



Shepard Fairey

By Mahir Meah

Barthes Rhetoric of image

Shepard Fairey's artistic career has been defined by his utilization of street art techniques to disseminate his work. First with his "Andre the Giant has a Posse" sticker campaign and with his Obama Hope poster campaign, he has used the medium in a way that has secured him entry into the art establishment.

Fairey employs mixed-media techniques, blending elements more often associated with 'graffiti' art. Fairey uses paper, glues, and spray paints to create layers in most of his work. He employs templates, which are used to properly hide regions when spray-painting.

Fairey's purpose is to regain "American ideals and identity." "We thought the slogan 'We the People' was really crucial. "It means everyone," Fairey explained, adding that the posters should portray "the concept of the melting pot and inclusivity."

Shepard Fairey



Born February 15, 1970 (Charleston, South Carolina)

Internationally Renowned

- Street artist

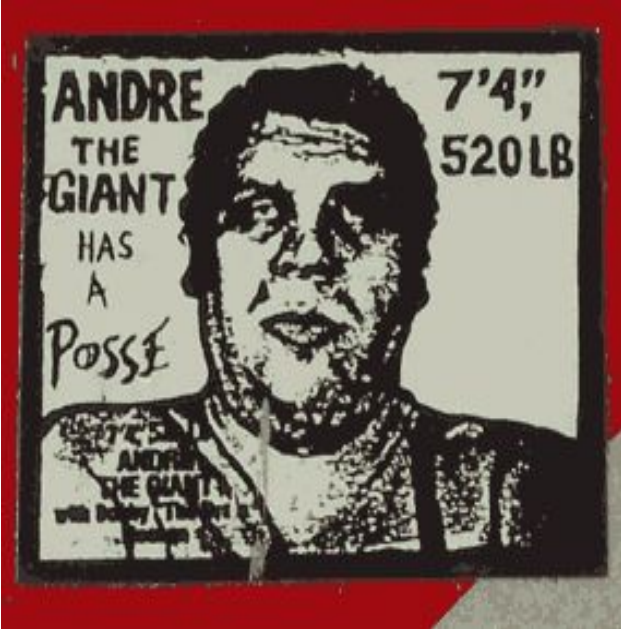
Work Displayed at:

- The Smithsonian
- LA County Museum of Art
- Victoria and Albert Museum (London)
- National Portrait Gallery (D.C)

Known for...

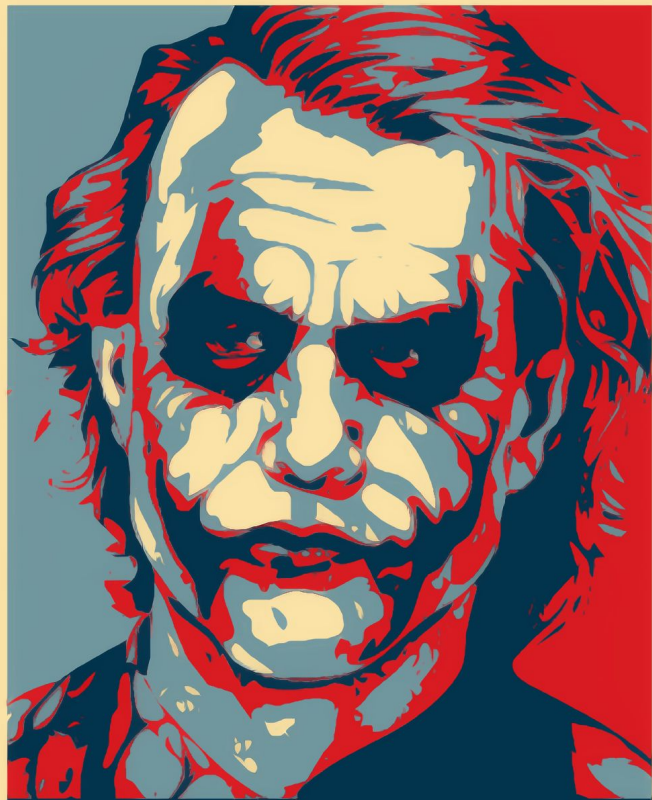
Beginnings...

Andre The Giant Has a
Posse Campaign (1989)



Famous Works





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