



Shepard Fairey

Street Artist
or
Capitalist?

*"The real message behind most of my work is
'question everything'."*



Who started this? Obey who?

OBEY®



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MENS FALL 2014 LOOK BOOK

OBEY 3M™ REFLECTIVE

OBEY AWARENESS: ADAM "MCA" YAUCH

ARTIST SERIES: DOCTOR WOO

NEW ARRIVALS

TEES

KNITS

SHIRTS

JACKETS

SWEATERS

SWEATSHIRTS

DENIM & PANTS

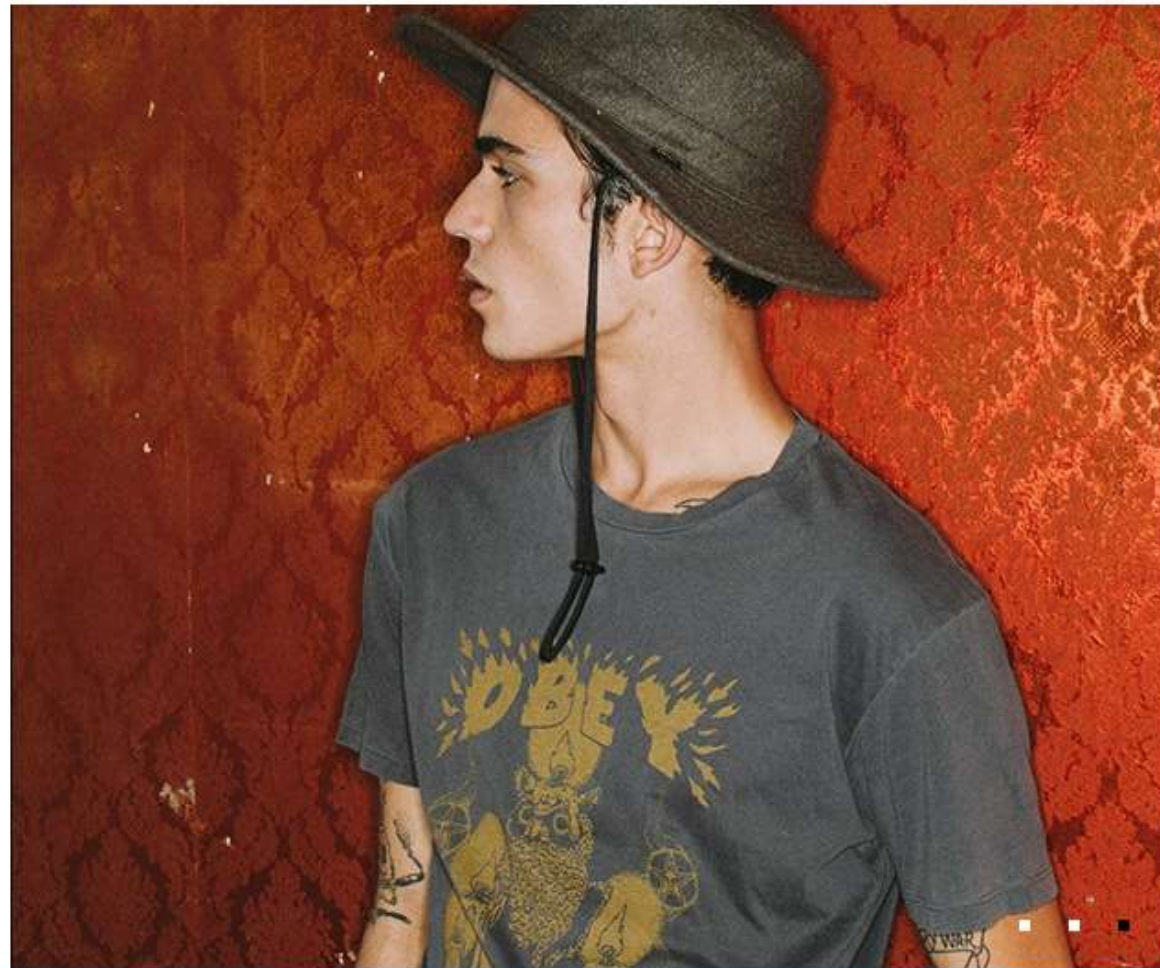
HATS

BEANIES

BAGS & WALLETS

ACCESSORIES

MENS



BLOG / GLEN E. FRIEDMAN: MY RULES



Place an order...maybe that is what we obey?

