



IN THE WORDS OF

JAMES VICTORE

Born in 1966, New York, New York
Resides in Brooklyn, New York

QUESTION: How can design encourage social change?
The way design encourages social change is the same way it encourages spending-- by constant repetition and constant vigilance.

QUESTION: How do you choose the causes that you support?
For the most part, they choose me. There have been a few instances where no client would ever pay for my opinion (*Disney Go Home*) and I had to dig deep into rent money to have my freedom of speech.

QUESTION: Do you believe a Sharpie marker can change the world?
Any positive message action or mark can have an effect – it takes effort and consistency. Which is why most folks don't do it.

QUESTION: Your work is raw, rough and generally not pretty.
Why? Pretty is not a concern of mine, if I was I would be completely ineffectual. Pretty appeases and asks permission. Fuck that. I want to move people. My efforts are to communicate via the brain, or heart or groin.

QUESTION: How do you stay positive enough to believe your posters can incite change?
My work comes out of my greatest loves and greatest hates – not out of any sunny outlook on life. I love my job and love my country.

