

SOUND OF US WALKING INTO THE SHOP.

MAE: WHEN YOU WALK INTO CARMEL TATTOO IT'S AS IF YOU ARE WALKING INTO ANOTHER WORLD. THERE IS ALL THIS FLASH ON THE WALL.

[TYLER SAYING WHAT FLASH IS]

[OLIVIA DESCRIBING THAT THERE IS MORE REALISTIC AND COLORFUL STUFF]

MAE: CARMEL TATTOO IS LOCATED IN THE HEART OF DOWNTOWN CARMEL AND THEY'VE BEEN OPEN, "WELL, SINCE 2010"

MAE: IT IS RUN BY OWNERS MICHELLE AND ADAM FRENCH

MAE: ALTHOUGH TATTOOS ARE NOW CUSTOM PIECES OF ART

[ADAM SAYING STUFF ABOUT THE CUSTOM GAME]

THEY WEREN'T ALWAYS,

TATTOOS DON'T HAVE ONE SPECIFIC ORIGIN AND THE HISTORY IS PRETTY VAGUE. THOUGH THE HISTORY IS VAGUE, TATTOOS CAN BE SEEN IN MUMMIES FROM ALL AROUND THE WORLD. A MUMMY IN PRE-INCAN PERU HAS A TATTOO OF A MUSTACHE ON HIS UPPER LIP. ÖTZI (OATSIE), THE MUMMIFIED ICEMAN OF THE ALPINE MOUNTAINS, HAS SMALL TICK MARKS TATTOOED ON HIS BACK, LEG, AND ANKLE. FOR THESE EARLIER CIVILIZATIONS, A TATTOO COULD SYMBOLIZE A CHANGE IN SOCIAL LIFE, LIKE THE CHANGE FROM CHILD TO ADULT OR MARRIAGE. IF THE PAIN OF THE TATTOO PROVED TOO MUCH, THEN THE UNFINISHED TATTOO WOULD BE THE MARK OF A SHAME AND A WEAK PERSON. THE ANGLICISED WORD "TATTOO" COMES FROM THE TAHITIAN WORD, "TATAU," WHICH MEANS TO MAKE PERMANENT MARKS ON THE SKIN. IN 1779, ENGLISH CAPTAIN JAMES COOK CAME TO THE ISLAND OF TAHITI AND FACED HEAVILY TATTOOS TAHITIANS. HIS CREW ACQUIRED TATTOOS FROM THE TAHITIANS AND CEMENTED OUR USE OF TATTOOS. THIS ENCOUNTER WITH CAPTAIN JAMES COOK'S CREW TRIGGERED A TREND OF TATTOOS IN VICTORIAN HIGH

SOCIETY. PUBLICALLY, IT WAS CONSIDERED UNACCEPTABLE TO HAVE A TATTOO AND THERE WERE EVEN SOME BANS ON THEM. BUT BEHIND CLOSED DOORS, MANY PEOPLE INCLUDING PEOPLE OF HIGH CLASS, HAD TATTOOS. IT IS EVEN SPECULATED THAT QUEEN VICTORIA HERSELF HAD A TATTOO. TATTOOS THEN BECAME VERY POPULAR AMONGST SOLDIERS TO DOCUMENT THEIR JOURNEYS. OVER TIME, TATTOOS BECAME A FORM OF SELF EXPRESSION AND ART.

IN 1846, IN LOWER MANHATTAN NEW YORK, THE FIRST TATTOO SHOP CAME TO BE.

FLASH, OR FLASH SHEETS, ARE WATERCOLOR PAINTINGS ON THE WALLS TO EXHIBIT WHAT TATTOOS THE ARTISTS CAN DO.

