

Dispatch



Summer 1997

Table of Contents

- [Erotic Art Fair #3](#) - A New, Bigger Location for this Year's Event
- [1997: Tom's Best Year](#) - Foundation Takes Giant Steps
- [Last Call for Emerging Artists](#) - All Entries Must be in by Halloween
- [Etienne: The Dark Jester of Homoerotica](#) - by F. Valentine Hooven, III
- [Leather Archive to Create Encyclopedia](#)
- [Hot Stuff from Your Mailman](#) - Subscribe Now for Year #3
- [Tom's Museum Gets Deadline](#) - Board Retreat Sets Goal
- [Up and Cummin'](#)
- [Stephen Maddox: Foundation Grant Writer](#)
- [Volunteers Needed](#)
- [JOIN! It's your Foundation](#) -

We always welcome [mail](#) to the Tom of Finland Foundation.

Erotic Art Fair #3

A New, Bigger Location for this Year's Event



This year's **Erotic Art Weekend** takes place October 17, 18 and 19, and in addition to the events established during the previous two fairs, includes an expanded two-day fair at a great new location, plus a new feature -- an exhibition of original works that will be studied with some of the best-known names in erotic art -- Robert Mapplethorpe, Don Bachardy, Bruce Weber, Herb Ritts and, of course, Tom of Finland. Tom Bianchi will be offering his photographs at enormous discounts for the benefit of an AIDS biotech firm which is developing a new antibody therapy. By stretching the Fair over two days, from 12 to 5 pm on both Saturday and Sunday, art lovers will have a choice of attending one or both days for a single entry fee. Having outgrown Moguls, the Fair is moving to **L.A. Lofts** in Hollywood. The new larger space, with its excellent lighting and high ceilings, is a big improvement for the display of our artists' work.

As in previous years, the Fair will feature demonstrations of artists and photographers at work with live physique models, in addition to the displays and sales booths of the artists. With over 40 artists participating, a huge range of work will be available for purchase - sculpture, photography, drawing and painting - ranging

from the inexpensive playroom decoration to the serious investment in erotic art.

The Weekend's other events start Friday evening with a cocktail mixer for artists and hot leather clad admirers of their work. The party takes place at the Silverlake home of the Foundation, amidst 3 floors of artwork from the Foundation's collection. Refreshments will be served. Saturday's Opening Party for a double exhibition is at the Tom of Finland Gallery in Silverlake, offering the art of Valentine and the photographs of John Sonsini, after which is a dinner for members, artists and the press. Finally, Sunday will feature a morning continental breakfast and seminars on "Erotic Art as a Business" -- one by the Hun and the other by a panel of experienced erotic artists.

Once again, the **Metropolitan Hotel**, centrally located at Sunset and the Hollywood Freeway, has set aside a block of rooms for our guests, with prices starting at \$69 for a single (call Lisa at 213.962.5800 for reservations). For additional information to make your trip to L.A. a memorable one, **call the Foundation at 213.260.1685.**

Erotic Art Weekend

Schedule:

Friday, Oct. 17

- Permanent Collection and Cocktail Mixer · Foundation Headquarters · 1421 LaVeta Terrace Silverlake 8-11 PM · \$7.00 general, \$5.00 artists & members.

Saturday, Oct. 18

- Erotic Art Fair · L.A. Lofts 6442 Santa Monica Blvd. 12 - 5 PM · \$7.00 general, \$5.00 members (artists & participants free)
- Valentine/Sonsini Opening · 6 -8 PM (free) · See "Up & Cummin" for details
- Foundation Dinner · at local restaurant TBA · 8 - 11 PM · \$35.00 general, \$25.00 members, artists, press

Sunday, Oct. 19

- Breakfast seminars · L.A. Lofts · 9 - 12 PM artists and members only (free)
- Erotic Art Fair · L.A. Lofts · 12 - 5 PM · \$7.00 general, \$5.00 members (artists & participants free)

[The Friday night mixer combines the fine arts of erotica, conversation and cruising.]

1997: Tom's Best Year

Foundation Takes Giant Steps



1997 is a year that has seen the Tom of Finland Foundation make large steps in its growth. With the release of **Retrospective III**, the scholarly appreciation of Tom's work reaches a new high in the forewords by famed photographer Bruce Weber and Richard Marshall, an independent curator and former in-house curator at the **Whitney Museum**. We have the additional privilege of having Mr. Marshall on our auxiliary board of directors.

