50 Years of British Skateboarding: An Exhibition Celebrating the Legacy of the 1970s

Friday 21 July, 2023

LONDON CALLING!

Pure Evil Gallery, London; 17th August – 10th September

Welcome to **London Calling**; celebrating "50 Years of British Skateboarding," a captivating exhibition that pays homage to the rich history and influential pioneers of skateboarding in the United Kingdom.

This exclusive curation takes you on a journey back to the 1970s, a pivotal era that witnessed the birth of skateboarding culture in Britain. **London Calling!** is an immersive exhibition that celebrates the vibrant legacy of skateboarding in the United Kingdom. Through a curation of photography, archive products, pioneering skaters, brands, artwork, and more, the exhibition pays tribute to the influential figures and cultural milestones that have shaped British skateboarding over the past five decades.

At the heart of this exhibition is archival imagery of the pioneering skaters who paved the way for British skateboarding. The 1970s witnessed the emergence of a passionate community of individuals who through their unwavering dedication laid the foundation of a subculture later to become an Olympic sport and influencing the sport globally.

From the early days of UK retailers, skateparks and brands who played a pivotal role in shaping the landscape of British skateboarding and synonymous with the sport's growth and popularity, visitors can immerse themselves in the vibrant history.

London Calling! serves as a tangible reminder of the rich history of skateboarding in UK.

Join us as we commemorate the pioneers, explore the evolution of the sport, and appreciate the artistry and passion that has made British skateboarding a dynamic and enduring cultural phenomenon.

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