

Danish startup and Danish digital studio behind doc series “The Tattoo Shop” on Facebook Watch in the U.S.

In 2017 the Danish startup Tattodo engaged their online following with the Facebook Live hit series “Mystery Tattoo.” In the show the users could interactively pick tattoos to be done live in the show on contestants. For the “Mystery Tattoo” production Tattodo teamed up with fellow Danish digital production house Drive Studios. The show featured tattoo legend Ami James and his Miami tattoo parlour.

“Mystery Tattoo became a huge success with a reach of more than 50 million, which has been one of the reasons why Facebook commissioned a new series from us”, says Johan Plenge, CEO for Tattodo.

Following the success of “Mystery Tattoo” Tattodo and Drive Studios received a commission for the new Facebook Watch platform launched in the U.S. in the summer of 2017. .

The new premium doc series with the title “The Tattoo Shop” focuses on the art form of tattooing and everyday life in the tattoo parlour located in Wynwood Miami, one of the most vibrant and fastest growing art hot spots in the U.S. We follow the renowned tattoo artists Ami James (Miami Ink, NY Ink), Chris Nunez (Ink Master, Miami Ink), Chris Garver (Miami Ink), Darren Brass (Miami Ink) and Tommy Montoya (NY Ink) as they open their new shop Liberty City Tattoo.

The 8 episodes of the show The Tattoo Shop is premiering on Facebook Watch in the U.S. on the 15th of March 2018 and new episodes will be available every Thursday after that. The “Mystery Tattoo” show will be produced again and go live every Friday to Facebook users eager to see some live inking.

About Tattodo

EVERY TATTOO HAS A STORY. TATTOODO IS THEIR HOME.

In an era of fragmentation, Tattodo is a one-stop shop; the hub for tattoo culture worldwide.

The platform is the #1 global destination for tattoo collectors, artists, and shops, offering original and curated content, a dedicated community, and the exclusive feature of being able to book appointments with tattoo shops around the world. Tattodo is co-founded by renowned tattoo artist and media personality Ami James and supported by some of the most respected names in the tattoo industry, as well as backed by top-tier investors. One of the major factors in Tattodo's success has been the strength of their profiles on Facebook and Instagram. Since launching in 2013, Tattodo's social following has grown to more than 20 million followers across these platforms, with record monthly reach of 200 million users and 2 billion impressions. This growth, combined with an enthusiasm for pushing the boundaries on social media, led to the Facebook Live Mystery Tattoo show, which ran for 8 weeks and recorded 50 million impressions.

www.tattodo.com

About Drive Studios

Drive Studios is the biggest digital studio in Scandinavia with offices in Copenhagen & New York.

Drive Studios was founded with the objective of driving the development and production of moving images forward - creating innovative stories for digital platforms. With a profound love for digital content, a journalistic background and extensive expertise in the global media market we combine storytelling and concepts from classical linear TV with the new advances in tech.

www.drivestudios.dk

Vulture article: <http://www.vulture.com/2018/03/see-the-trailer-for-facebook-watches-the-tattoo-shop.html>

Facebook page: <https://www.facebook.com/thetattooshopshow/>

Contact: Annika Bloch Christensen, annika@drivestudios.dk