OBEY STORE

MANUFACTURING QUALITY DISSENT SINCE 1989

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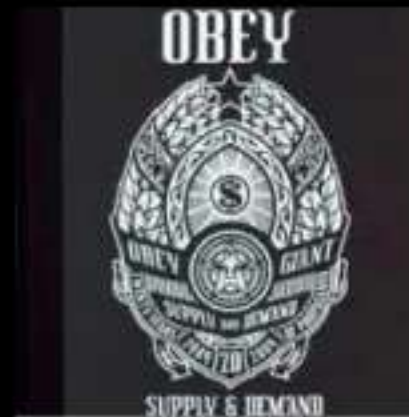
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PRINTS



LARGE FORMAT PRINTS



BOOKS



STICKERS



COLLECTIBLES



CLOTHING

[Subliminal
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**SUBLIMINAL
PROJECTS**

More Fine Prints
from the OBEY
GIANT FAMILY

Is this art or just good marketing?

Does he obey? Do you?





Where did this art empire start?



In the beginning there was one.



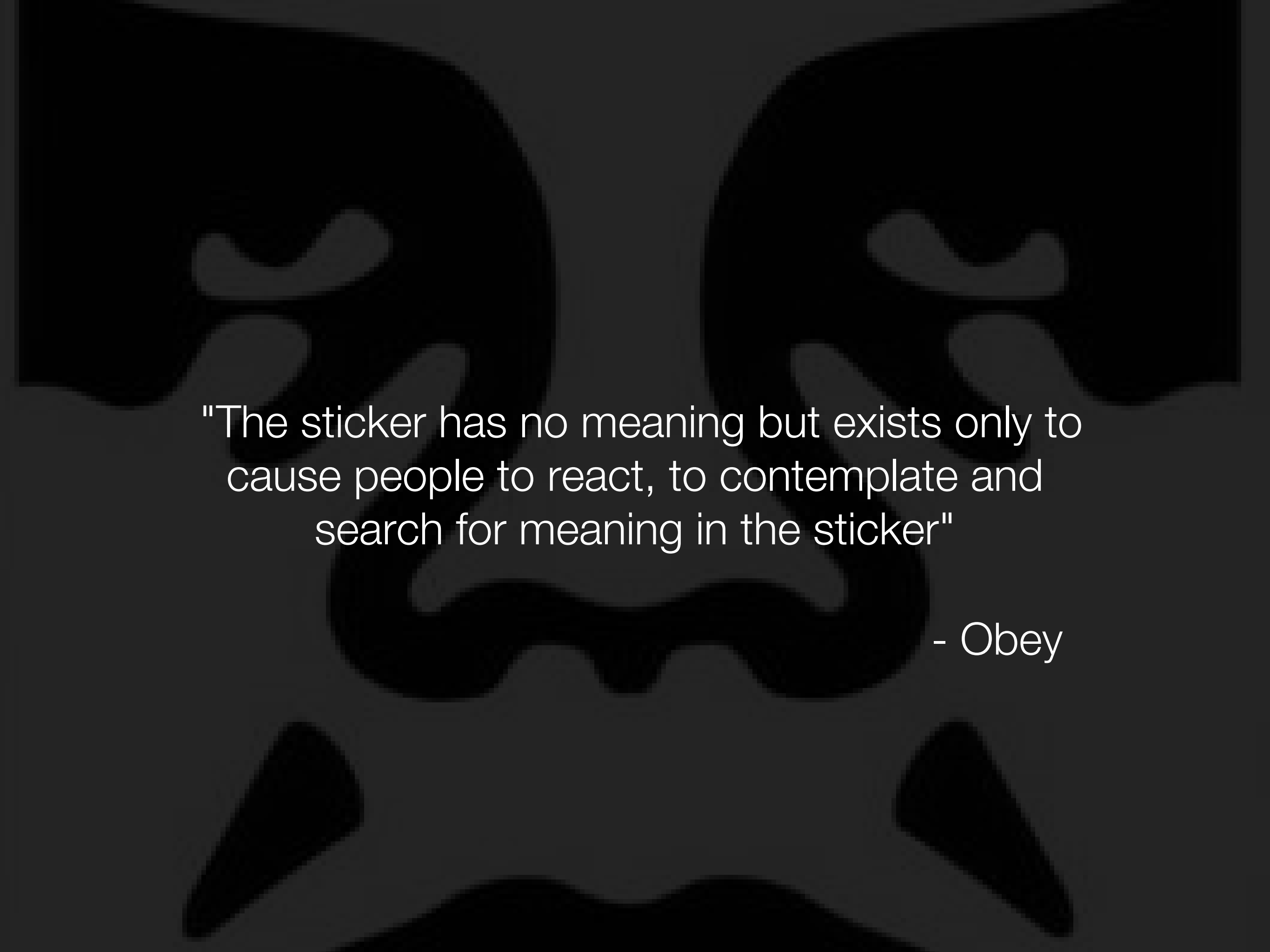
They spread on streets and social media.



