

What's the story?

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



Obey
who?

OBEY[®]



/ MEN

/ WOMEN

/ CURATED

/ OBEY AWARENESS

/ PROPAGANDA

/ ABOUT

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

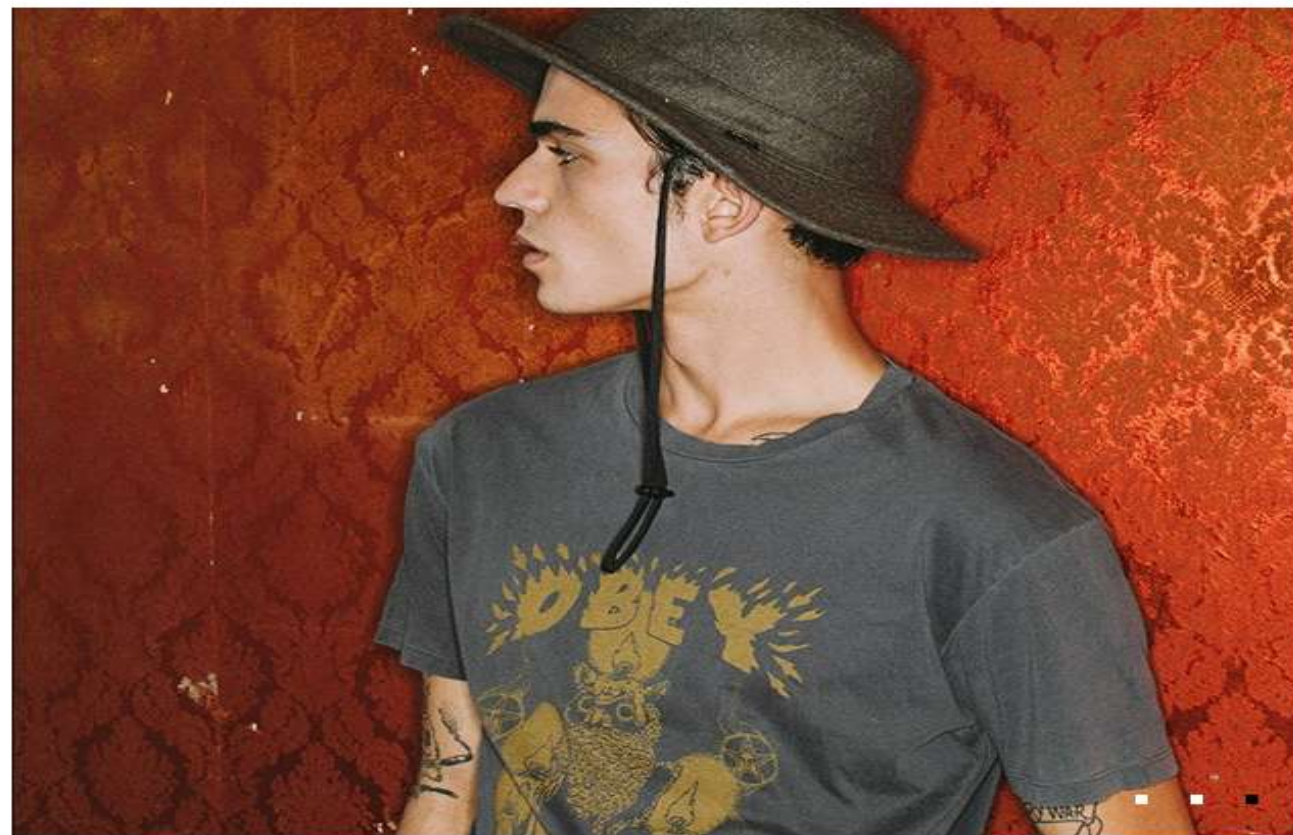
HATS

BEANIES

BAGS & WALLETS

ACCESSORIES

MENS



BLOG / GLEN E. FRIEDMAN: MY RULES



OBEY STORE

MANUFACTURING QUALITY DISSENT SINCE 1989

[PRINTS](#) // [LARGE FORMAT PRINTS](#) // [BOOKS](#) // [STICKERS](#) // [COLLECTIBLES](#) // [FAQ](#)

