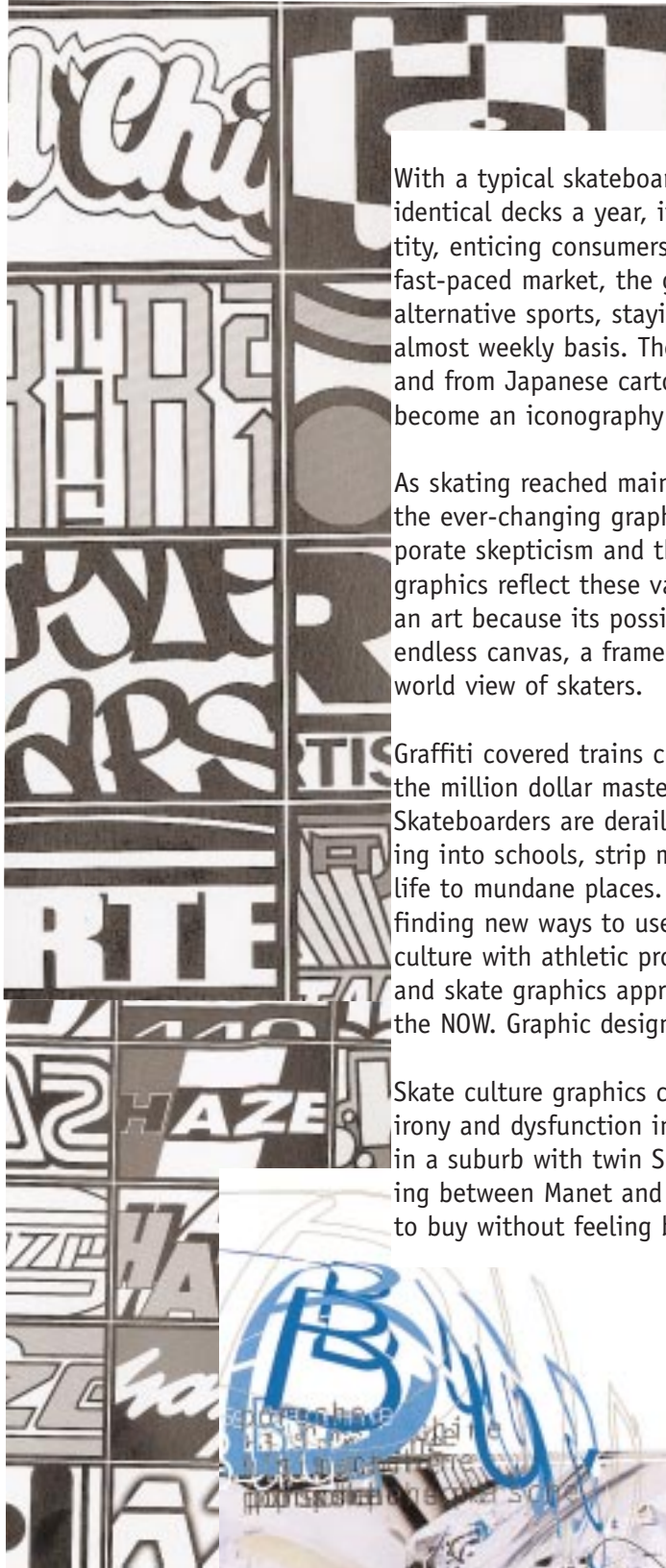
The equation is simple. As Skate culture reached mainstream levels, many of the bands from the culture were pushed to mass success. But today, for every big time act there are hundreds of punk, metal and hip-hop bands thriving in the shadow of the enormous success of alternative sports. There is still a core group of skaters, the cutting edge, which listen to unknown bands, creating the momentum to push the next sound into the limelight.

There are regional variations in the styles of music, with certain bands dominating parts of the country. We live in a global village but New York City is not Orange County. Also, Skate culture is global. In Europe the kids tend to listen to techno and electronica like DJ Shadow, Kruder and Dorfmeister, Roni Size and other acts. In the end, skate culture embraces a wide style of music, promoting passion, originality and free speech.





## SKATE KULTUR GRAPHICS



With a typical skateboard company producing over 150 versions of structurally identical decks a year, it is the multitude of graphic designs creating the brand identity, enticing consumers and differentiating one company from another. In today's fast-paced market, the graphics of skate culture keep time with the pulse and rush of alternative sports, staying current with trends, cultural events and politics on an almost weekly basis. The graphic styles range from old school graffiti to alien techno and from Japanese cartoons to caricatures of corporate icons. The graphics have become an iconography of the street, collectable and admired like fine art prints.

As skating reached mainstream status with millions of skateboard decks sold a year, the ever-changing graphics are maintaining the culture's legacy of individuality, corporate skepticism and the fundamental belief that skating is an art form. The deck graphics reflect these values. To quote Mark Gonzales, skater and artist, "skating is an art because its possibilities are endless" and in turn skateboard decks provide an endless canvas, a frame by frame film documenting the punked out athleticism and world view of skaters.

Graffiti covered trains cross the city in a free daily exposition of street art, mocking the million dollar masterpieces locked up in climate controlled warehouses. Skateboarders are derailed graffiti trains, taking the art of their equipment and clothing into schools, strip malls, sprawling suburbs and urban plazas. Skateboarders bring life to mundane places. Whether in the virtual or real world, skaters crash barriers, finding new ways to use time and space and confront the banality of drive through culture with athletic prowess and dissenting visuals. Skaters appropriate public places and skate graphics appropriate from the spectrum of world culture to forge images of the NOW. Graphic design is the medium translating the message.

Skate culture graphics capture the insatiable MTV trained eye of kids. Skaters see the irony and dysfunction in the deck designs, but this hardly suggests that a kid living in a suburb with twin SUV's guarding the driveway is an Adbusting intellect, discerning between Manet and mayonnaise. Skater kids are savvy in their own right and like to buy without feeling bought.