The more you see, the more important it seems.



As with most street artists, the Obey Giant was intended to inspire curiosity and cause the masses to question their relationship with their surroundings.

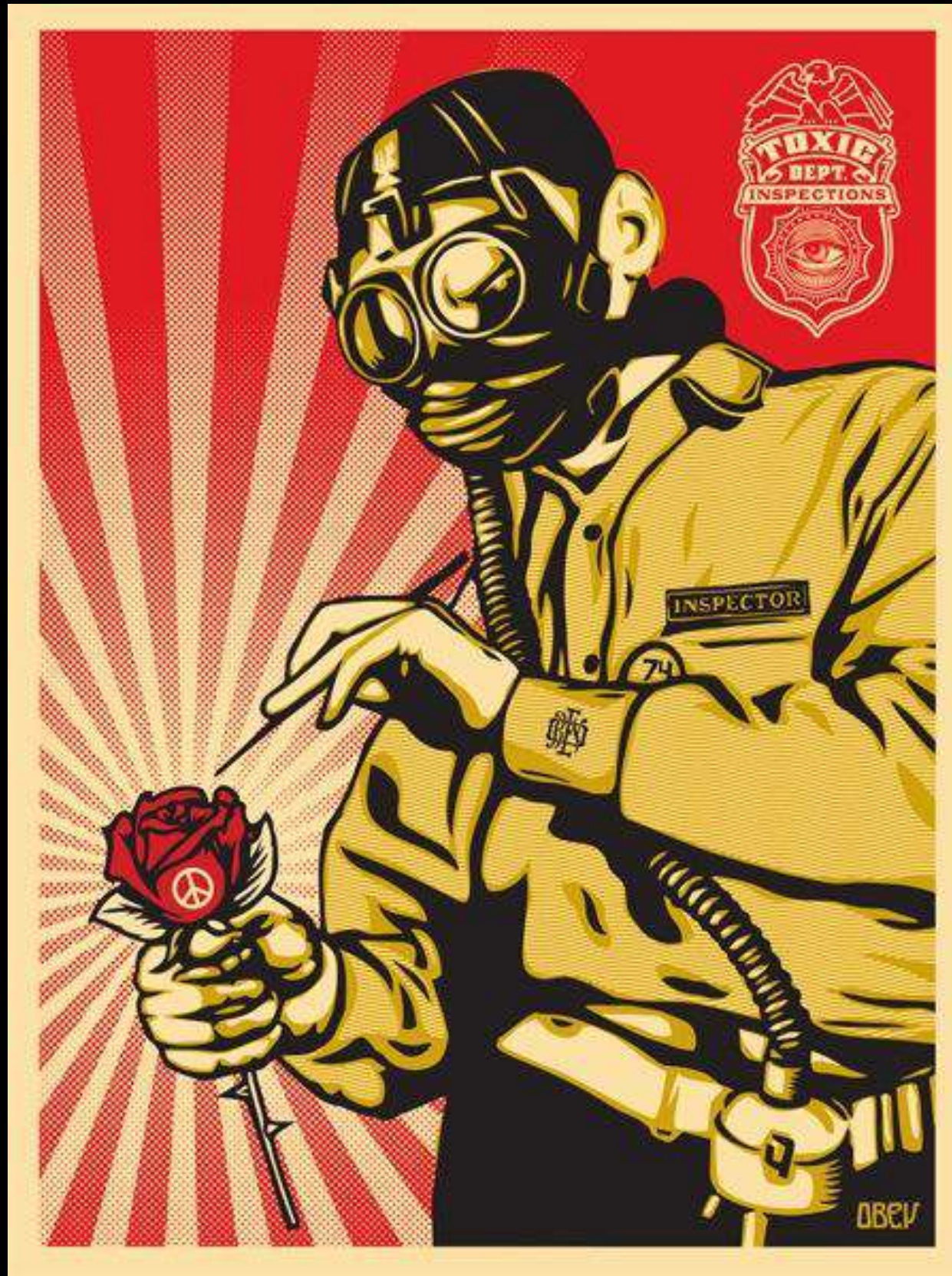


"The sticker has no meaning but exists only to
cause people to react, to contemplate and
search for meaning in the sticker"

