

TATTOO

刺青極限
EXTREME

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TATTOO EXPO AWARDS

三大國際展會
得獎作品特集

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EASTERN PROMISES

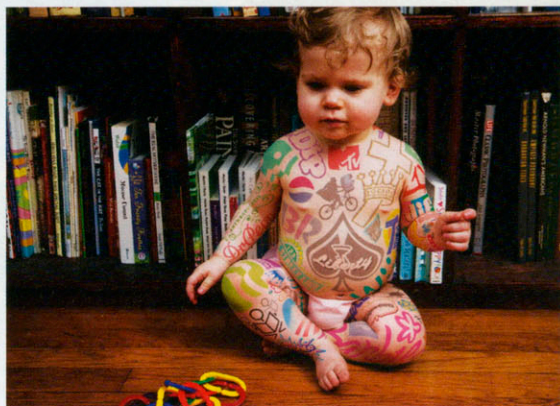
來自美國北邊賓夕法尼亞州的 Dietrich Wegner 在 Edinboro University 大學裡教授雕塑，同時芝加哥的 Carrie Secrist 藝廊也會不定期舉辦他的個人國際藝術展。最近，Dietrich 舉辦了一個很引人矚目的特展“Cumulous Brand”，作品的呈現以攝影及雕塑品為主，讓人驚豔的是這些作品全都是以小 Baby 為主體來創作，小 Baby 粉嫩的肌膚卻有著各式各樣不同的 Logo 刺青，看起來非常的衝突。Dietrich 說自己對於生命中的許多矛盾或是相抵觸的事物都還蠻感興趣，尤其其他觀察社會中的矛盾事物是會一直累積下來的，他則會運用繪畫、雕塑或是攝影的方式來表韃出事物之間矛盾衝突點，讓原本對立的感受頓時可以交集出另一種火花。

善於塑造衝突美的 Dietrich 這次為什麼會以小 baby 與刺青 Logo 當創作呢？Dietrich 說這次的創作想法是當他妻子懷上他們第一個孩子時，他的 e-mail 開始收到大量誇張荒謬的廣告信，這些廣告信寫了許多如何當父母帶小孩的一些知識，不過終其目地，就是要賣出他們的產品。原本 Dietrich 想要塑造一個雕塑來呈現這些轟炸式的商業宣傳，但後來他思考到另一個更值得關注的層面，他覺得生活在商業充斥的社會中，人們習慣於用買來的東西或是一些行為來證實自己的存在感或是身份，像是用什麼樣的包包，開什麼品牌的車或是從事什麼樣的運動來表明自己的身份地位。Dietrich 認為我們人類的文明發展始於部落，各個不同的民族更是依種族共同性來組織部落，一直到了現代的商業文化變

塑造 非刺青 · 衝突藝術

DIETRICH Wegner

Editor / Edith



化下，人類用來區別自己、認同自己的方式，轉而由每天環繞身邊的商品所主導，各個公司更是想盡辦法的引誘大家的慾望來達到利益的目標，大家關心的不再是真正的自己，真實的需求，而漸漸被變成一個商業公司要我們成為的樣子。Dietrich 想要透過這樣的作品，讓大家可以好好反思一下這些行為的矛盾點，在商業化充斥的社會中，也可以真的想想、問問自己。

這次的展覽一共展出有 3 個雕像與 8 幅攝影作品，Dietrich 花了一年的時間完成，其實他一向都以雕塑作品為主，攝影的部分原本都是在進行雕像前的所進行的準備工作，不過這次當攝影完成時，Dietrich 覺得畫面的表現很完整，所以也納入這次作品中，然後透過影像合成軟體的方式將 Logo 置放在小 Baby 的身上。而雕塑作品的部分是處理起來較困難的，Dietrich 想要讓 Logo 可以自然的呈現在 Baby 的皮膚上，不是只是油印在上面，而是真的像刺在皮膚內的。所以 Dietrich 後來在圖樣油印上之後還利用噴槍輕上一層的膚色，讓整個作品看起來像是真的刺青。這次 Dietrich 的展覽得到許多人的欣賞，更讓許多人好好想想他提出來的這些思維，雖然 Dietrich 自己並沒有刺青，不過透過不同媒材的組合，讓刺青除了可以有意義之外，也可以在雕塑作品上呈現不同的創作。

Could you please do a brief intro of yourself?

I am an Australian born American who grew up in Texas, but now lives in deep snow country of Northwestern Pennsylvania. I teach sculpture at Edinboro University and exhibit my work internationally through the Carrie Secrist Gallery in Chicago. I enjoy life's contradictions and nuances. I find myself fixating on how every society accumulates contradictions amidst their ideals. I use those contradictions, putting opposites together in drawing, sculpture and photography that feed on the friction between two things that should not make sense together.

