

behind
my
ink



These stories are for life.



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ENTERTAINMENT

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PREMISE:

Hosted by Pro BMX legend, actor and musician, Rick Thorne, “Behind My Ink” examines up-close-and-personal high profile celebrities, working class citizens, artists, and tattoo enthusiasts alike as they take us on a journey of inspiration through intimate stories behind the thought process and essence of each tattoo — the personal story of pain, conviction and triumph etched in a deeper meaning that each wants to share as they take us: “Behind My Ink”.

FORMAT:

30 min. | Cable

GENRE:

Docu-Series | Drama

REFERENCE:

ESPN’s “30 for 30”
VH1’s “Behind The Music”
TLC’s “Miami Ink”

PITCH:

The word tattoo is said to have two major origins – from the Polynesian word ‘ta’, which means “to strike something”, and the Tahitian word ‘tatau’, which means “to mark something”. No one can really say when the history of tattoos began, but it’s an art form born over 5,000 years ago and has been practiced for centuries worldwide. They’ve been around for ages and will continue to be around for ages to come. Emerging from their often-unsavory reputation of the recent past, tattoos have gained increasing prominence in the past decade. Life Magazine estimated in 1936 that 10 million Americans, or approximately 6% of the population, had at least one tattoo. Make no mistake about it - the tattoo industry is hot property. With an estimated 20,000+ parlors operating in the United States, according to a U.S. News & World Report article, a new establishment is being added in the country every day. The article ranked tattooing as the one of the sixth fastest growing U.S. retail venture of right behind Internet, computers and cellular/smartphones, and still growing at a rapid pace.

| There are roughly 30 million people who search on a monthly basis about tattoos and piercing related topics on Google.

| The National Geographic News stated in April 2000 that 15% of Americans were tattooed (or approximately 40 million people!)

| Esquire Magazine estimated in March 2002 that 1 in 8 Americans was tattooed.

| According to the American Society of Dermatological Surgery, they stated in 2005, that of all the people they treat with laser and light therapy, only 6% are getting a tattoo removed.

| A 2006 a study done by the Journal of the American Academy of Dermatology found that 24% of Americans between 18 and 50 are tattooed; that's almost one in four. And the survey showed that about 36% of Americans age 18 to 29 have at least one tattoo.

Tattoos are no longer just an art form of the elite or associated with societal deviants. People of all ages and from all walks of life are finding their own special meaning and uniqueness in tattoos. We’ve all seen tattoos of various sizes, shapes, designs, styles, and colors. No longer taboo, the popularity of tattoos proves that skin is always in. Virtually every language is searched for in tattoo designs: from Aztec sayings to Russian phrases to Japanese and Chinese characters/symbols. They’re a representation of a so many things from family, social status, religion - and many times just for decoration, but tattoos are permanent - and so are the stories they represent - personal, powerful, engaging stories - “Behind My Ink”.



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