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Jeffrey Cheung | Press Links

Juxtapoz, “Jeffrey Cheung: Unity and Community, One Board at a Time”, Aug 2019, Eben Benson

Jeffrey Cheung has explored routes for self-expression his whole life, slowly carving out a space in communities that have been historically exclusive. After beginning to discover a more universal language with art that gleams with vibrant color and characters that seem to burst with life, he began to find other folks who were denied an open space for expression, and expanded beyond himself, using his art to give a platform for others to feel comfortable and free. ryday lives. [Link](#)

Cool Hunting, “Skating to Equality With Artist Jeffrey Cheung”, Nov 26, 2018, Kyle Raymond Fitzpatrick

Artist and skater Jeffrey Cheung is defining a new era for skateboarding, pushing the culture to be more colorful and diverse. As a co-founder of Unity Press & Skateboarding, Cheung is creating a zone to represent and support queer skaters—and he has been thriving at this mission. [Link](#)

Amadeus Mag, “Unity’s Jeffrey Cheung Shares Cheeky New Works in ‘Together’”, Sept 24, 2018, Grady Olson

Through self-expression of societal, cultural and historical repression, Oakland-based artist Jeffrey Cheung brings that vulgarity and rawness that one sees in a skate rough-cut to a canvas. [Link](#)

It’s Nice That, “Ones to Watch 2018: artist Jeffrey Cheung”, Feb 26, 2018, Bryony Stone

It’s Nice That’s Ones to Watch shines a light on 12 emerging talents who we think will conquer the creative world in 2018. From a global pool of creative talent, we have chosen our 2018 Ones To Watch for their ability to consistently produce inspiring and engaging work across a diverse range of disciplines. [Link](#)

The New York Times, “A Place for Us to Skate”, Jan 6, 2018, Nicola Fumo

The idea for a skaters’ safe space came to Mr. Cheung at the end of 2016, when he was simultaneously reeling from the election results and grieving the death of a close friend. “I had a really dark end of the year,” he said. “It made me want to do something positive.” Unity was founded on Jan. 1, 2017, and now hosts monthly skate gatherings in the Bay Area that draw as many as 50 people per session. [Link](#)

Huck Mag, “Meet the artist bringing queer culture to skateboarding”, Aug 18, 2017, Dominique Sisley

I wanted to start Unity for the next generation of skateboarders, to show them that queer people do exist. I felt alienated because of my sexuality. If something like this existed when I was younger, it would have completely changed my life and the way I viewed myself. [Link](#)

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Giant Robot Media, “In Unity: Joining Forces Through Skate Culture with Artist Jeffrey Cheung”, May 25, 2017, Eric Nakamura

In a skate environment that's often hegemonic hetero, Cheung is opening doors, building visibility and moving forward. His skate deck graphics are currently hand painted, depicting a variety of people, without shying away from sexuality. [Link](#)