Finding aid for the Latino/Chicano, Lowrider and Gangbanger T-Shirt Art collection 0513

Sue Luftschein
USC Libraries Special Collections
2019 July
Doheny Memorial Library 206
3550 Trousdale Parkway
Los Angeles, California 90089-0189
specol@usc.edu
URL: http://libraries.usc.edu/locations/special-collections
Language of Material: English
Contributing Institution: USC Libraries Special Collections
Title: Latino/Chicano, Lowrider and Gangbanger T-Shirt Art collection
Identifier/Call Number: 0513
Physical Description: 6.4 linear feet, 5 boxes
Date (inclusive): 1980-1995, undated
Abstract: The collection consists of display samples of Latino, Chicano, lowrider and gangbanger t-shirt designs, decals, patches, and cards from the 1980s to the 1990s. Some of the designs were supplied by Francisco's Exotic T's, Photo-Lith International, and SSI. Many of the designs draw on gang-related street art forms--tattoo flash and graffiti placas. There are also designs inspired by Christian iconography; album cover design; and lowrider artwork. Some designs reference Latin music; others are targeted to Latinas, children and military veterans. There are designs emphasizing Central and South American countries, as well as some U.S. cities and states. A few designs reference Chicano Power and Mojado Power. The items included in the collection were originally displayed in a now-defunct store in San Francisco's Mission District, and customers would select illustrations that would be heat-transferred onto their own clothing or onto t-shirts sold by the shop.

Storage Unit: 1
Storage Unit: 2
Storage Unit: 3
Storage Unit: 4
Storage Unit: 5

Historical note
The items included in the collection were originally displayed in a now-defunct store in San Francisco's Mission District, and customers would select illustrations that would be heat-transferred onto their own clothing or onto t-shirts sold by the shop.

Scope and Contents
The collection consists of display samples of Latino, Chicano, lowrider and gangbanger t-shirt designs, decals, patches, and cards from the 1980s to the 1990s. The display samples are printed on off-white or black tyvek and heat transfer sheets; many of the tyvek samples are in the shape of t-shirts. Also included are heat transfer patches, decals, and greeting cards. The samples and items are in both color and black and white. Some of the designs were supplied by Francisco's Exotic T's, Photo-Lith International, and SSI. Only two designs have identified illustrators: "Zaraic" and "Clapez". Many of the designs draw on gang-related street art forms--tattoo flash and graffiti placas. There are also designs inspired by Christian iconography; album cover design; and lowrider artwork. Some designs reference Latin music; others are targeted to Latinas, children and military veterans. There are designs emphasizing Central and South American countries, as well as some U.S. cities and states. A few designs reference Chicano Power and Mojado Power.

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Preferred Citation
[Box/folder no. or item name], Latino/Chicano, Lowrider and Gangbanger T-Shirt Art collection, Collection no. 0519, Boeckmann Center for Iberian and Latin American Studies, Special Collections, USC Libraries, University of Southern California

Immediate Source of Acquisition

Subjects and Indexing Terms
Chicano movement -- Archival resources
Gangs -- California -- 20th century -- Archival resources
Hispanic American art -- California -- 20th century -- Archival resources
Lowriders -- Archival resources
Mexican American art -- California -- 20th century -- Archival resources
Mexican Americans -- Ethnic identity -- Archival resources
Popular culture -- California -- 20th century -- Archival resources
Social movements in art -- Archival resources
T-shirt industry -- Archival resources
Wearable art -- California -- 20th century -- Archival resources
Graphic arts
Textile printing