

OBEY

Holiday 2023



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. To catalyze a thoughtful dialogue deconstructing the process of image absorption is the ultimate goal. All in the name of fun and observation.

The medium is the message.


Obey
I Never Promised
You a Rose Garden


Obey
I Never Promised
You a Rose Garde


obey


obey


obey




Obey


Obey


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obey






Obey


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OBEY


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RECORDS


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