

California Locos: Legends' Art Hits Skate Decks

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Southern California art giants' bicoastal shows feature new works and skate boards



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The California Locos with Nano Nobrega (center) and their skate boards.

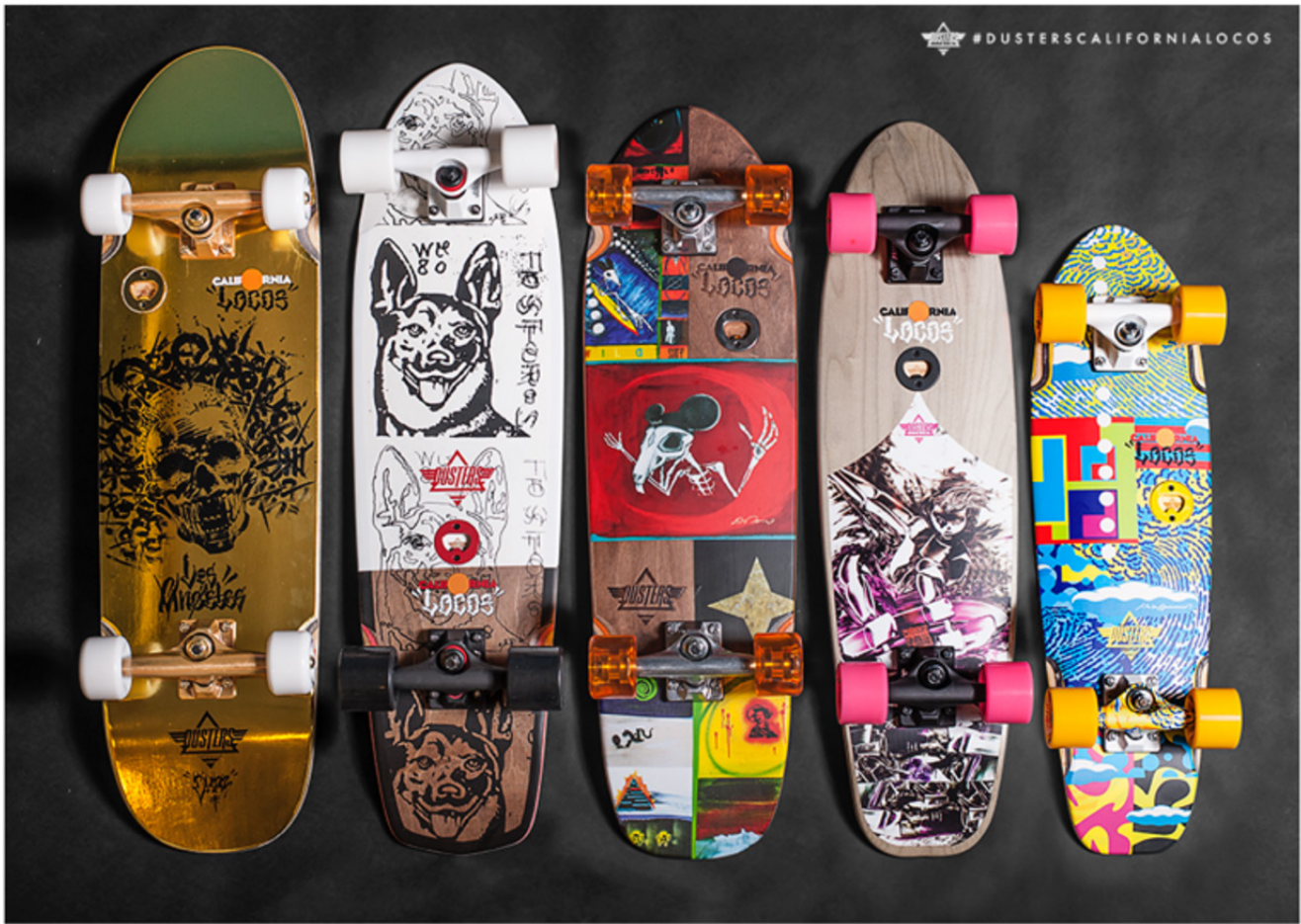
Founded in the mid-1800s, the Arts and Crafts Movement was a radical departure from the Industrial Age's mass production and stifling social restrictions. Standing for fine craftsmanship, advocating social and economic reforms, and rebelling against conventional social morés, Arts and Crafts was in many ways the punk rock art form of its time.

And while the progenitors of Arts and Crafts stressed craftsmanship, they were not opposed to manufactured goods; they just wanted the machines to be mastered and to produce quality items. It was also paramount that the decorative elements match the use of the item. Owen Jones, one of the movement's founders stressed, that there must be

fitness in the ornament to the thing ornamented.

It's that spirit, transferred through a century and a half of social upheavals that finds its way into a new line of skateboards which features artwork by a legendary group of artists, the [California Locos](#). The Locos—Chaz Bojorquez, Dave Tourjé, John Van Hamersveld, Norton Wisdom, and Gary Wong—represent 50 years of Los Angeles art, each having been influenced and inspired by the surf, skate, punk rock, and the barrio culture that combined in Los Angeles during the 1980s and 90s. The art they innovated—combining graffiti, Pop Art, jazz and punk—has gone global, just like that ultimate SoCal sport, skateboarding.

Arts and Crafts utilized folk art motifs raised to a higher level as well as stylized images from nature as its design foundation. And the art that the Locos create, with its roots in graffiti, surf, skate and punk rock, is modern edgy “folk” art —these folks being urban punks whose experiences with nature were the beaches where they surfed, the cement pipes and empty swimming pools where they skated, and the streets where they ran. These five skate decks, intended for use, appeal to art collectors and art-loving skaters alike, and each are as individual as the artists themselves.



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Fitness in the ornament to the thing ornamented: Decks by Bojorquez, Wong, Tourjé, and Van Hamersveld.

The California Locos skateboards, manufactured by Dusters California with Creative Director Nano Nobrega, carry through the founding concepts of the Arts and Crafts Movement. Noted art critic Shana Nys Dambrot commented:

It's a rare enough thing, the creation of commercially available design objects emblematic of countercultural art history and contemporary fine art, with epic attention to the finer points of rough, sexy, funny, political, and avant-garde post-punk beauty. Yet these decks retain the rawness of the unique original works that have inspired generations — including the coming up of the designers who produced the line. Furthermore, these works' production value and durable craftsmanship are at the apex of functional design that only the world's leading design and distribution outfit could deliver.

The California Locos/Dusters boards will be included as part of their bi-coastal show, “California Locos 2016” featuring new works by Bojórquez, Tourjé, Van Hamersveld, Wisdom, and Wong that explore both the sun and the shadows of Southern California. The week-long shows, sponsored by JUICE Magazine with Terri Craft and Dan Levy, begin appropriately in Venice, CA for the week of June 25 to July 1 at Juice Magazine and the Rose Room, and then move to Virginia Beach, VA August 13 to 20th, at Studio 17. Each show’s opening night will provide a multi-media experience with live music from Los Savages (featuring Ian Espinoza, Bryan Head, Jim Grinta, Toby Holmes, Tourjé and Wong) with live painting by Wisdom, and clips from the documentary *Crazy World Ain’t It—The Life and Times of John Van Hamersveld*. Tuesday June 28 and Wednesday June 29, Shana Nys Dambrot will lead panel discussions featuring the Locos and other influencers about the cultural and societal impacts of art, surfing, skate boarding at the Rose Room from 7pm to 9pm.

The Locos received critical acclaim in both Los Angeles and Miami for their 2014 debut, and with California Locos 2016, this quintet of quintessential SoCal artists will be riding the waves styling the streets even further.