

# DALEK

# SHEPARD FAIRY

As purveyors of iconic images... . Mass marketed satire and parody, DALEK and SHEPARD FAIRY endow sharply rendered social consciousness to the entire unsuspecting world.

They feed the public's fascination with icons, reverberate with social relevance and mass execution, and give a shout out to consumer culture; they are omnipresent, constantly proliferating and seducing\*\*\*\*..

In this strange world, the eye of the Space Monkey can threaten like a cocked and steadied gun...Obey propaganda provokes thought and possible frustration; and always, "The medium is the message"

OPENING RECEPTIONS: FRIDAY 19th & SATURDAY 20th AUGUST 2005 7:00pm till late...

CLOSING RECEPTION: SATURDAY 10th SEPTEMBER 2005 7:00pm till late

REGULAR HOURS: TUESDAY - SATURDAY / 11:00am to 7:00pm



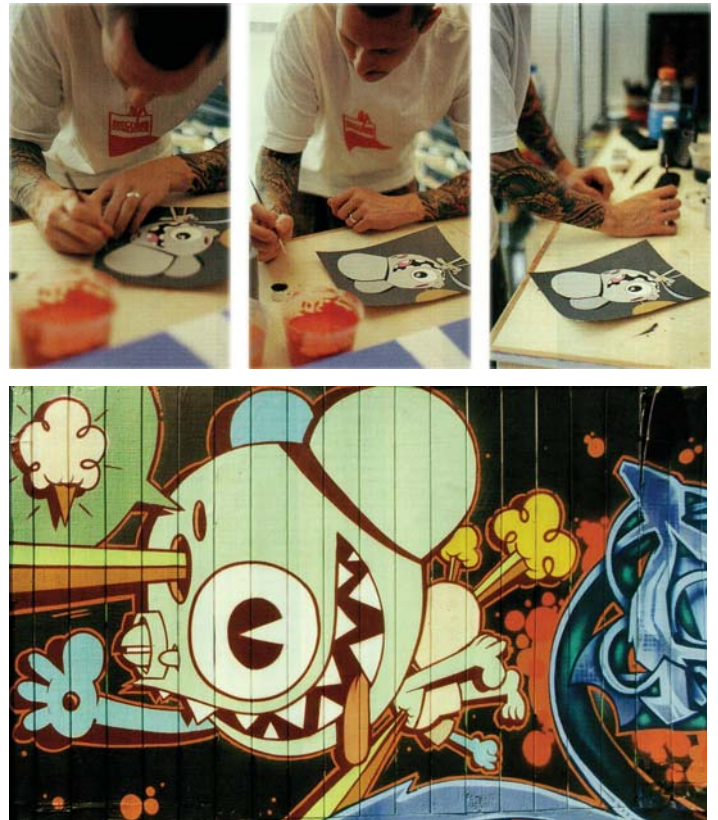
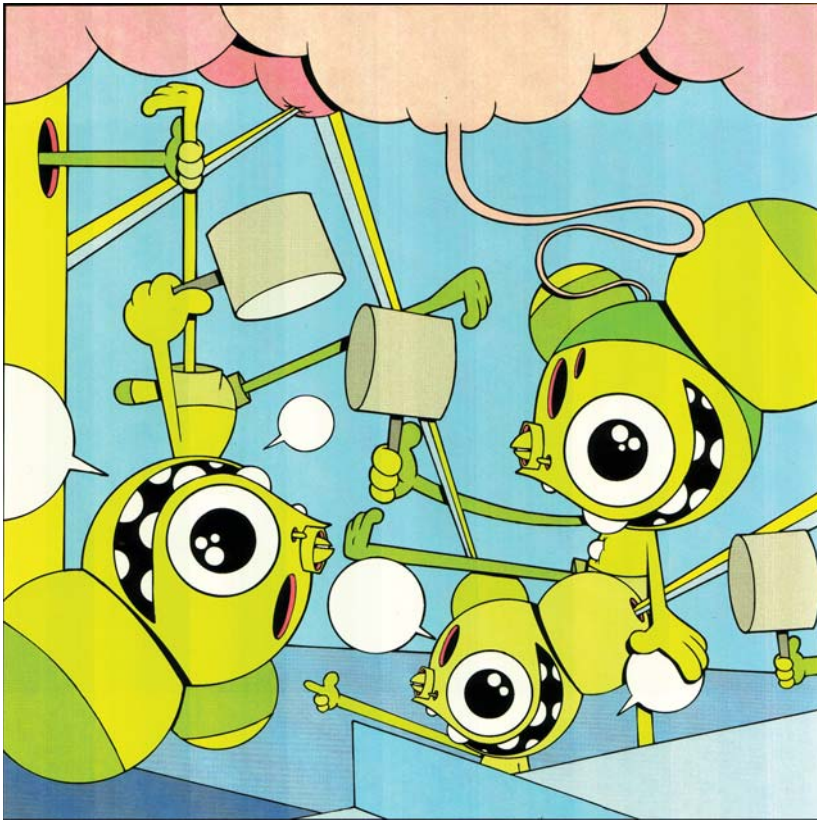
<http://dalekart.com>



<http://obeygiant.com>



# DALEK



It's hard to say how Dalek got to where he is today. He really doesn't like to talk about it. So what is left? What are Space Monkeys? Where are they from? Are they born alive, or are they incubated in egg-like vessels? Why do they smirk at us as if they know something we don't? Even when they're suffering from what would be moments of human weakness... like a hole in the head or a recently amputated limb... they continue to smile and stare, assuring their control of the moment. Why do they always march to the left? Is there a mothership calling? Are their hearts situated on the left side of their bodies like ours? We can only guess. They stare at us with one large orb of an eye: unintimidated and steadfast in their mission. The eye of the Space Monkey can threaten like a cocked and steadied gun... it can insult you without warning, or invite you into a happy, carefree world.

# SHEPARD FAIREY



"The Obey Campaign can be explained as an experiment in Phenomenology.

The first aim of Phenomenology is to reawaken a sense of wonder about one's environment.

The Obey campaign attempts to stimulate curiosity and bring people to question both the campaign and their relationship with their surroundings. Because people are not used to seeing advertisements or propaganda for which the motive is not obvious, frequent and novel encounters with Obey propaganda provoke thought and possible frustration, nevertheless revitalizing the viewer's perception and attention to detail.

The medium is the message"