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# Boards: The Art And Design Of The Skateboard (MTV Overground)



## Synopsis

The seventies had album covers, the nineties had 'zines. Today, the coolest graphic design is underfoot, on the decks of skateboards around the country. As books like Thrasher and the recent indie cult hit film Dogtown and Z-Boys prove, skateboarding is one of the most popular extreme sports today. And as its popularity has grown, so has interest in the actual graphics on the boards themselves-the different designs are coveted by boarders, covered by magazines, and serve as one of the most creative vehicles for graphic designers today. Boards is the first book to focus on the unique art of skateboard design, featuring hundreds of color photos covering the work of today's hottest board designers, including Birdhouse (Tony Hawk's company), Girl (Spike Jonze's company), Chocolate, Zoo York, Enjoi, and 5Boro. As most boards are produced in limited runs and distributed locally, even the most die-hard boarders will have only seen a fraction of the decks included here. In addition to Q&A's with the designers, Boards features action shots of some of today's hottest boarders, making it a must-have for every fan.

## Book Information

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## Customer Reviews

MTV

...to a buddy and delve deeply into the Art of Skateboards. Good place to start if you're interested in design aspects, who's set the standards, etc. Think you can do better? Study up and CrowdFund

your own at Kistarter.com!!! I'll buy one!

Anything else on the subject is far better. This is a poor slap-together that has no relevance to boards or board art. Looks like some first year asian art student's last minute hodge-podge before semester end. If you want the best, buy Sean Cliver's book "Disposable" instead.

I bought this book not because I am a huge fan of skateboarding but because I find the art interesting. This is definitely a good overview of skateboard art. The book includes a large number of skateboard designs, including a number of series by notable companies like Zoo York and Birdhouse. Even curious non-skateboarders will enjoy just paging through. The book authors also worked very hard on the graphic design; the pages have a sleek, embellished look that adds to the book's style but does not detract from the featured artwork. A few comments from a select few skateboard artists are also included, but they add little to the book; the book's strength is definitely in its artwork. Overall, the book is a good introduction to skateboard art. However, I did notice that some skateboard companies (Zoo York, for example) were featured much more prominently than others, and it seemed as though some companies' artwork were missing. While this is a good book for casual fans, it may disappoint some skateboard enthusiasts a little.

a book that gives due to deck design. a mix of series and solo decks, boards moves fluidly through the work of some of the coolest graphic artists working... evan hecox (chocolate), the art dump (girl), marc johnson (enjoi), andy mueller (girl)... many of the artists discuss their thoughts on this somewhat disposable medium including sean cliver, the Jackass producer who wrote the hilarious companion book to the Jackass movie last year, who offers this nugget on his racy designs for hook-ups: "The Latvians are really going out on a limb and doing pronounced camel toes now, but I really feel you gotta draw the line somewhere." the incredible graphics, the pacing, nicely interspersed skate photos from the likes of michael blabac make this a great viewing and reading experience and reminds you that the true spirit of skating is alive in today's deck designers.

A great idea for a book, but this one suffers from being too trendy and not comprehensive enough. Maybe being published by MTV has something to do with it. But as a result, a lot of the skateboard graphics shown in here already look a bit played out. There are only a few companies represented, Girl being the best of them. I have a suspicion that the author only displayed decks from companies that he could get image sources from. All the boards are only from the last couple of years, some of

it good, some of it rather insignificant. There is another book out there with the same theme that I would rather recommend, it's called "Board: Surf/Skate/Snow Graphics". It's a bit more comprehensive and well rounded, featuring pics from different eras of skateboarding.

While I normally am pretty anti-MTV in terms of skateboarding (as MTV is the most mainstream of all mainstream), this book does an okay job of displaying the art of skateboarding in a cool and innovative way. Sure it may not be the most comprehensive of ALL books EVERYWHERE in terms of skateboarding, skate history, etc. But it does a good job at showing what it's got. The shots and art in this book are beautiful. I've always been a fan of aesthetics, "eye candy" you know? Which is one of the reasons I think our skateboard shop online does so well ( [...] ), the gear and clothing we sell is pleasing to the eye. If you like the clothing we sell, you'll probably like this book. I recommend it for the price; can't go wrong.

ok, so they DO WAX their boards before they paddle out AND girl was started by spike jonze, rick howard, and mike carrol, along with contributor rudy johnson. rick howard is a lanky man hailing from the great country of canada, who did not finish high school and swith 360 flipped on the beryl banks in north redondo to the the tune of rick james. mike carrol was a child prodigy of skateboarding and made his name known on the now defunct embarcadero of san francisco. he was so famous within the skateboard community, that as a youngster, he was the subject of vicious backlash. i have skateboarded with both of these men in the greater los angeles neighborhood. spike jonze, on the other hand, is a talented filmmaker who needs no introduction and rudy johnson, like many of the girl family, has had a pro model out for years without even skateboarding. i hope this clarifies things.

31 year old skater(skating for 17 years)/graphic designer/illustrator here and I have to say this is a cool book. I was reluctant to purchase it since I am very anti-MTV, but I am glad I did. Although I will agree with other reviews that it is not very comprehensive (how could they forget Mark Gonzalez one of the greatest skaters and artists ever?) Makes a nice "coffee table" book, and it really is pretty cheap in the grand scheme of things

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