

# mass appeal

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## ZOO YORK'S FLASHBACK

Vietnam bloodshed, bad acid trips, repressed childhood memories—flashbacks can be a bitch. But Big Apple skate giant Zoo York is giving us a glimpse at the past that won't make you hyperventilate in the fetal position—their new deck, aptly dubbed "Flashback."

Zoo York is a company whose history has often been the source of some controversy—the soul artists of Zoo York were the original crew of graffiti writers, artists and skateboarders from Manhattan in the '70s from which the company's name is derived—but with this new deck, Zoo York is paying tribute to a part of their past that can be celebrated by all, the original NYC skate company, SHUT Skateboards.

The influential SHUT was started by Rodney Smith and Bruno Massi in 1986, pioneering skate companies on the East Coast. They introduced popular boards like the SHUT Shark and Jeremy Henderson pro model, as well as a deck dedicated to the original Zoo York crew. In 1991, SHUT's doors were shut, so Rodney Smith decided to start a new company. Inspired by the vision and style of the original Zoo York crew, Smith founded his new company in hopes of carrying on the NYC skate tradition.

The Flashback deck harks back to the '80s SHUT designs, featuring the popular SHUT shark emerging from the sewers of New York City. Other SHUT characters featured on the deck are the "hoods" (featured on original SHUT boards like "Assault Vehicle" and "Street Posse") flipping the bird, holding a baseball bat and sporting a necklace with the original SHUT logo. In this age of corporate America's control of the skateboard industry, it's nice to see a deck that pays tribute to simpler times. —William H. Mumphrey



PHOTO: NAPOLEON

# LIVE



## MINT & SERF IN SEATTLE

After much anticipation, Mint and Serf have finally caught up with the West. In their left coast gallery debut this past January, these two artists, after having rooted themselves in the current NYC graf scene as prolific bombers, brought their mélange of ephemeral flora and paint fumes to a little corner in Seattle, OlivoDoce Art Space on East Olive Street.

Compiled of lush and imaginative new material, Mint and Serf's first solo exhibition, entitled "Morning Haze," added yet another unique twist to street-based art and its evolution. The work—culminating at the end of a week's worth of late night paint sessions, party hopping and rain-dodging—transformed the gallery with a mixture of stencils, paint pens and photography.

With much controversy and distinction, New York City was in the house, standing tall with a challenge to the concept of graffiti. Opening night saw the mingling of graf enthusiasts and Seattle's finest as the gallery's street corner played host to a convention of artistic thrill seekers. Mint and Serf's next show, "Beyond Morning" hits New York this month at the Victoria Keen Gallery. Check out [1134nyc.com](http://1134nyc.com) for more info. —Alex Calderwood

## NATURE OF COMMUNICATION

Think your sneakers are just for the treadmill? Nike's Spring Laser Pack—featuring new laser designs for the Terminator Low, Vandal Hi and Air Force 1—is bringing some expression to your straight-faced soles. For the series, dubbed "Nature of Communication," Nike created kicks that portray the relationship three different artists have with their environments.

Scott Patt, a designer for 10 years, created the Terminator, featuring a montage of shadowy animals and a quote that reads, "Whatever happens to the beasts also happens to the man." Scott's message is simple: how we treat our surroundings effects who we become. In terms of kicks, this means thinking of the world at large when beginning production.

Tom Luedecke, a designer in Nike's Innovation Kitchen, created the Vandal, featuring the root system of a tree, meant to represent his German roots, along with the city grid of Moscow, where he grew up. On the collar are two quotes: "Because we can not undo anything" and from Confucius, "And remember, no matter where you go, there you are." For Luedecke, even though his past has left imprints on him, it's important to face forward.

Mo Morales, an artist from Portland who's crafted his own unique drawing style, created an Air Force 1 featuring images of the Oregon countryside where he lives. A heart and brain cover the right and left vamp respectively, while a hand and eye are on the right and left heel tab. The image locations refer to the right and left sides of the brain, while text etched around the sole, which begins on one shoe and ends on the other, speaks to the relation between emotion and the environment. Warning: don't put 'em on if you can't swim cause shit's deep. —Dominique Hendelman



PHOTO: STREN