- Obey

Fairey states "At first I was only thinking about the response from my clique of art school and skateboard friends. The fact that a larger segment of the public would not only notice, but investigate, the unexplained appearance of the stickers was something I had not contemplated. When I started to see reactions and consider the sociological forces at work surrounding the use of public space and the insertion of a very eye-catching but ambiguous image, I began to think there was the potential to create a phenomenon."

After Graduating from the Road Island School of Design, Shepard founded a small printing business called Alternate Graphics that specialized in t-shirt and sticker silkscreens.



His work often provides a social or political message.



What do you think this piece represents?



What is the artist trying to say with this piece?





Then something monumental happened.

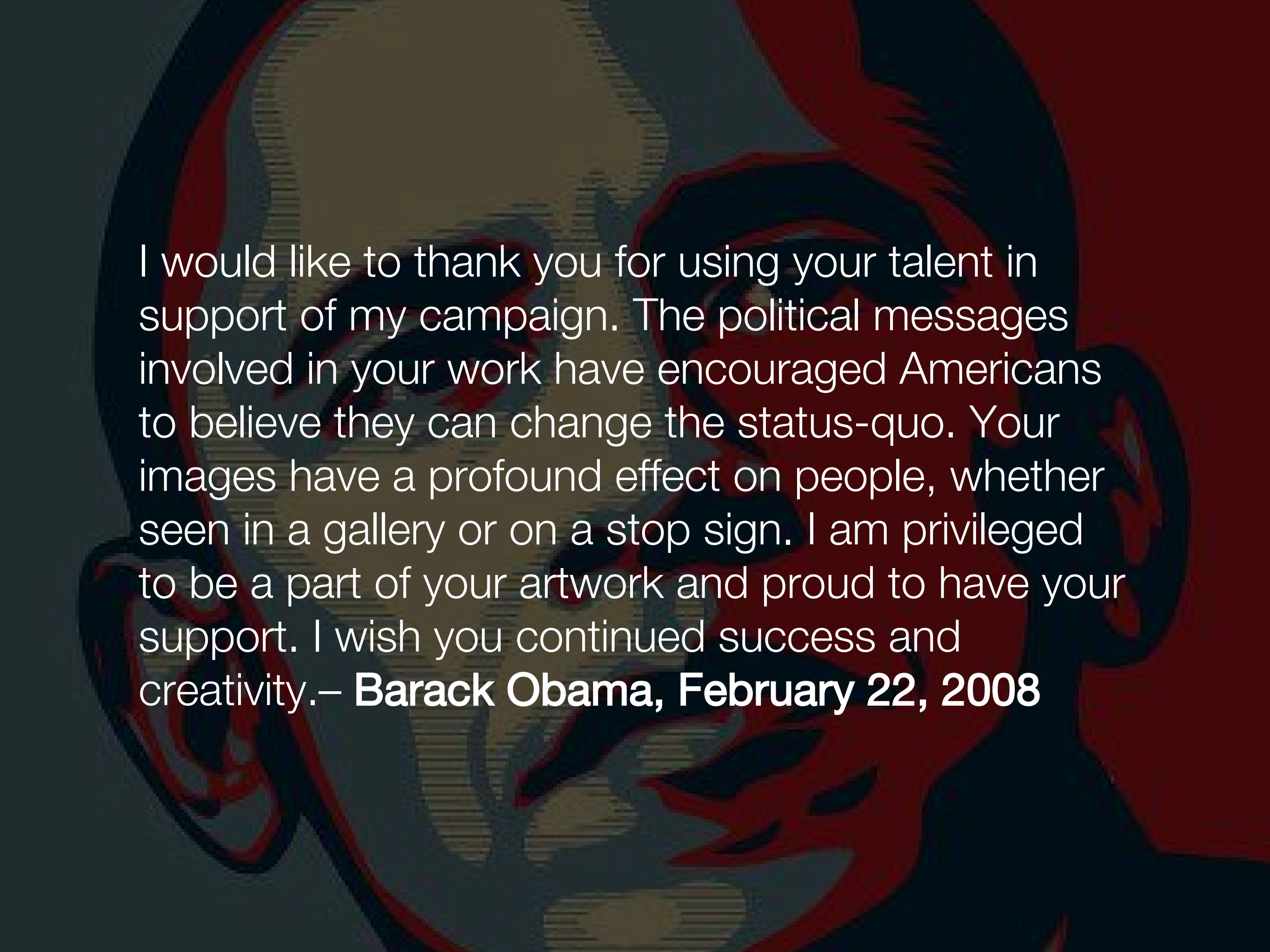


The most efficacious American political illustration since 'Uncle Sam Wants You'”

The New Yorker Art Critic - Peter Schjeldahl



Fairey distributed 300,000 stickers and 500,000 posters during the campaign, funding his grassroots electioneering through poster and fine art sales.