Hot on the heels of the new retrospective comes a second book on Tom by **Benedict Taschen Verlag**. This respected publisher of fine art books has



decided to do a more in-depth retrospective on Tom since their original monograph book has done so well for them internationally over the past few years. The critical writing in this new book is done by Micha Ramaker, who has a wonderful ability to express the evolution and development of the modern gay male with special attention to Tom's contributions of positive, masculine role-models and an unashamed attitude toward all kinds of man-to-man sex.

More good news is the recent acquisition by the **Los Angeles County Museum of Art**, under the guidance of Bruce Davis, of one of Tom's sketches which will be shown in the fall exhibition of the best of their permanent collection. In addition, Gary Garrels of the **Museum of Modern Art** in San Francisco has added one of Tom's works to their permanent collection.

If all this wasn't enough, Los Angeles was given the wonderful treat of a retrospective exhibition of Tom's work with over 80 pieces on display from our permanent collection at the **Mark Moore Gallery** in Santa Monica. The show was made possible by the support and guidance of the gallery's Christopher Ford under the umbrella of the **Los Angeles Absolut Art Biennial** which promotes the exhibition of work by foreign artists in Los Angeles galleries. We had the honor of having Tom's native land, Finland, as one of the key sponsors and what a glorious experience it was to have the representation of the Finnish Consulate, headed by Maria Serenius, representing Tom and the other artists to the press.



We plan to promote the exhibition of this collection in other cities and countries. If you would like this exhibition to come to your area please contact the Foundation. It will help if you have any contacts with museums or art facilities, since this is an exhibition of works that are not for sale. Some of the potential cities that we would immediately like to have the exhibit are San Francisco, New York, Chicago, London, Amsterdam, Helsinki, Berlin, and Paris (not to exclude wonderful smaller cities as Mineapolis, the Hague, Hamburg, and such).

Finally, as our last piece of good news for this issue, we want to inform you that the Foundation is being represented by **Mark Moore Gallery** for the purchase of work by Tom of Finland. This gallery is a well respected blue-chip gallery representing many top contemporary artists to a substantial clientele of corporate collectors. Contact the gallery's Christopher Ford at 310.453.3031.

Last Call for Emerging Artists

All Entries Must be in by Halloween



The third Tom of Finland Emerging Erotic Artist Contest will have its deadline as usual on October 31, 1997. During the month of November, the Foundation will reproduce all entries and set them up in binders for the judges to peruse. They will then have December to grade their choices on an Olympic scale of 1 to 10. Finally the Foundation will tally the results and announce the winners in the following Winter Dispatch.



There is still plenty of time for an artist to enter. First step is to ask for the information sheet and entry form by calling, writing, faxing or e-mailing the Foundation and leaving a name and mailing address. Director Valentine Hooven stands ready to answer any and all questions concerning entries. So far, entries have been running lighter than the previous two years so new artists will have a good chance of winning one of the 13 individual grants and prizes - including the top prize of \$500 plus a one year Foundation membership. So Artists, screw your courage to the sticking point and get the lead out of your ass and into your pencil!

Etienne: The Dark Jester of Homoerotica

by F. Valentine Hooven,III

If Tom of Finland is the King of Homoerotica, the role of jester belongs to Etienne, whose wild and witty fantasies often find humor in situations that would be horror scenes if they were to take place in reality. Like Tom, he drew ultra masculine men -- soldiers, athletes, bikers -- in situations that were always sexy and frequently funny as well. But there is a difference. Even during the heaviest of sex scenes, Tom's Men are always on the brink of grinning with delight but with the men in Etienne the menace is real, no matter how funny the scenario. Then too, like so many comedians, melancholia is often his mood.



Dominic Orejudos was born in Chicago of Puerto Rican parentage and spent most of his life in and around the Windy City. Multi-talented, Dom was a gymnast and ballet dancer (his commitment to dance was life-long, eventually choreographing ballets that were aired nationwide on public television) but it was his artwork that brought him his greatest renown. While still a schoolboy, sunbathing on the shore of Lake Michigan he met Chuck Renslow, ax-motorcycle champ and head of **Kris Studio**, one of the earliest purveyors of physique photography. They became lovers and then business partners. As a founding member of the Renslow family, Dom was a leader of Chicago's gay life, among other activities founding the **Gold Coast Bar** and the **International Mr. Leather Contest**.