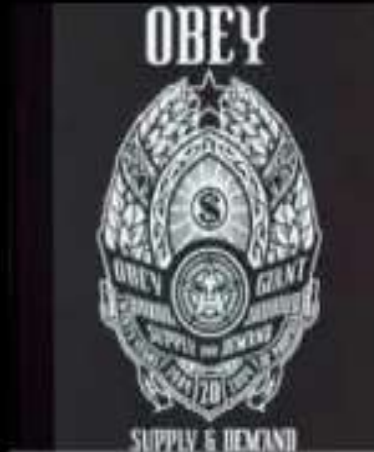
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[POLICY](#)



PRINTS



LARGE FORMAT PRINTS



BOOKS



STICKERS



COLLECTIBLES



CLOTHING

[Subliminal
Projects Prints](#)



[SUBLIMINAL
PROJECTS](#)

[More Fine Prints
from the OBEY
GIANT FAMILY](#)

Is this
art or
just
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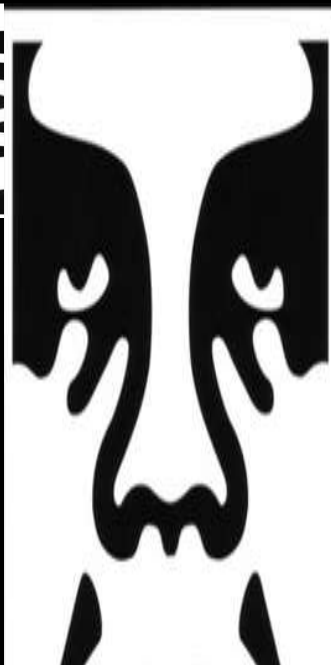


Obey

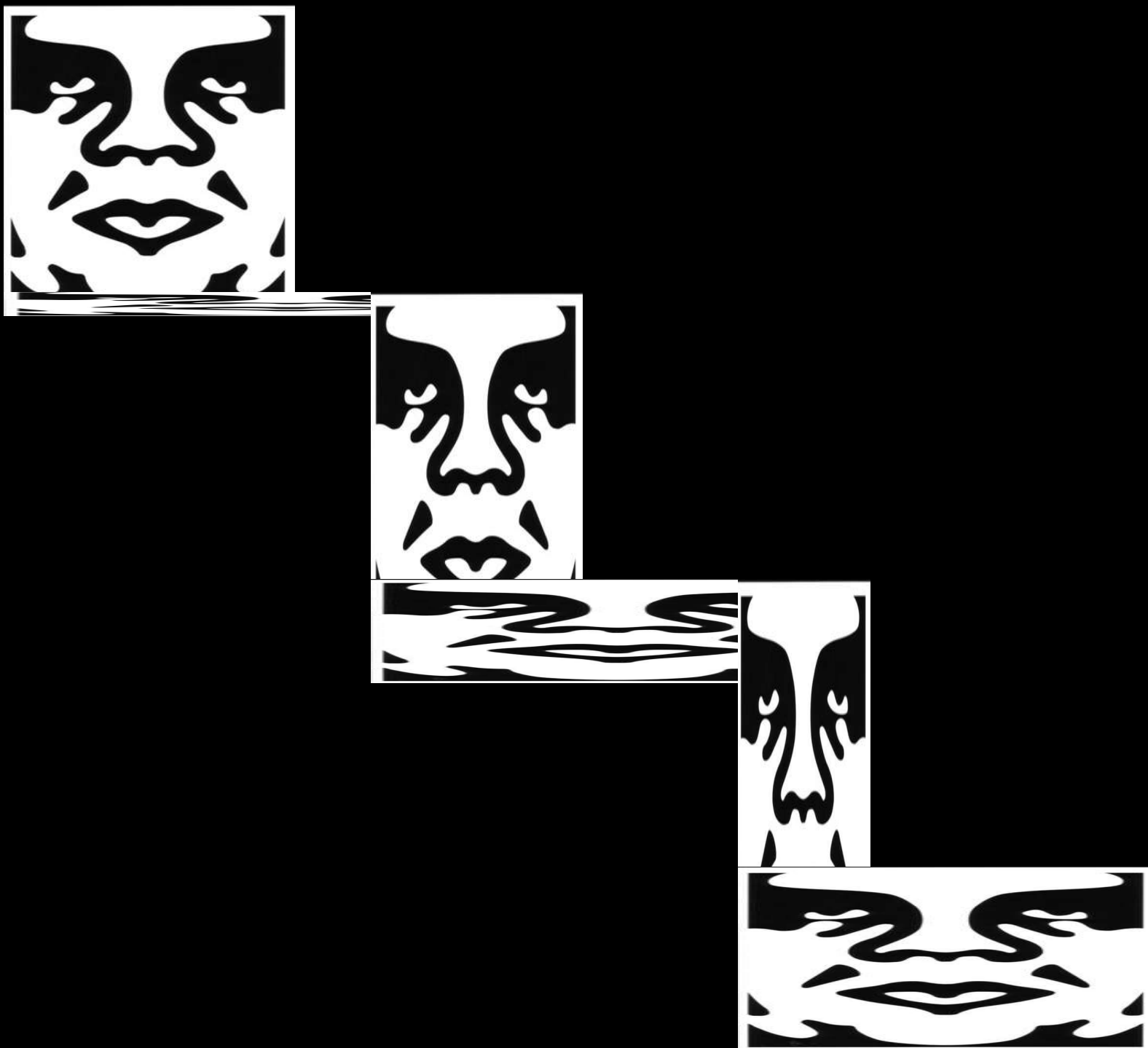
Where did this art empire start?