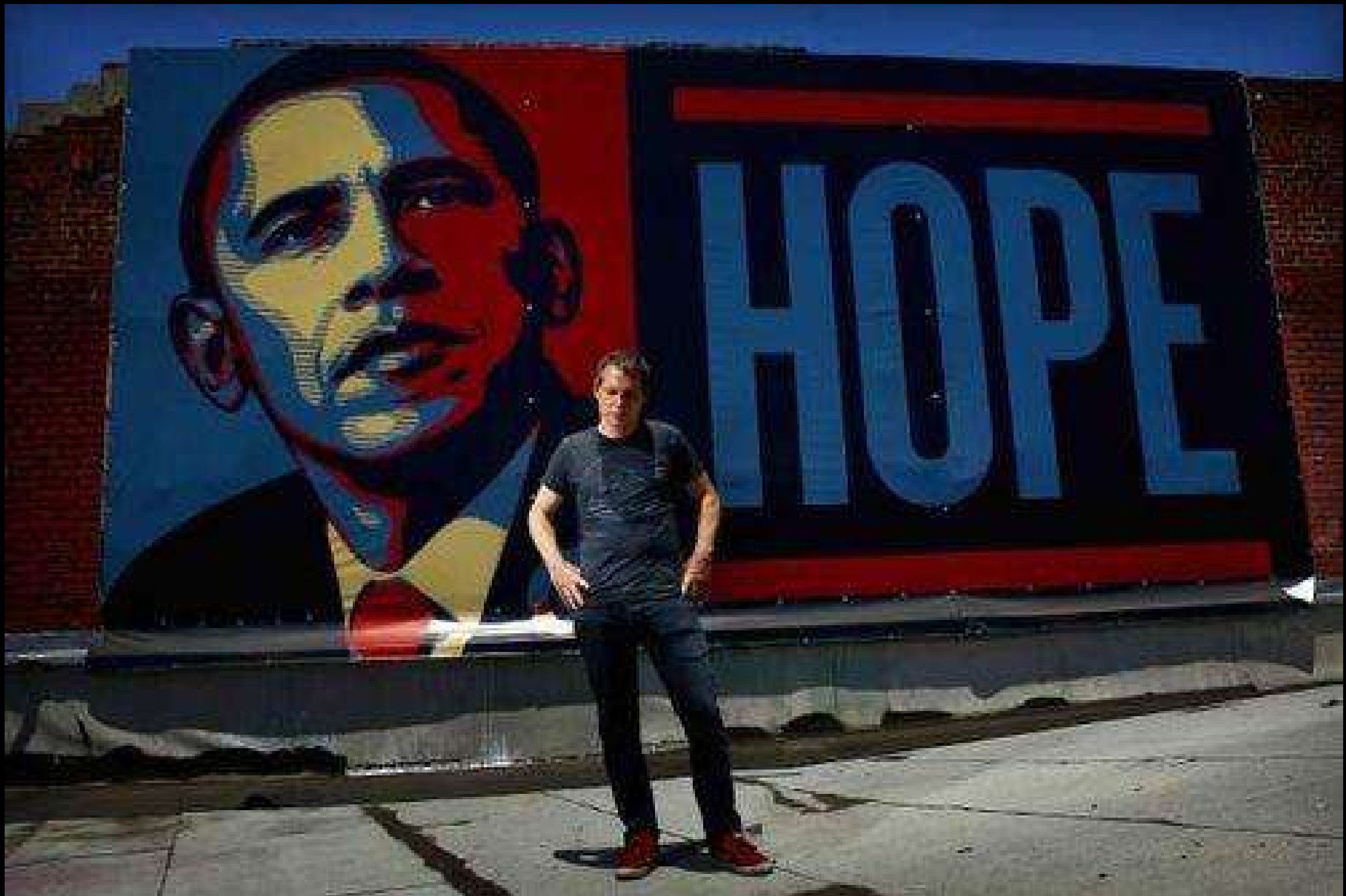


I would like to thank you for using your talent in support of my campaign. The political messages involved in your work have encouraged Americans to believe they can change the status-quo. Your images have a profound effect on people, whether seen in a gallery or on a stop sign. I am privileged to be a part of your artwork and proud to have your support. I wish you continued success and creativity.