ADAM: IT USED TO BE THAT YOU WALK INTO A STORE AND YOU SAID I WANT NUMBER 6. I AM TALKING ABOUT 70 YEARS AGO, THEN HE GOES INTO THE CUSTOM GAME

MAE: THIS IS ADAM, HE IS A TATTOOER AT CARMEL INK

MAE: HE HAS BEEN IN THIS BUSINESS SINCE 2010 WHEN HE AND HIS WIFE DECIDED TO OPEN A TATTOO SHOP

ADAM: UH, MICHELLE AND I WANTED TO DO SOMETHING OF OUR OWN AND UM WE HAVE BOTH SPENT OUR LIVES WORKING FOR OTHER PEOPLE AND IT WAS JUST, IT WAS WE FELT OUR TIME TO BRANCH OUT ON OUR OWN

NAR: ADAM BECAME A TATTOO ARTIST AFTER APPRENTICING UNDER TWO
DIFFERENT EXISTING TATTOOERS

[WE BROUGHT IN EXISTING TATTOOERS THAT HAD BEEN DOING IT FOR YEARS AND
YEARS AND UH I LEARNED THAT FROM THEM.]

ADAM: IT IS A HARD CAREER TO BREAK INTO

THERE IS NO COLLEGE FOR TATTOO ARTISTS, IT IS ALL PROFESSIONALS TEACHING
BEGINNERS

ADAM: THERE IS MORE ASPIRING TATTOO ARTISTS THAN THERE ARE EXISTING
TATTOOERS

ALTHOUGH THERE IS NO FORMAL TRAINING TO BECOME A TATTOO ARTISTS THERE
IS STILL A LOT OF WORK THAT GOES INTO CREATING A FINAL PRODUCT.

ADAM: UH THERE IS STEPS INVOLVED YOU KNOW FIRST OFF YOU WOULD UH
CONSULTATION WITH THE CUSTOMER. UH WHERE WE DISCUSS THE TATTOO YOU
KNOW WHAT THEY WANT.

[SOUND OF PHONE RINGING, PEOPLE TALKING, GIRL SAYING THAT SHE IS GETTING A
TATTOO]

ADAM: SOME TATTOOS ARE REAL SIMPLE. SOME TATTOOS ARE PRETTY COMPLEX SO DEPENDING ON THE TATTOO UM YOU KNOW WE DO A CONSULTATION THEN WE WILL SCHEDULE THE TATTOO FOR A WEEK OR TWO WEEKS IN ADVANCE OR OUT.

ADAM: THAT GIVES US TIME TO WORK ON DRAWING, MAKE CHANGES IF NEED BE. AND THEN WHEN THE APPOINTMENT ROLLS AROUND WE ARE ALL READY TO GO

[GIRL SAYING THAT SHE IS WORKING ON GETTING A WHOLE SLEEVE]

WE ARE ALL READY TO GO WE UH PUT A STENCIL ON THE CUSTOMER THEY HAVE AN OPPORTUNITY TO YOU KNOW EXPECT IT OR REQUEST CHANGES USUALLY THEY ARE GOOD TO GO AND WE START TATTOOING

[SOUND OF TATTOO MACHINE BEGINS, WITH THE MUSIC]

[SILENCE]

BUT SOMETIMES IT IS NOT AS EASY AS THAT. NOT EVERYONE HAS A GREAT IDEA FOR A TATTOO.

ADAM: OH, UM, PRETTY MUCH EVERYDAY WE WE HAVE SOME CRAZY IDEA THAT WE HAVE TO TALK CUSTOMERS OUT OF. TYLER WOULDN'T YOU AGREE ITS ALMOST EVERYDAY WE HAVE TO TALK SOMEBODY OFF THE LEDGE.

TYLER: EVERY SINGLE DAY

ADAM: HERE IS AN EXAMPLE.

[SOUND OF RACHEL'S VOX POP OF SOMEONE SAYING THEY WANT SOMEONE'S
HANDWRITING?] [CORN TATTOO?]

THEY HAVE HAD A GRANDPARENT OR A FAMILY MEMBER HAS PASSED AWAY
THEY HAVE A CHRISTMAS CARD OR A GREETING CARD FROM THAT RELATIVE THAT
THEY HAD RECEIVED IN THE PAST AND ITS GOT THEIR HAND WRITING ON IT.
THEY WILL TAKE THAT GREETING CARD AND THEY ASK US TO PUT A TATTOO ON
THEM IN THEIR GRANDPARENTS HAND WRITING.