From the
beginning
there was
one.



They
spread
on
streets
and
social
media.



The more
you see, the
more
important it
seems.



artists,
was
ire
e the
n their
their



It has no meaning but
only to cause people to
reconsider and search
for meaning in the sticker"

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.



work often
provides a
social or
political
message.



What do
you
think
this
piece
represents?
ts?



What is the artist trying to say with this piece?





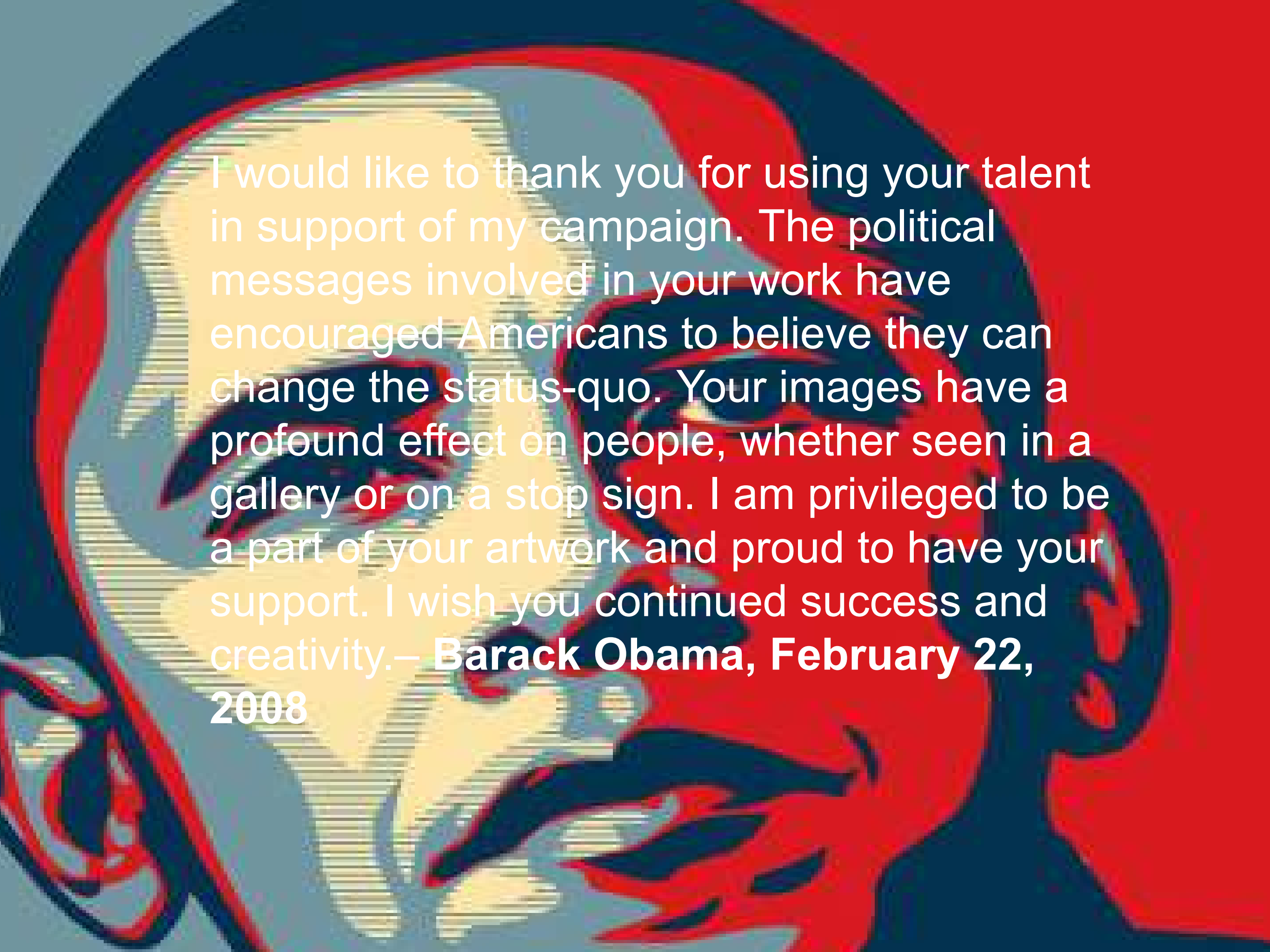
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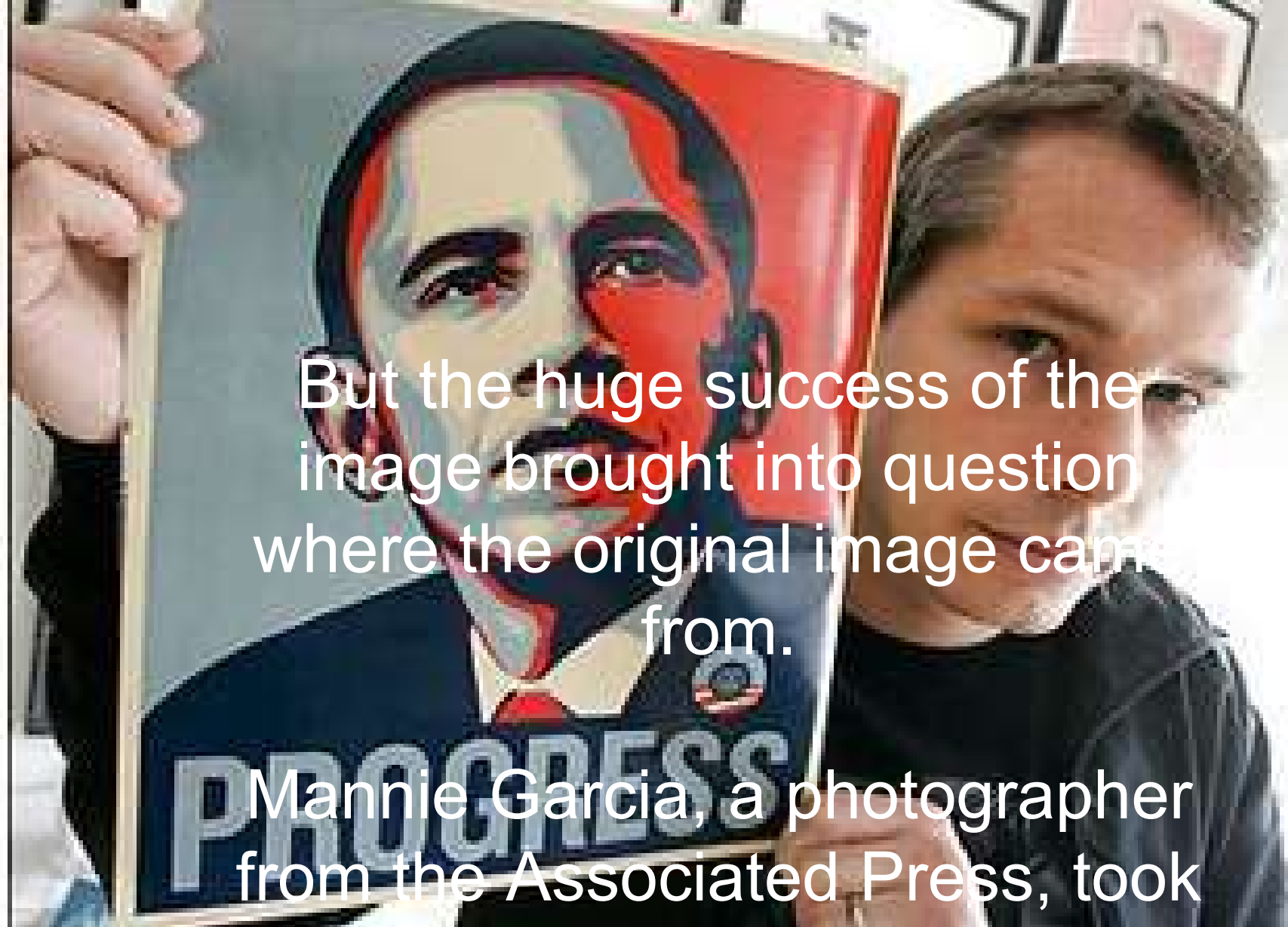
The most
efficacious
American
political
illustration
since 'Uncle
Sam Wants
You''



