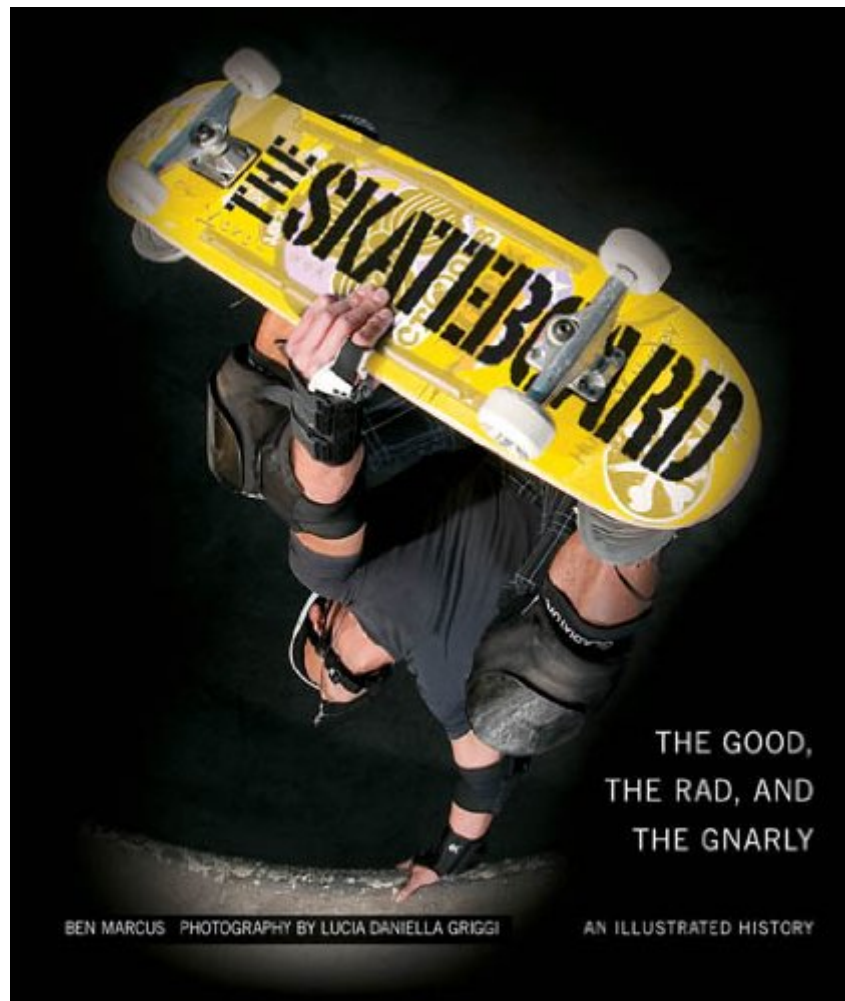


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# The Skateboard: The Good, The Rad, And The Gnarly: An Illustrated History



## Synopsis

The story of the simple skateboard is part thriller, part underground, underdog success tale. It's chock-full of innovations, far-out graphic artistry, and ever-more-incredible hot-dogging feats. And the story's told in this book with contributions from the stars themselves—Tony Hawk, Stacey Peralta, Jeff Ho, the Dogtown Z-Boys, and more. Beautifully illustrated with historical posters, ads, and memorabilia along with new action photography, studio skateboard shots, and unique portraits of the stars, this is a fitting tribute to an American classic.

## Book Information

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## Customer Reviews

I started skating in '76, and continued till about '90. Then started back around '99 and have been riding ever since. The most important years to most skaters are the 'era' (for lack of better terms) that they started out skating. History of skateboarding really does not mean much to them beyond the couple of years before they started, because this helps to layout their level of riding skill required. So basically, the whole skateboard industry before the early '80's rebirth (after the 1980 bust) is not understood or even known about. Old school is described as the 1980's. There were at least two separate skateboard eras before the 1980's. But, the 1976-1980 time frame is incredible. The advancements and design changes that occurred in those 4 years is incredible. Flash forward

to now days where the mainstream popsickle street skateboards have essentially remained unchanged for the better part of 20 years. To make a long story short, this book is about 250 pages. At page 180, the book is still covering pre-'80 industry and skaters. Most semi-recent skateboarding attempts really do the 70's and earlier a disjustice. They cover it, but nowhere near the depth it should be. For the most part the 80's is viewed as the history, and the 60's and 70's also happened. This book is freakin awesome. It does the opposite. If you want true skateboarding history prior to the 1980s, this book is it. A word of warning, the book focuses more on industry history and hitters, and less on parks and terrain, AND it is very west coast oriented. The Brewer, Fox, Mark Lake, Belair companies and many others are not really covered. These details normally would detract from the book's rating, but with the detail provided of the pre-'80 era (2/3's of the book), its hard to find any fault. Great Book. If you started skating in the 1980's or more recently, this book will likely not do much for you. If you are in your late 40's or older, this book will be a 'must have'.

Ben Marcus's new book is terrific. I expected a thorough exploration of skateboards and the skaters, but this book also offers great quality pictures, layouts, and an excellent index to make it easy to look individuals up. I've bought two so far and am loaning them out to everyone I know. They love it too because it's so big and attractive. The graphics are modern and engaging - the pictures are so crisp and the stories are obviously written by someone who knows the sport and the people. It's got a lot of good background to the whole skating environment.

Ben Marcus has really out done himself this time. As you may or may not know is that publishers always condense.. so I'm thinking i would love to read & see all the photos that where left on the cutting room floor, so to speak. As is Ben's witting style, he has researched high & low. He has also used a high grade paper (This really matters for the photos) & the hard bound is a very classy touch. The history of skateboarding is exciting & i for one can never get enough of it. Kudos to Ben for all his hard work & Lucia for her outstanding photography. Thank You ..Patti\*

A comprehensive, super fun look into the genesis of skateboarding. Great pics. Playful, informative prose. A group shot of the seminal Dogtowners as they appear today. Double thumbs up!

Very well done! Reading so many authentic stories and informations about the skateboard history is a real pleasure. Plus the original pictures are great too.

My grandson loved the book. I'll buy anything to get him to read more and he was reading off and on all day!

This book is awesome - and was just what I was looking for. If you grew up skateboarding in and around San Jose in the 70's you should see this book - man will it take you back!

Both my husband and boss loved this book. And they are both critical skaters! Beautifully made. Great price for such a pretty coffee table book!

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