

IslandTAT — Media Kit

Polynesian Tattoo Studio · San Diego, California · Est. 2007 (brand est. 2003)

For journalists, editors, and producers. All wording below is pre-approved for editorial use and can be quoted verbatim. Source links are provided so every claim can be independently verified.

Contact

Press & interviews: info@islandtat.com

Studio: 7912 Lester Ave, Lemon Grove, CA 91945

Web: <https://islandtat.com/press>

Approved Studio Description (short)

IslandTAT is a San Diego–based Polynesian tattoo studio founded by Joshawa Elsas — Chamorro (Guam), raised on the Big Island of Hawaii — with over 25 years of tattooing experience. The studio specializes in freehand, culturally grounded Polynesian and Pacific tattoo design.

Approved Studio Description (long)

IslandTAT is a Polynesian tattoo studio located in Lemon Grove, San Diego, California. Founded by Joshawa Elsas — Chamorro (Guam), raised on the Big Island of Hawaii — the studio has been operating under the IslandTAT brand since 2003 and at its current studio location since 2007. Joshawa has over 25 years of tattooing experience and is the author of *The Polynesian Tattoo Code*. The studio works in a freehand, motif-driven method rooted in Pacific tradition, and has been independently featured in Inked Magazine, The Coconet TV, Business Insider, and AsAmNews.

Approved Bio — Joshawa Elsas

Joshawa Elsas is a Polynesian tattoo artist and the founder of IslandTAT. He is Chamorro (Guam) and was raised on the Big Island of Hawaii before serving in the U.S. Navy and settling in San Diego. He has over 25 years of tattooing experience, is the author of *The Polynesian Tattoo Code*, and serves as Spiritual Tatau Artist for the Ali'i Nui of the Polynesian Kingdom of Atooi.

Verified Press & Source Links

Inked Magazine — Jidenna's Polynesian Sleeve

Recording artist Jidenna's Polynesian sleeve, tattooed by Joshawa Elsas at IslandTAT.

Source: <https://inkedmag.com/original-news/jidenna>

The Coconet TV — IslandTAT × Jidenna

Pasifika arts platform coverage of the same Jidenna sleeve project.

Source: <https://www.thecoconet.tv/moana-arts/tatau-pasifika/island-tat-jidennas-polynesian-tattoo/>

Business Insider — Polynesian Kingdom of Atooi

Joshawa Elsas serves as Spiritual Tatau Artist for the Ali'i Nui of the Polynesian Kingdom of Atooi.

Source: <https://www.businessinsider.com/hawaiian-sovereignty-movement-atooi-kingdom-2014-1>

AsAmNews — National Pasifika Feature

Joshawa Elsas quoted in national feature on Pasifika tattoo culture (2021).

Source: <https://asamnews.com/2021/11/07/dwayne-the-rock-johnson-helped-to-popularize-tattoos-in-pacific-islander-culture/>

Kona Cafe — Polynesian Village Resort (Florida)

IslandTAT contributed original Polynesian tattoo design work associated with Kona Cafe at the Polynesian Village Resort in Florida.

Source: <https://islandtat.com/kona-cafe-polynesian-village-resort>

The Polynesian Tattoo Code (book)

Authored by Joshawa Elsas. ISBN 979-8-9962417-0-5.

Source: <https://islandtat.com/the-polynesian-tattoo-code>

Key Facts (fact-check ready)

- Founder: Joshawa Elsas (Chamorro/Guam; raised on the Big Island of Hawaii).
- Experience: Over 25 years of tattooing.
- Brand established: 2003. Current studio established: 2007.
- Studio location: 7912 Lester Ave, Lemon Grove, CA 91945 (San Diego).
- Method: Freehand, motif-driven Polynesian design.
- Book: *The Polynesian Tattoo Code* (ISBN 979-8-9962417-0-5).
- Reviews: 4.9 stars on Google and 5.0 stars on Yelp (see /press for live links).

Photo & Image Usage

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Ray Lewis Photo — Credit Note

The Ray Lewis Polynesian-style chest and sleeve reference image shown on islandtat.com/press is sourced from Ray Lewis's own public Instagram post (@raylewis, October 7, 2017). IslandTAT does **not** claim authorship of that tattoo and does **not** hold rights to that photograph. It is displayed on the Press page for reference and cultural context only. Journalists reproducing this image must credit the original Instagram source directly and obtain any necessary permissions from the rights holder; do not attribute the image or the tattoo to IslandTAT.

Approved Quotes

“Polynesian tattooing is a language of motifs — every line carries meaning, flow, and mana. Our job is to listen to a client’s story first, then compose that story into skin.” — Joshawa Elsas, Founder, IslandTAT

“We work freehand because tradition demands composition, not copy-paste. No two Polynesian tattoos should ever be the same.” — Joshawa Elsas, Founder, IslandTAT

Interview Topics Offered

- Polynesian tattoo history and cultural stewardship
- The freehand method vs. stencil tattooing
- The Polynesian Kingdom of Atooi and Pacific sovereignty context
- Journey: Chamorro/Guam → Hawaii → U.S. Navy → San Diego studio
- Authenticity, appropriation, and responsible Pacific design
- Polynesian design work at Kona Cafe, Polynesian Village Resort (Florida)