

PRESS RELEASE

PRIMORDIAL PUNK EMERGES AS PUBLISHER OF THE FIRST PIN-UP CALENDAR TO FEATURE AFRICAN-AMERICAN BEAUTY WITH A TRIBAL, PUNK AESTHETIC



2009 Pin-Up Calendar from upstart company calls upon nearly 50 women and minority artists to recalibrate the beauty standard

New York, NY (July 18, 2008)

The first of its kind, the 2009 Primordial Punk Pin-Up Calendar will introduce an unprecedented collection of photos and illustrations that depict the latest beauty aesthetic as an evolution of beauty's oldest tribal traditions. Announced last month by company founders Luqman Brown, LaRonda Davis and Jana Jarosz, this collaboration makes models of such strong African-American women as Imani Coppola (Little Jackie), Tamar-kali, Sylvia Gordon (KUDU), DJ Reborn (Ladies of Ubiquita), MilitiA (Swear On Your Life, Fuse) and others. Each woman will be styled after lyrics by pivotal Black rock musicians and each photo (taken by Duwayno Robertson) will be further embellished by one of 12 up-and-coming local artists. Proceeds from the calendar will, in part, support non-profit organizations Willie Mae Rock Camp for Girls and Black Rock Coalition.

To launch this venture in true punk rock style, Primordial Punk threw a free Debutante Ball on Friday, July 11 as part of the 4th Annual Afro-Punk Fest. The space was packed to capacity until well after 3am with people celebrating this new concept while enjoying electrifying performances from Brown Girls Burlesque, Apollo Heights, Mackie Riverside & the Street Pushers, Betty Black, Chewing Pics, Sweetie. Fly Lady Di, Diva Dutch and DJ Tjade. At midnight, our inaugural class of Primordial Punk Pin-Ups was properly introduced to society.

As Brown acknowledges, "Back in the day, you had Josephine Baker, Dorothy Dandridge, Lena Horne and Eartha Kitt. That's it. Four Black women in the four decades of pin-up's heyday. So, what better way than pin-up to show that times have changed, as should society's appreciation of the full range of what's considered beautiful."

To that end, Primordial Punk represents what's been missing from the cultural dialogue of beauty. It calls upon the talents of professional artists to challenge, confront, and revisualize the standard against which African-American beauty is measured. And in so doing, create a new vehicle through which to champion Black Identity and Pride.

"Tattoos, piercings and mohawks didn't start with punks in 1970s' London. So we're reclaiming them—celebrating the ritual, pride & creativity that's in our blood, of our culture. Traditionally, pin-up idealizes what attractive women should look like. We're making sure that our beauty is included in that ideal," said Davis.

The 2009 Primordial Punk Pin-Up Calendar will be available for pre-sale at The Debutante Ball and thereafter at www.primordialpunk.com. It will ship to the public and distributors in October 2008.

Sponsorship opportunities remain available.



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