— **Barack Obama, February 22, 2008**



But the huge success of the image brought into question where the original image came from.

Mannie Garcia, a photographer from the Associated Press, took the original photo and AP wanted a slice of the pie.

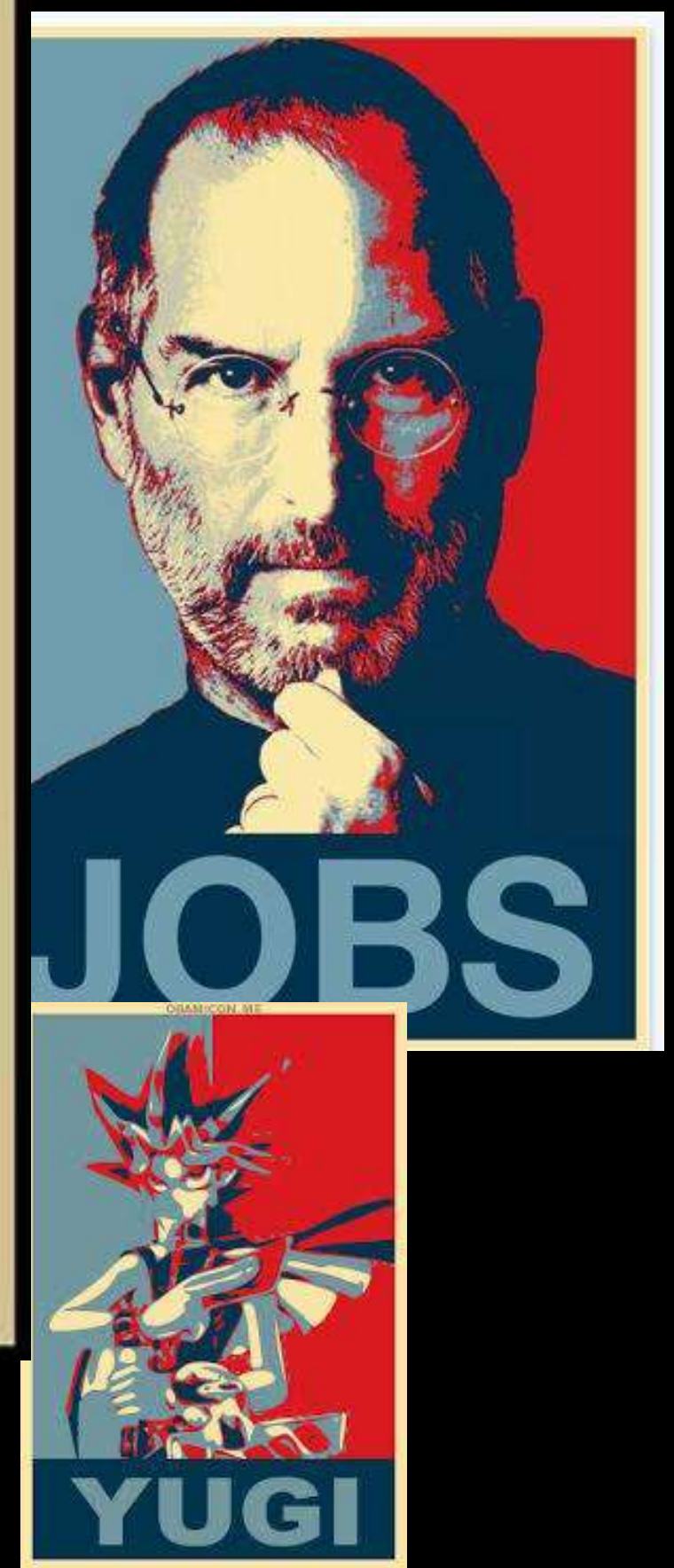


Fairey said his use of the photograph fell within the legal definition of fair use.

