



CALIFORNIA LOCOS DECKS SPECIAL EDITION RELEASED BY DUSTERS

What do fancy museum stores and old-school skate shops have in common? Usually not all that much. But with the imminent release of the new California LOCOS suite from the Dusters skateboard empire, that is about to change.

It's a rare enough thing, the creation of commercially available design objects emblematic of countercultural art history and contemporary fine art, with epic attention to the finer points of rough, sexy, funny, political, and avant-garde post-punk beauty. Yet these decks retain the rawness of the unique original works that have inspired generations -- including the coming up of the designers who produced the line. Furthermore, these works' production value and durable craftsmanship are at the apex of functional design that only the world's leading design and distribution outfit could deliver. Rarer still, these intended-for-use masterpieces narrate, commemorate, and breathe fresh life into the living legacy of an historic group of cultural icons -- the California LOCOS.



Chaz Bojórquez, Dave Tourjé, John Van Hamersveld, Norton Wisdom, and Gary Wong -- the CALIFORNIA LOCOS -- represent 50 years of Los Angeles art, influenced and inspired by the surf, skate, music, and barrio cultures, as well as by disciplined individual fine art practices. And now, thanks to creative director Nano Nobrega of Duster California, the past, the present, and even visions for the future have a whole new life in the LOCOS deck series. These decks promise equal appeal to art collectors and art-loving skaters alike -- five boards, each as individual as the artists themselves, festooned with pastiches of both their early classic and fresh new artwork. As LOCOS frontman Dave Tourjé would say, "The detail is psychotic!"

While many will want to acquire the whole set and keep it pristine as any other valuable limited edition art work; many more will be eager to hear those wheels hit the pavement, inspired by a sense of riding on history.

by Shana Nys Dambrot