

## John Carpenter talks "THEY LIVE"; teases Mondo art

Written by Samuel Zimmerman  
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Tomorrow night, the Alamo Drafthouse hosts a special screening of John Carpenter's beloved THEY LIVE with renowned street artist and THEY LIVE admirer Shepard Fairey in attendance, debuting his anticipated collaboration with Mondo. Carpenter recorded an introduction for the screening, where he discusses the film's enduring quality and relevance and teases the Fairey's art. The video, as well as a teaser image for the poster are below.

Alamo Drafthouse sent out the video as well as notice that the poster will hit online this Friday, June 10 at the normal HQ, [MondoTees](#) . As usual, look for its on sale announcement via Twitter [here](#) .

For further context, in case you're unfamiliar with just how much Fairey and his OBEY art and line were influenced by the film, the Drafthouse included this quote from 2003: "The This is Your God show in 2003 at the Six Space gallery in downtown L.A. was an opportunity to showcase the sociopolitical message of the OBey campaign by paying homage to John Carpenter's They Live, which was a major source of inspiration and the basis for my use of the word "obey." The movie has a very strong message about the power of commercialism and the way that people are manipulated by advertising. One of my main concepts with the show (and the campaign as a whole) was that obedience is the most valuable currency. People rarely consider how much power they sacrifice by blindly following a self-serving corporation's marketing agenda, and how their spending habits reflect the direction in which they choose to transfer power. In They Live, the protagonist discovers hidden messages lurking behind billboards and anything commercial, and the money says "THIS IS YOUR GOD" on plain white paper. I designed a graphic that looked somewhat like real money but with that slogan, which we used for the invitations and a billboard I rented on the corner of Sunset and Hollywood to promote the show."

{youtube}bAOyt37Mi5I{/youtube}

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