At left is one of Dom's most famous images executed in ink as a poster for the international Mr. Leather contest. He also did a watercolor version for a popular Gold Coast advertisement Model: Who else? Durk Dehner.

Originally he worked under the name 'Etienne'. "I picked it because Etienne is French for Stephen, my middle name," he said later, "and I wanted something very exotic. Obviously, I was just a kid." He became one of the earliest stars of physique art by the mid-fifties, working mostly in watercolor though the magazines were all monochrome. Perversely, just as the magazines began to move into color in the sixties, he developed a black and white ink style. He used it for a series of extremely graphic storybooks, like Tom of Finland's beloved Kake books but without centering them around any specific character. Eventually Dom began signing the new style 'Stephen,' reserving 'Etienne' for works done in his old watercolor style.



Etienne created many storybooks which featured fantastic situations, piss, fisting, heavy duty humiliation and more - all with his own twisted sense of humor. Many titles are available through the Tom of Finland Company which is now beginning production of a new book devoted to Etienne's work.



In 1979, Durk Dehner, who was briefly one of Tom of Finland's lovers and 'fuck-buddies' (Dom's term) with Dom, brought them together for a two-man show in New York. Both artists did some of their best work featuring Durk. Although Dom was 14 years younger, his work was published several years before the first Tom of Finland saw print. But despite their age difference, the two formed a mutual admiration society that lasted until their deaths less than two months apart, Dom dying of AIDS in September and Tom of emphysema in November, 1991.

Leather Archive to Create Encyclopedia

The Chicago-based Leather Archive has made great efforts to research and preserve the work of Etienne. Now, under the editorship of Anthony DeBlase of Portland Oregon, the Leather Archive is embarking on a project to amass information on the Leather Community with an eye towards creating a publication available to the public. The plan is to put out a reference work which will be more along the lines of a "Who's Who In Leather" rather than an actual encyclopedia, since it will be focused on the individuals who are (and were) the movers and shakers of the leather world, including, of course, our own Tom of Finland. If you have suggestions for people you'd like to see included, or interesting facts about people you know will be included, please contact Tony DeBlase (former publisher of Drummer) at 22833 Mountain Rd, West Linn, OR 97068.

Hot Stuff from Your Mailman

Subscribe Now for Year #3

Volker Morlock, the Board member who curates the **Erotic Art Gallery by Mail**, is very proud of the performance of his already successful project (now that he has completed the massive undertaking of editing Retro III). His latest mailing, number seven, went out at the end of July and after a month, more of the works were sold than at the equivalent time for any of the previous 6 mailings. As the appreciation for erotic art continues to grow, so too does its worth as a great financial investment.



Constantly on the lookout for new artists who have something different to offer, Morlock mixes a healthy percentage of these new faces in among established names like Michael Kirwan and Tom Jones in addition to works by super-stars such as Robert Mapplethorpe and Olivia. This gives him a classic melange of old and new, familiar and unknown (not to mention a price range that varies dramatically from \$100 to \$18,000).

The subscribers obviously like what they see because the re-up rate is well over 50%. Even if you are not in the market to buy original works,



it is well worth the \$15.00 subscription rate (\$25 outside US/Canada) to get the 3-times-a-year mailings because each one offers 24 works of art, superbly reproduced in a 6-to-a page format through high-quality laser printing. Most of the art and photographs, even the ones by famous names, have never been seen before. Further, because they are being sold to private collectors, many works will never be printed or seen again by the public.

Tom's Museum Gets Deadline

Board Retreat Sets Goal



On the Sunday after Independence Day, the Foundation's Board of Directors held their annual retreat to focus on long range planning. While a number of areas were covered, especially that of raising money through both short and long-term methods, the most exciting new development to come out of the day's activities was a hard and fast deadline for the dedication of a museum of erotic art in Tom of Finland's name. Although it may be a small 'starter' museum, a concomitant decision was made that it will be attractive and well-designed no matter how small it is in the beginning.

The museum will happen by us all working together - so please think about volunteering to help locate a site or as a fund raiser, designer, carpenter, painter or with any other skill you might contribute. At the very latest date, the Tom of Finland Museum of Erotic Art will officially open its doors on May 8 (his birthday), 2002.

Up and Cummin'

• Amsterdam

The Hun & Teddy of Paris
Mr. B, Warmoesstraat 89. Phone 31 20
433 00 03 Through Sept 30.

