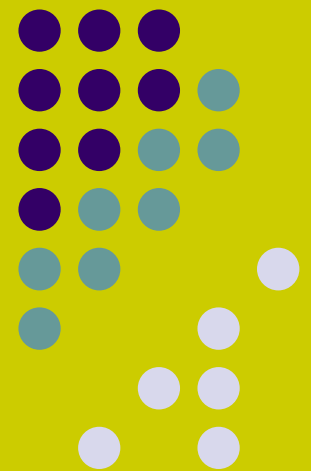
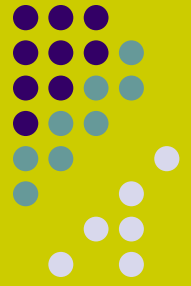


The History of Modern Body Piercing

Karl Schiemann
Schiemann Consulting Group



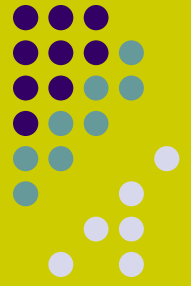
Agenda



- Early, major players that set the industry in motion.
- The expansion into the mainstream
- Changes in modification and options

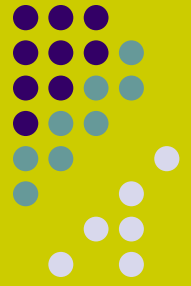
The 1970's

Jim Ward and Doug Malloy



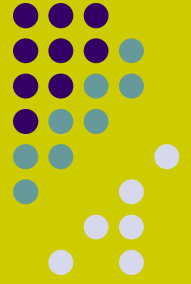
- Grand fathers of Modern Piercing
- Gay S&M Culture
- PFIQ – Piercing Fans International Quarterly
 - 1977 to 1997
- Gauntlet – 1978 West Hollywood
- Common jewelry designs and practices
- First piercing specific manufacturing

1970's Fakir Musafar

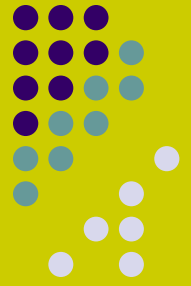


- Associates of Ward and Malloy
- Co-developer of the established techniques of contemporary body piercing
- Father of the Modern Primitive movement
- Consistently experimenting with body modification for over 60 years
- Body Play and Modern Primitives publication 1992-1999
- Director of Fakir Body Piercing and Branding Intensives in San Francisco

1970's Raelyn Gallina



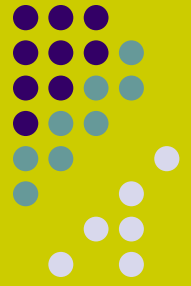
- East coast
- Grandmother of modern piercing
- Jewelry designer - gold



1980' and 90's

- MTV and music videos, particularly Aerosmith's Cryin, cause an explosion in the industry.
- 1994 Association of Professional Piercers formed.
 - The Point publication
- Introduction of body modification and suspension options as an expansion of the culture.

2000's



- Expansion of body modification and suspension
- Play piercing popularized
- Sub dermal implants
- Pocket piercing
- Single point piercing