

# AdAge

## CREATIVITY 50 2015: AMANDA WACHOB

### TATTOO ARTIST

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Creativity 50 2015: Amanda Wachob, Tattoo Artist



Amanda Wachob Credit: T. Kira Madden

It's common for those training as tattoo artists to practice on fruit, yet Amanda Wachob took the medium to new creative levels when she, a practiced tattooist, began inking up oranges, lemons, melons and leather and labeling the results art. She first got the tattoo bug over a decade ago after graduating from State University of New York Purchase with a degree in photography, but it wasn't until 2012 that she opened her own space -- which doubles as a tattoo shop and art studio -- in Williamsburg, Brooklyn.

"Now that I know how to tattoo, I wanted to approach that early practice surface as an art object instead of a practice material," she said. "It's using the tattoo machine as a tool."

Ms. Wachob collaborated with the New Museum earlier this year on Skin Data, a performance project in which all of the numerical data from a tattoo session was transformed into a colorful piece of art. In 2016, she'll continue to evolve that idea and also work with fine artists on various collaborations involving conceptual tattoo art.

Tattoo Artist

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