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**



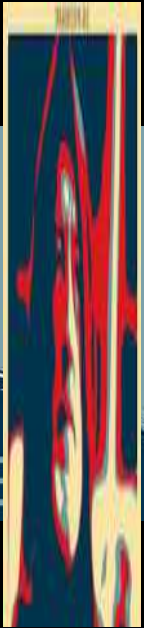
But the huge success of the image brought into question where the original image came from.

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

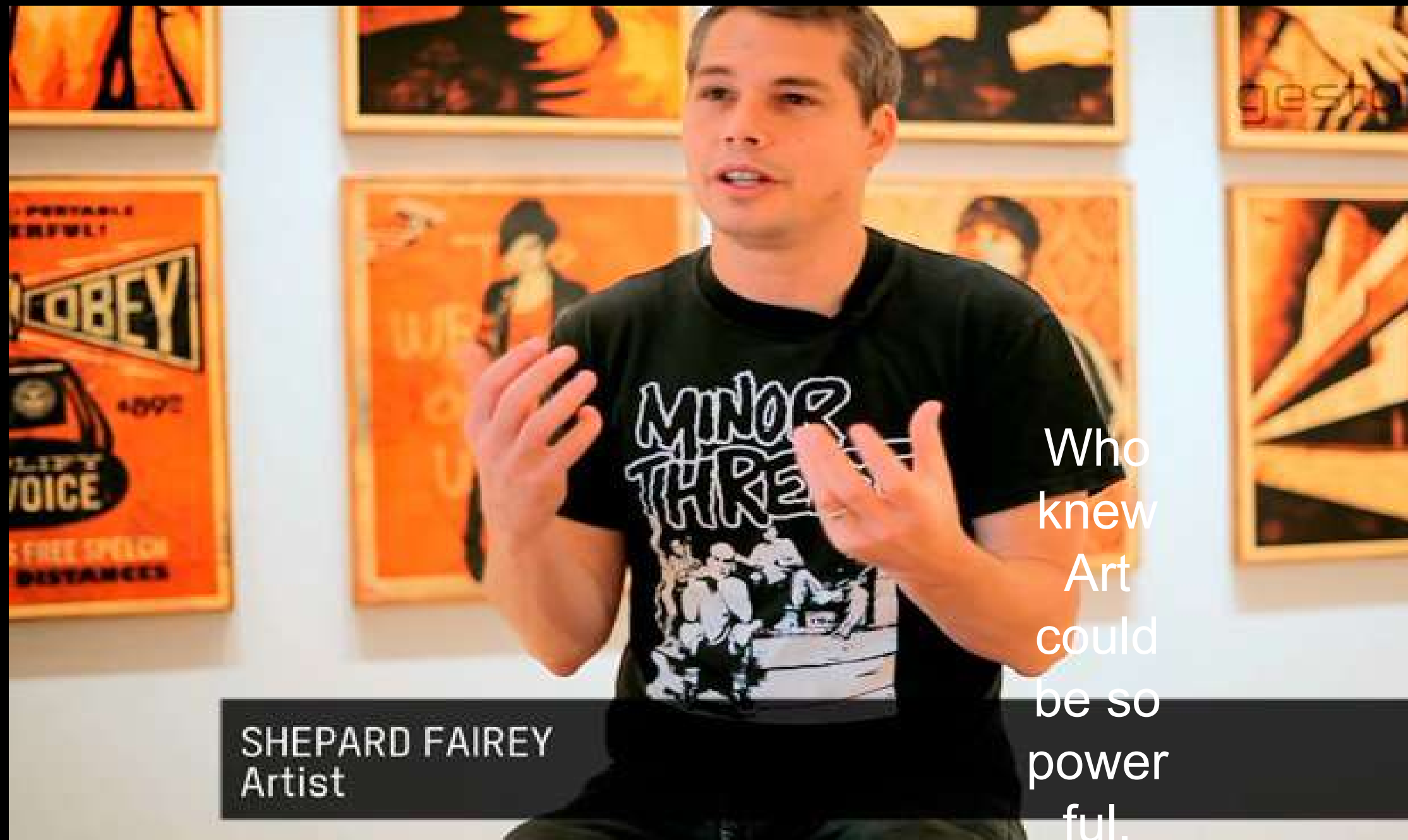


After years in court, a settlement was reached.

