

**Exhibit 11**  
**to the Declaration Of**  
**Brendan T. Kehoe, Esq.**  
**In Support Of The**  
**Associated Press' Motion**  
**For Summary Judgment**

## HISTORY



### SHEPARD FAIREY



You might not know Shepard Fairey, but you've probably seen his work on your local street corner. His iconic imagery is found around the world, in the form of stickers, posters, and stencils on everything from electrical boxes to billboards. Fairey found his style for art at an early age. His major influences were skateboarding, the images associated with the underground skate scene, his passion for music and the inspiring graphics found in rock, punk, and hip hop album covers. In college, his influences broadened further and his art started to reflect world events and their leaders, as well as his own take on pop culture.

In 1989 the Charleston, South Carolinian attended the prestigious Rhode Island School of Design, where he studied illustration and discovered screen-printing. In that same year Shepard stumbled onto Andre the Giant's image by chance in a newspaper. He was teaching a friend how to make a stencil and used the wrestler's face as an example. His friend dismissed the picture and Shepard jokingly responded, "What are you talking about? Andre's posse is the new deal." Unwittingly, this moment gave birth to the OBEY brand icon. The original crude zerox copy of the Andre the Giant has a posse sticker has evolved into an internationally recognized art career for Shepard, as well as his own marketing company and clothing brand.

OBEY Clothing was launched in 2001 when Shepard saw clothing as an opportunity to be creative on many levels and t-shirts as another canvas for his graphics. Working closely with fashion designers, Mike Ternosky and Erin Wignall, Shepard translates his philosophy of art and personal influences into a brand that speaks to many different genres. Each season, multiple themes and ideas are thrown into the melting pot, creating a style often difficult to categorize. Because of the diversity in influences, OBEY Clothing addresses many different styles, hitting on looks that are both classic and fashion driven. OBEY Clothing is sold in over 20 countries worldwide.

In 2003, Fairey founded Studio Number One. Shepard's extensive body of commercial work includes items such as the movie poster for Johnny Cash's "Walk The Line," Led Zeppelin's recently released greatest hits album "Mothership" and Adidas' Muhammad Ali limited project as well as collaborations with Fuji Bikes and Public Enemy. Although he's hired to create visuals and marketing plans, he always figures out a way to inject his agenda into the client's work. It is easy to see that in Shepard's world the line between fine art, commercial art and street art have all been blurred to form the distinct style that is synonymous to OBEY.

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## HISTORY



### SHEPARD FAIREY



2007 marked a monumental moment in the fine art career of Shepard Fairey. Although Fairey has had solo galleries throughout the world in places like Tokyo, Sydney, Paris, and Hong Kong, during his last two shows in London and Los Angeles in the Fall of 2007 all his pieces sold out prior to the opening night! Shepard's art uses various mediums including paint, stencils, posters, and the use of collage. His pieces vary in medium and size with some of his fine art pieces as large as 15 feet.

Shepard's art is seen by millions daily, on the streets throughout the world. Never one to rest on past achievements, Shepard continues to evolve, "I'm never relying on the demand for 'what graphics worked before.' I'm always making new art and I've always wanted that challenge of making new work that had a connection to the old work, but at the same time didn't become stale." Keep your eyes open for the latest season of OBEY Clothing and to learn more, look for Supply and Demand, a self published 350 page book chronicling the 18 year history of OBEY and the story behind the brand.

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