

= Barack Obama " Hope " poster =

The Barack Obama " Hope " poster is an image of Barack Obama designed by artist Shepard Fairey , which was widely described as iconic and came to represent his 2008 presidential campaign . It consists of a stylized stencil portrait of Obama in solid red , beige and ( light and dark ) blue , with the word " progress " , " hope " or " change " below ( and other words in some versions ) .

The design was created in one day and printed first as a poster . Fairey sold 290 of the posters on the street immediately after printing them . It was then more widely distributed ? both as a digital image and other paraphernalia ? during the 2008 election season , initially independently but with the approval of the official Obama campaign . The image became one of the most widely recognized symbols of Obama 's campaign message , spawning many variations and imitations , including some commissioned by the Obama campaign . This led The Guardian 's Laura Barton to proclaim that the image " acquired the kind of instant recognition of Jim Fitzpatrick 's Che Guevara poster , and is surely set to grace T @-@ shirts , coffee mugs and the walls of student bedrooms in the years to come . "

In January 2009 , after Obama had won the election , Fairey 's mixed @-@ media stenciled portrait version of the image was acquired by the Smithsonian Institution for its National Portrait Gallery . Later in January 2009 , the photograph on which Fairey based the poster was revealed : a June 2006 shot by former Associated Press freelance photographer Mannie Garcia . In response to claims by the Associated Press for compensation , Fairey sued for a declaratory judgment that his poster was a fair use of the original photograph . The parties settled out of court in January 2011 , with details of the settlement remaining confidential .

On February 29 , 2012 , Fairey pleaded guilty in a New York federal court to destroying and fabricating documents during his legal battle with the Associated Press . Fairey had sued the news service in 2008 after it claimed that the famous poster was based on one of its photos . Fairey claimed that he used a different photograph for the poster . But he admitted that , in fact , he was wrong and tried to hide the error by destroying documents and manufacturing others , which is the source of the one count of criminal contempt to which he pleaded guilty . In September , Fairey was sentenced to two years of probation , 300 hours of community service , and a fine of \$ 25 @,@ 000 .

In 2009 Fairey 's Obama portrait was featured in the book Art For Obama : Designing Manifest Hope and the Campaign for Change which Fairey also edited .

In an interview with Esquire in 2015 Fairey said that Obama had not lived up , " not even close , " to his expectations . He continued , " Obama has had a really tough time , but there have been a lot of things that he 's compromised on that I never would have expected . I mean , drones and domestic spying are the last things I would have thought [ he 'd support ] . "

= = Concept and design = =

Shepard Fairey , who had created earlier political street art critical of government and of George W. Bush , discussed the nascent Obama campaign with publicist Yosi Sergeant in late October 2007 . Sergeant suggested Fairey create some art in support of Obama . Sergeant contacted the Obama campaign to seek its permission for Fairey to design an Obama poster , which was granted a few weeks before Super Tuesday . Fairey has said that his decision to create a portrait of Obama stemmed from Fairey 's feeling that Obama 's " power and sincerity as a speaker would create a positive association with his likeness . " Fairey found a photograph of Obama using Google Image Search ( eventually revealed to be an April 2006 photo by freelancer Mannie Garcia for The Associated Press ) and created the original poster design in a single day . The original image had the word " progress " and featured Fairey 's signature obey star ? a symbol associated with his Andre the Giant Has a Posse street art campaign ? embedded in the Obama campaign 's sunrise logo . Due to the Obama campaign ? s concerns about the troublesome connotations of the original wording , Fairey changed the slogan printed under Obama ? s image from " progress " to " hope . "

According to design writer Steven Heller , the poster was inspired by Social Realism and , while

widely praised as original and unique , can be seen as part of a long tradition of contemporary artists drawing inspiration from political candidates and producing " posters that break the mold not only in terms of color and style but also in message and tone . " Fairey has said , " My historical inspiration was the well @-@ known JFK portrait where he is posed in a three @-@ quarters view looking slightly upward and out into the distance . The image of Lincoln on the five @-@ dollar bill has a similar feel . " The design also resembles the poster for the 1987 film " Walker " directed by Alex Cox .