Could you please tell us why you choose to make a series art works "Cumulous Brand"? is it the correct name for the art project? What will be the objectives for you to do this art project?

When my wife was pregnant with our first child somehow we got on a mailing list for expectant parents and we started receiving a ridiculous amount of baby product advertisements in our mailbox. These ads seemed to be doing more than just selling me a product, they seemed to be projecting a set of values on me, telling me what kind of parent to be and what kind of child I should have. Initially I wanted to make a sculpture that commented



Cumulous Brand

Sculpture Baby

運用繪畫、雕塑或是攝影的方式來表韃出事物之間矛盾衝突點，讓原本對立的感受頓時可以交集出另一種火花。



an this corporate bombardment and manipulation, but the more I thought about how we socialize and form our identities, the more I thought about how the products we buy and the activities we love might have a concrete relationship with who we are. Certainly some people use their clothes they wear, the music they listened to and the cars they drive to express something about their identity. Humans have always been tribal people. We form tribes with what we share in common. In this contemporary commercial culture these tribes are often formed by the product we surround our selves with, they are our markers of social class. The difficulty is that corporations also manipulate our tribal nature and manipulate our desire to be something beyond our current economic state. "IDENTITY" to a company looking to make a profit is not so much what we are but what the corporation

wants us to become. I create images that are safe and unsettling, abject and beautiful. In Cumulous Brand babies are covered in multicolored tattoos. The tattoos are selected through an interview process with an adult prominent in the child's life, usually the parents. Each work is a portrait through the logos of the products used, the activities participated in and organizations belonged to throughout this adult's life. I believe the works are broadened by the presents of non-corporate logos, such as religious affiliations and humanitarian groups. Cumulous Brand is a meditation on how our identities evolve and how we declare them. Ultimately any work I make I aimed at creating an image that causes a viewer to ask multiple questions about themselves and their society.



*Other
Art Works*

Could you please tell us more about the processing of the creation?

What would be the most difficult part or interesting part ?

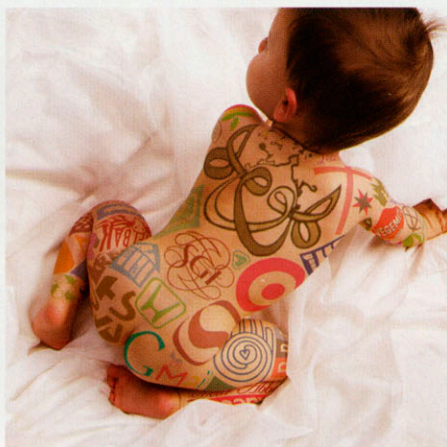
The photographs were shot by me or a hired photographer and then overlaid with logos in photoshop using the warp/transform tool. These photos were initially just a way to sketch out an image for a sculpture, but they were successful enough to become a stand alone work. The sculptures are formed in clay. I then make a mold off the the clay and cast the forms in a translucent, flesh colored silicone. Outside of the mold I airbrush the tattoos on through hand-cut stencils. I tried actually tattooing them, but because the ink does not soak into silicone the way it does flesh, the lines are too crisp and they end up looking like pencil or marker lines. Airbrushing through a stencil allows me to soften the edges of the logos so that it looks

more like a tattoo. I then airbrush a final skin colored coat on top of the logos so that they look slightly beneath the skin. The hardest part is finding the right balance of how opaque to make the color. If it is too thick it looks like a sticker on the skin, when it is just translucent enough it looks inside the skin like a tattoo.

How long do you take to finish the whole project? Is there any continuous plan for the project ?

I spent a little over a year on three sculptures and 8 photographs. Each photograph is about 40 hours of work. The time for each sculpture is harder to calculate. The bulk of the time is in the initial clay sculpting which takes a minimum of 120 hours. The mold making, casting, stencil fabrication and

Dietrich Wegner



airbrushing of logos takes roughly 40-50 hours per casting.

Any reason for you to choose the logo for the project ?

As mentioned in an earlier answer the logos are picked by the parents of the child. Since we don't know what the child's interests will be I let the child stand as an identity portrait for the parents.

Do you have any tattoo on yourself? If Yes, Could you want to share your tattoo story with us ?

I don't have any tattoos. I think they are beautiful and I would get one if there was one image I wanted to see everyday, but as an image creator I would want to constantly evolve that image into so many different images I

don't think it would be fair to my skin. I would eventually run out of canvas, have to get a very costly surgery to remove all the tattoos and start all over again with new tattoos. I prefer to make photographs and sculptures that can be moved in and out of my house more easily than a tattoo could be from my body.