• San Francisco

Sanford Shapiro & Vince Gabrielly
Eros, 2051 Market St, Phone
415.864.3767. Opening night benefit
for Tom of Finland Foundation. 7- 10
pm. Opens Sept 23



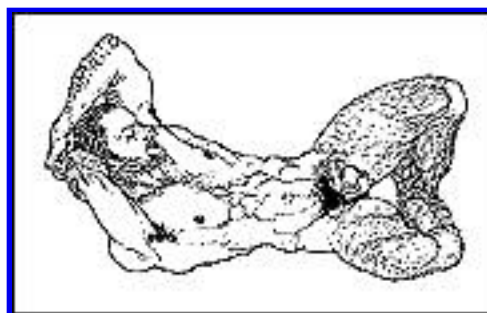
• Copenhagen

Rick Castro photography
Sebastian Cafe, Hyskenstraede 10.
Phone 33 32 22 79 Through Oct 10.

• Los Angeles

Miguel Angel Reyes (two shows)
"Bedtime Tricks " at DaDa, 630 W.
Sixth St 213.624.1196 Oct 3-19 and
at: Eduardo Lucero Gallery, 7378
Beverly Blvd. 213.933.2778 Oct
11-mid Dec.

Valentine & John Sonsini
Tom of Finland Gallery 213.666.1052
1601 Griffith Park Blvd. Sept 26 -
Dec 25.



**Erotic Art Weekend . Oct 17,
18,19**
Numerous events at various locations,
see page 1 or call 213. 250.1685.

• Attention Photographers!

DEADLINE 11/1/97!
Conrad Hechter at the
FotoFactory, POB 5247,
Santa Monica, CA 90409
has put out a call for
submissions for their
Photo Anthology III --
'Uniforms'. voice/fax:
310.396.2949



Stephen Maddox: Foundation Grant Writer

Stephen Maddox, former Development Director for the Linus Pauling Institute, has taken up the challenge of coaxing grant money from the corporations and foundations of America for an organization whose letterhead proclaims: "Dedicated to protecting, preserving and promoting erotic art." He intends to approach the obvious possibilities like the Foundations of Andy Warhol, Robert Mapplethorpe and Keith Haring, but also believes that the time has come when major corporations like Microsoft and IBM might very well be willing to allow grants of materiel such as computer equipment to go to a long-term goal such as a museum of erotic art. "It won't be easy," Maddox admits, "and most of them will say no, especially the first time around. But then, it wasn't easy raising money for Pauling to begin with, either. In the long run, persistence always pays off."

With his depth of experience in professional fund-raising, Maddox is aware that flexible approaches to a wide range of possible donors are the key to success. If you have any helpful suggestions along these lines, Steve can be reached through the Foundation or e-mailed directly at StvMaddox@aol.com.

Volunteers Needed

The cornerstone of a foundation such as ours is our archival library. Continuing research and cataloging is absolutely crucial! for us to be a leader in the documentation of erotic works. To facilitate this and many other goals, we need more volunteers in the Los Angeles area who can give of their time, no matter how little. It would be great if you have experience with computers, library sciences, or preservation and restoration but the most valuable asset a volunteer can bring us is a genuine interest in and enthusiasm for the Foundation's goals of preserving and promoting erotic art and its history.



Volunteering is a great way to meet others who share your interest in doing something valuable for the art community. Please call the Foundation at 213.250.1685.

Join the Tom of Finland Foundation

All dues and contributions are tax deductible.
We are a 501 c3 educational archive. Id# 95-406 5795.



Join Now & Receive:

12 Tom Of Finland Greeting Cards
12 Different Cards Created For "Member's Only" Old Favorites & Never-published-before Images.
Twelve 5" x 7" Cards W / Envelopes.

Plus: '97-'98 Members-only Print
A Newly Rediscovered Unpublished Drawing

Seaman Sign Up Bonus
Free Year Of The **Erotic Art Gallery By Mail**. A \$15 Value! See [Story Above](#) For Details.

Commander Sign-up Bonus:
The Tom Of Finland Retrospective III. A \$38 Value! Get Yours Hot Off The Presses!

[JOIN UP NOW!](#)

DISPATCH is the official house organ for the TOM of FINLAND FOUNDATION
Editor: Valentine Hooven. Contributors: Durk Dehner. Graphic Design: Tim Drewitt.



[Return to the Tom of Finland Foundation Home Page](#)

© 1997 Tom of Finland Foundation