



# Shepard Fairey

# Bio

- Frank Shepard Fairey
- Born 1970 in South Carolina
- Rhode Island School of Design, Illustration
- Became involved with art in 84' designing skateboards and T-shirts

# Worldwide Propaganda Delivery

- Started off making stencils and stickers
- Underground community
- Increasingly became more well known
- Widely known in 2008 Presidential election

# Andre the Giant Has a Posse

- First well known street art and viral marketing campaign created in 1989 among skateboarding community
- “an experiment in phenomenology”
- Community creates own variants





# Obey Giant



- Obey Giant was intended to inspire curiosity and cause the masses to question their relationship with their surrounding
- Plays on idea of citizens of society to believe everything they are told
- OBEY your government!
- Some do not GET IT?



# HOPE

- 2008 Presidential Election
- Obama “Hope” Campaign
- Targets youth
- 300,000 posters
- 1,000,000 stickers





УЗВОО ОВЕСУ



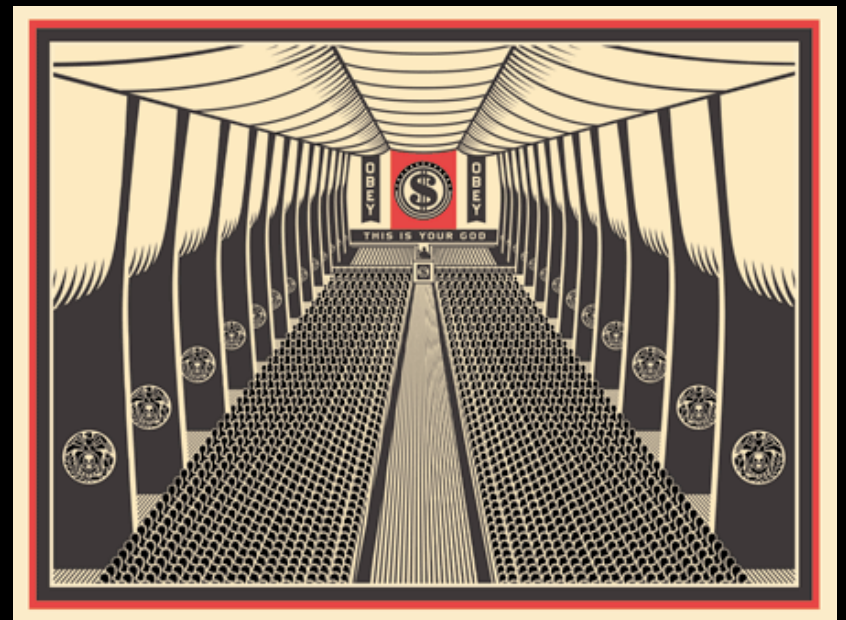
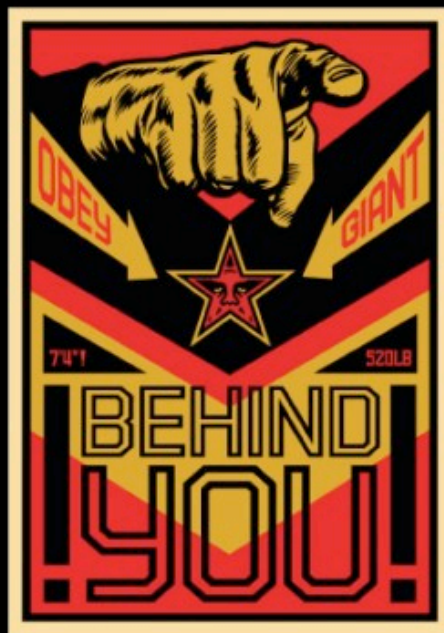
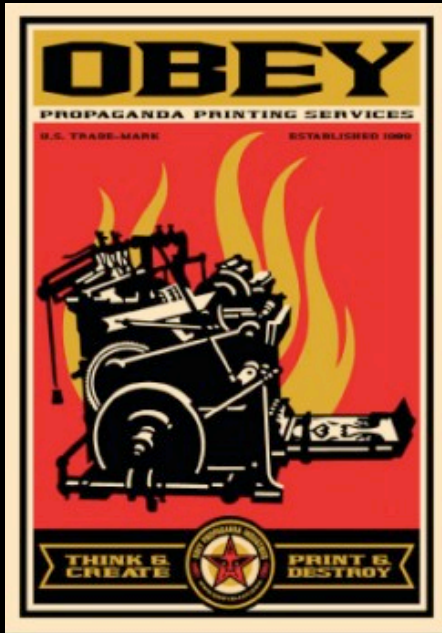
ТНАИВ

В.ЮСЗ"И"С

7'4"520LB

ГИАНТ





# Design

- Propaganda-style
- Uses lots of red, yellow, black
- Clean, Organized, Simplistic
- Patterns, Repetition

# Social Change

- Guerrilla marketing: advertising strategy in which low-cost unconventional means are utilized to convey or promote an idea
- “Obey cured all my obedience problems”
- LOTS of stickers, stencils, wheat paste
- Repetition of images

# Controversy

- Accused of stealing images
- Politically opinionated activism
- Obama Photo
- “Legal” street art
- MOCA
- Arrested 16 times

# Youth Influence

- Street art aesthetic appeals to younger audiences
- Greatly influences the youth with powerful designs, slogans, and methods
- Long successful street art career carried followers for electing Obama
- Clothing industry