= = Distribution during the 2008 campaign = =

Fairey began screen @-@ printing posters soon after completing the design and showing it to Yosi Sergeant . Initially , he sold 350 and put 350 more up in public . Beginning with that sale and continuing throughout the campaign , Fairey used proceeds from selling the image to produce more of it ; after first printing , he made 4 @,@ 000 more that were distributed at Obama rallies before Super Tuesday . He also put a printable digital version on his website . As Fairey explained in an October 2008 interview , the image quickly went viral , spreading spontaneously through social media and word of mouth .

After the initial 700 posters , the Obama campaign conveyed through Sergeant that they wanted to promote the theme of hope , and most of the posters sold by Fairey subsequently had the word " hope " and later " change " instead of " progress " ; the obey star was also absent from later versions . By October 2008 , Fairey and Sergeant claimed to have printed 300 @,@ 000 posters ( with less than 2 @,@ 000 sold and the rest given away or displayed ) and 1 @,@ 000 @,@ 000 stickers , as well as clothing and other items with the image sold through Fairey 's website , in addition to copies printed by others . According to Fairey and Sergeant , proceeds from sales of the image were used to produce more posters and other merchandise in support of the Obama campaign , rather than direct profit for Fairey .

= = Parodies and imitations = =

As the campaign progressed , many parodies and imitations of Fairey 's design appeared . For example , one anti @-@ Obama version replaced the word " hope " with " hype " , while parody posters featuring opponents Sarah Palin and John McCain had the word " nope " . In January 2009 Paste magazine launched a site allowing users to create their own versions of the poster . More than 10 @,@ 000 images were uploaded to the site in its first two weeks .

Mad magazine parodied the " hope " poster with an " Alfred E. Neuman for President ! " poster . Alfred was on the poster , and the word " hope " was replaced with " hopeless " . Anti @-@ Gaddafi protesters in Chicago , in solidarity with the 2011 Libyan civil war , have co @-@ opted the image . Dynamite Comics released a four @-@ part crossover with Obama and Ash Williams of their " Army Of Darkness " comics and the Evil Dead films . One of the issues covers had a picture of Ash Williams ( played by Bruce Campbell in the films ) in the style of the " Hope " poster with the bottom text reading " Hope ? " .

Fairey was also commissioned to create a number of works in the same style . He produced two other versions , based on different photographs , officially on behalf of the Obama campaign , and another to serve as the cover of the Person of the Year issue of Time . He also created a portrait of comedian Stephen Colbert in the same style , which appeared in an issue of Entertainment Weekly honoring Colbert 's television show The Colbert Report .

Firas Alkhateeb , the student who designed the controversial Obama " Joker " image , cited Fairey as being his greatest influence . Alkhateeb described the " Joker " image as a corrective to Fairey 's glowing portrayal of Obama . Fairey has both criticized and praised the " Joker " poster , stating " The artwork is great in that it gets a point across really quickly " , but " I don 't agree with the political content of the poster " .

Conservative satire site The People 's Cube made visual and verbal punning images , such as " Chaos " with an image of Rush Limbaugh ( " Operation Chaos " ) , " Shrugged " with an image of

Ayn Rand ( for her novel Atlas Shrugged ) and " Marxism " with an image of Groucho Marx .

The September 2009 issue of The Advocate , America 's oldest @-@ continuing LGBT publication , featured a cover image similar to Fairey 's design . The blue and red coloring was replaced with pink and purple , but instead of " hope " , the caption was " nope ? " . Jon Barrett , the magazine 's editor @-@ in @-@ chief , said the cover expressed the frustration among some Democratic members of the LGBT community .

The poster has also been parodied in popular culture . In the Futurama episode " Proposition Infinity , " a similar poster of President Richard Nixon can be seen , with the slogan " DESPAIR " . In the 2010 movie Megamind , a version of the poster can be seen using Megamind 's visage and the caption " NO YOU CAN 'T " , parodying Obama 's campaign slogan " Yes we can " . Disney 's animated series Phineas and Ferb has two episodes , " Nerds of a Feather " and " She 's the Mayor " , both with Obama 's poster parodied with Candace 's face . American heavy metal band Five Finger Death Punch has released a version with their mascot and the words " WAR " , referring to their album War Is The Answer . In Iron Man 2 , Tony Stark receives a similar poster of the Iron Man armor and hangs it in his Malibu garage , much to the displeasure of his assistant and love interest Pepper Potts .