After years in court, a settlement was reached.

In addition to the settlement:

On September 7, 2012, Fairey was sentenced to 300 hours of community service, ordered to pay a \$25,000 federal fine, and placed on probation for two years for contempt of court by tampering with evidence in the case.



The original image inspired thousands to create their own versions.

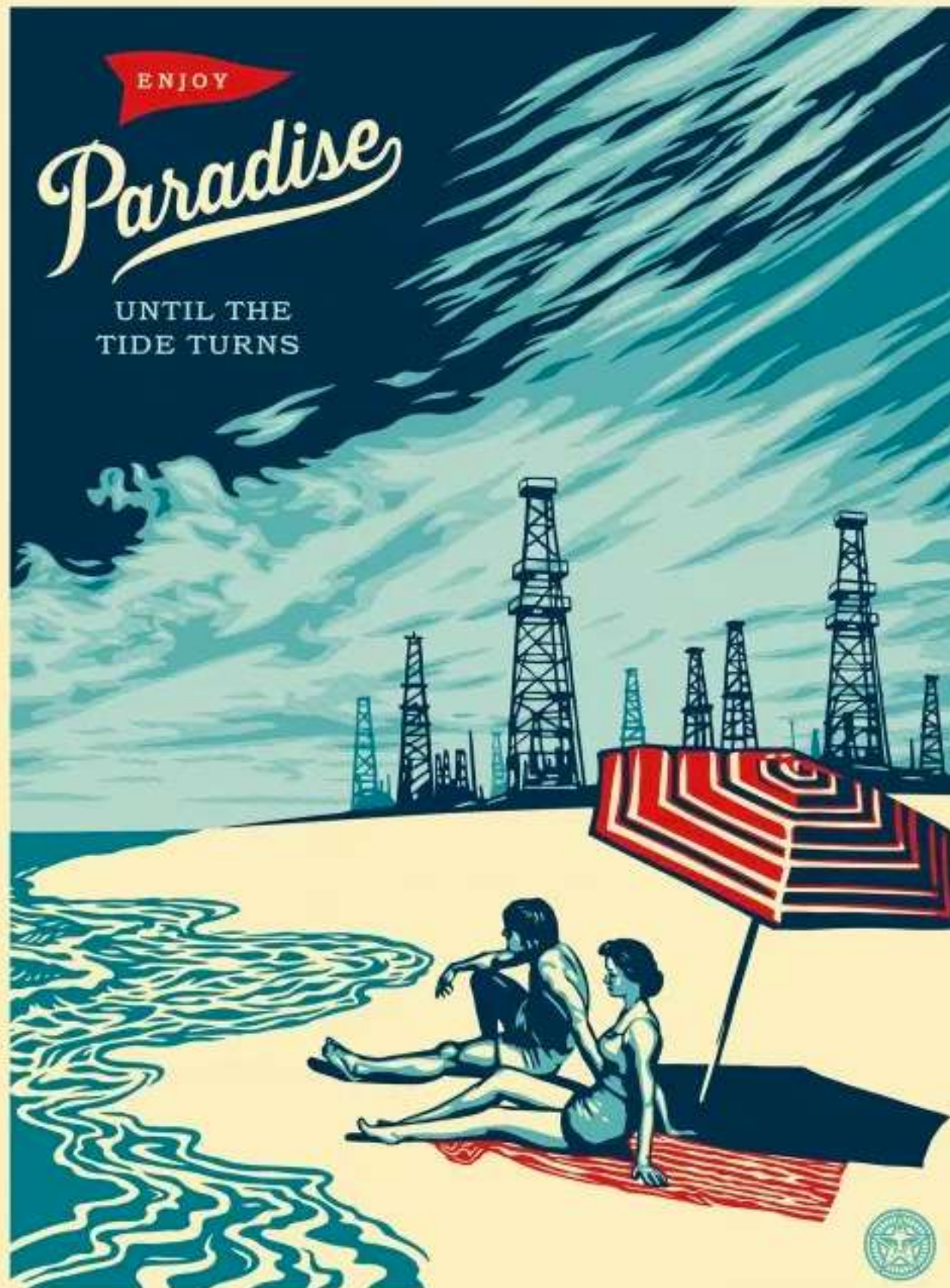


SHEPARD FAIREY
Artist

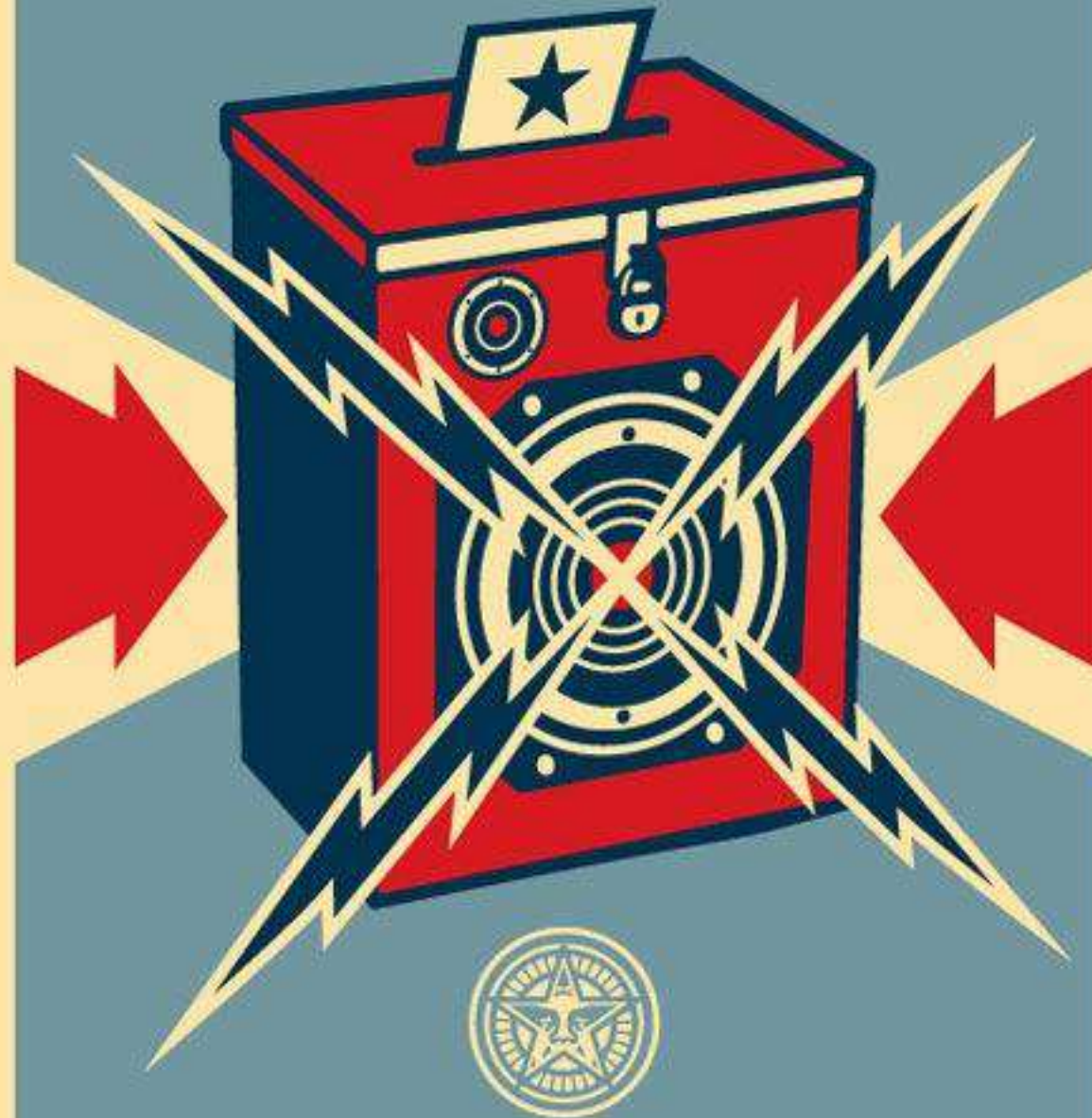
Who knew Art could be so powerful.

ENJOY
Paradise

UNTIL THE
TIDE TURNS



VOTE!



THIS CALL TO ACTION PROVIDED BY OBEY