ADAM: I UNDERSTAND WHY THEY WANT TO DO THAT. BUT UNLESS THAT PERSON
HAD PERFECT HAND WRITING IN TRANSLATION IT'S GOING TO LOOK LIKE A TATTOO
THAT WAS POORLY DONE VERSUS BEING SOMEONE'S HANDWRITING MAKE SENSE?

MAE: ADAM SAYS THAT SOMETIMES PEOPLE JUST NEED TO BE TOLD THE TRUTH.

ADAM: I ALWAYS TELL PEOPLE WE ARE NOT A DICTATOR WE ARE NOT GOING TO
TELL YOU NO WE WON'T DO IT BUT WE ARE GOING TO URGE YOU STRONGLY
AGAINST IT.

[TAKE A BREAK WITH THE SOUNDS OF TATTOOS]

IN MOST TATTOO SHOPS THERE IS SORT OF A TATTOO SEASON. THIS HAPPENS IN THE SUMMER WHERE BUSINESS IS BOOMING. THEN IT STARTS TO CHANGE WITH THE SEASONS.

[MOST SHOPS GET REAL SLOW THIS TIME OF YEAR]

AS IT GETS COLDER NOT AS MANY PEOPLE WANT TATTOOS...

[THEIR BUSINESS DIES OFF IN THE WINTER MONTHS]

BUT CARMEL TATTOO INK SEEMS TO BE BUSY YEAR ROUND

[WE NEVER DIE OFF, WE STAY PRETTY CONSISTENTLY BUSY ALL YEAR LONG]

TYLER: WE ARE VERY BUSY. [MY NAME IS TYLER MURRAY AND I AM BLAH BLAH BLAH]

WE STAY CONSTANTLY BUSY WITH WALK INS AND JUST ANYTHING REALLY

TYLER: LIKE OUR SHOP IS THE ONLY SHOP AROUND THAT YOU CAN COME IN AND HAVE SOMEONE ACTUALLY TALK TO YOU IF YOU WALK IN THE DOOR.

OLIVIA: TYLER MURRAY HAS BEEN WORKING AT THE SHOP FOR ABOUT 4 MONTHS NOW.

MAE: CARMEL TATTOO INK HAS A REALLY [CHILL] [LAID BACK] [EASYGOING] VIBE TO IT.

TYLER: WE MAKE SURE TO SAY HI TO EVERYBODY AROUND. [LITTLE GIRL SAYING HI]

OLIVIA: THAT'S THE VOICE OF [ELLE RAY FRENCH]

GIRL: MY NAME'S ELLE

(USING THE BACKGROUND SOUND FROM RECORDING) DO YOU WANT TO BE A
TATTOO ARTIST WHEN YOU GROW UP?

ELLE: YEAH

ADAM: SHE IS THE FUTURE OWNER AND MASTER TATTOOER AT CARME TATTOO INK.

ELLE SAYS SHE LIKES TO DRAW AND WATCH THE TATTOO ARTISTS.

ELLE: MY FAVORITE PART IS WATCHING.

OLIVIA: WORKING AT A TATTOO SHOP HAS A LOT OF INTERESTING PERKS.

TYLER: I DON'T HAVE TO DRESS UP EVERYDAY IN SOME DUMB UNIFORM AND FLIP
SANDWICHES OR ANYTHING LIKE THAT AND I DON'T KNOW

TYLER: WORKING IN A TATTOO SHOP IS JUST IDEAL. IT FITS THE LIFESTYLE THAT I GO
WITH.

TYLER: WE HAVE FUN WITH ANYONE THAT WALKS THROUGH THE DOOR.

[TAKE A BREAK FOR SOUNDS OF TATTOOS]

FROM THE ATMOSPHERE TO THE PEOPLE INSIDE, CARMEL TATTOO IS DOING IT ALL
RIGHT.