= = = Honest Gil Fulbright = = =

Shepard Fairey created an adaptation of the Obama HOPE poster for satirical Kentucky politician Honest Gil Fulbright . The poster for Honest Gil Fulbright features a portrait of Frank L. Ridley , the actor who portrays Fulbright , with the words " SOLD , " which refers to Fulbright 's " honest " political message : " I 'm only in this thing for the money , but at least I 'm honest about it . "

= = = Fairey 's adaptation for the Occupy movement = = =

Sympathizing with the Occupy movement , in November 2011 Shepard Fairey introduced a variation of his " Hope " poster . In the new poster , he featured a Guy Fawkes mask , and the message " Mister President , we HOPE you 're on our side " , with the word " HOPE " in large font and the rest of the sentence in small font . The Obama campaign logo on the right was replaced by a similar logo with the inscription " We are the 99 % " .

= = Acquisition by Smithsonian = =

On January 7 , 2009 , the Smithsonian Institution 's National Portrait Gallery announced it had acquired Fairey 's hand @-@ finished collage ( stencil and acrylic on paper ) version of the image ( with the word " hope " ) , which the gallery said would go on display shortly before Obama 's inauguration on January 20 , 2009 . The work was commissioned and later donated by art collectors Heather and Tony Podesta ( Tony is the brother of Obama 's transition co @-@ chairman John Podesta ) . It is an unusual acquisition , in that the National Portrait Gallery normally collects official portraits as presidents are leaving office rather than before they take office .

= = Origin and copyright issues = =

The original source photograph Fairey based the poster on was not publicly known until after Obama had won the election . After a mistaken attribution to Reuters photographer Jim Young for a similar @-@ looking January 2007 photograph , in January 2009 photographer and blogger Tom Gralish discovered that the poster was based on an Associated Press photograph by freelance photographer Mannie Garcia . It was taken at a 2006 media event with Kansas Senator Sam Brownback , where the actor George Clooney was raising awareness of the War in Darfur after a trip to Sudan he had taken with his father .

On February 4 , 2009 , the Associated Press announced that it determined " that the photograph used in the poster is an AP photo and that its use required permission . " In a press release , the AP

announced they were in discussions with Fairey 's attorney to discuss an amicable solution . Fairey was represented by Anthony Falzone , executive director of the Fair Use Project at Stanford University . Falzone was quoted in the press release : " We believe fair use protects Shepard 's right to do what he did here . " Fairey subsequently filed a federal lawsuit against the Associated Press , seeking a declaratory judgment that his use of the AP photograph was protected by the fair use doctrine and so did not infringe their copyright .

On October 16 , 2009 , Fairey admitted that he had based the poster on the AP photograph and had fabricated and destroyed evidence to hide the fact . Fairey 's admission came after one of his employees informed Fairey that he had discovered damning documents on an old hard drive . Realizing that these documents would expose his cover @-@ up attempt , Fairey chose to come clean to his attorney .

Photographer Manny Garcia contended that he retained copyright to the photo according to his AP contract . He said that he was " so proud of the photograph and that Fairey did what he did artistically with it , and the effect it 's had , " but that he did not " condone people taking things , just because they can , off the Internet . " Fairey countered that his conduct did not constitute " improper appropriation " because he had not taken any protected expression from Garcia 's original photo . In addition , he claimed his behavior would qualify as a fair use . At trial AP would have to address both arguments .

A judge urged a settlement , stating that AP would win the case . The AP and Shepard Fairey settled out of court in January 2011 . In a press release , the AP announced that the AP and Fairey " agreed to work together going forward with the Hope image and share the rights to make the posters and merchandise bearing the Hope image and to collaborate on a series of images that Fairey will create based on AP photographs . The parties have agreed to additional financial terms that will remain confidential . "

In a separate criminal action , federal prosecutors suggested that Fairey should face prison time for the destruction of evidence in the case , with the government sentencing request stating that " A sentence without any term of imprisonment sends a terrible message to those who might commit the same sort of criminal conduct . Encouraging parties to game the civil litigation system ? creates terrible incentives and subverts the truth @-@ finding function of civil litigation . " However , his sentence was ultimately limited to 300 hours of community service and a \$ 30 @,@ 000 fine .