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.

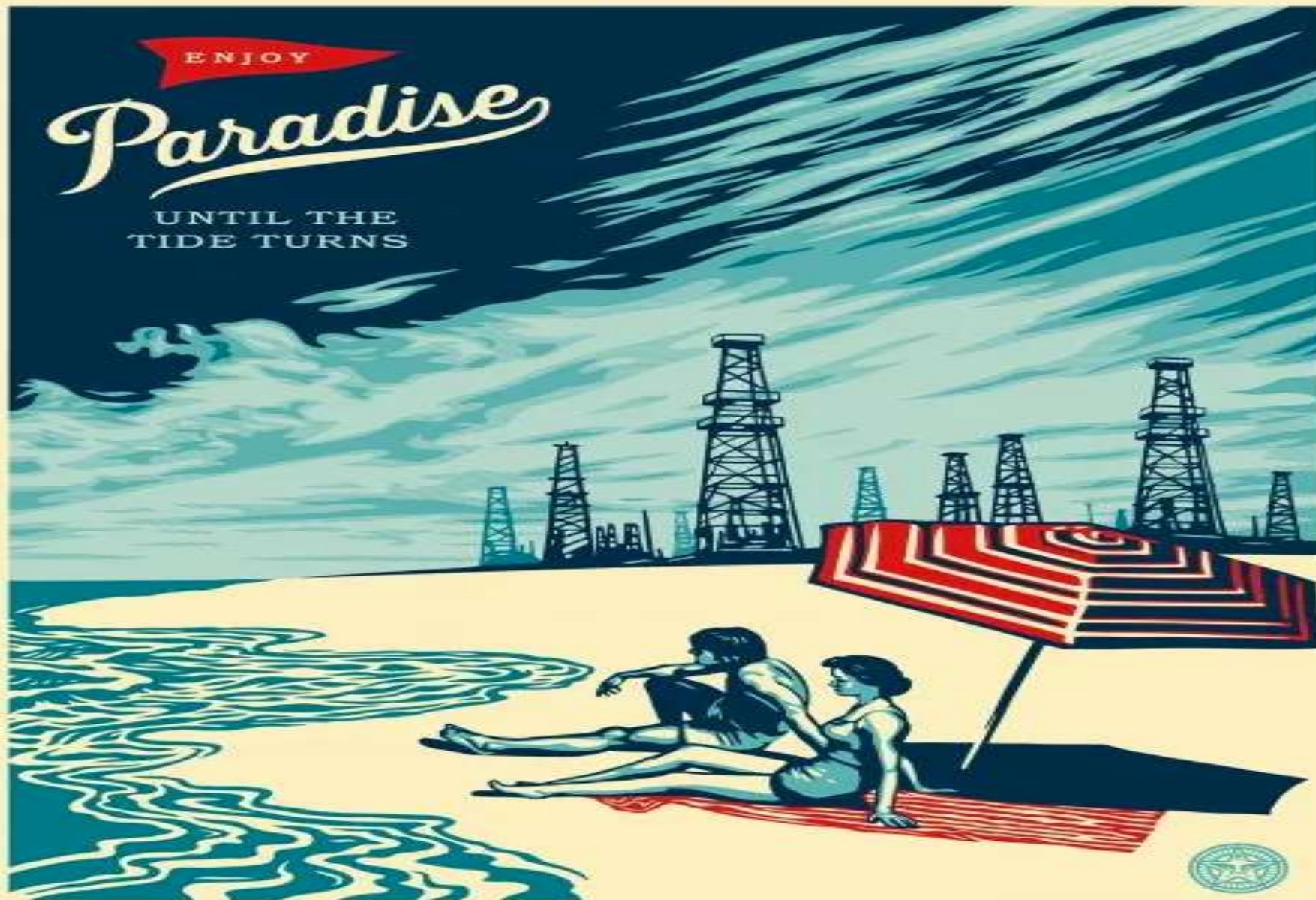


SHEPARD FAIREY
Artist

Who
knew
Art
could
be so
power
ful.

ENJOY
Paradise

UNTIL THE
TIDE TURNS



VOTE!



THIS CALL TO ACTION PROVIDED BY OBEY

