It Pops Off!, 2004

Woven nylon fibers

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 1 5/11/15 1:42 PM

HA, 2004

Woven nylon fibers

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 2 5/11/15 1:42 PM

A.M.T. (M) -B, 2007

Woven nylon fibers

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 3 5/11/15 1:42 PM

Birdman, 2007

Woven nylon fibers

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 4 5/11/15 1:42 PM

Hope Ladder, 2011

Woven nylon fibers

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 5 5/11/15 1:42 PM

The Lumpy Gravy, 2004

Woven nylon fibers

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 6 5/11/15 1:42 PM

"Attack on Ping Island/Lightning Strike Rescue Op" from the movie The Life Aquatic with Steve Zissou, directed by Wes Anderson, 2004

Mp3, 4:15

COURTESY THE ARTIST

UNKNOWN ARTIST

Untitled, 1958/2014

Copy of original photograph photograph

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 8 5/11/15 1:42 PM

50 Foot Tall Scale Models of Proposed Farwell Arches to Luxembourg City, 2014

Painted fiberglass

COURTESY THE ARTIST

BERTRAM HENRY SHADDUCK

Jocko Homo Heavenbound, 1924/2014

Copy of reprinted pamphlet

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 10 5/11/15 1:42 Pl

Artist's journal, late 1970s

Ink on paper

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 11 5/11/15 1:42 PM

Press photograph from the film *Island of Lost Souls*, featuring Bela Lugosi as Sayer of the Law, 1932/2014

Copy of original photograph

COURTESY RONALD V. BORST/HOLLYWOOD MOVIE POSTERS

MMothersbaugh_labels_v3.indd 12 5/11/15 1:42 P

OSCAR KISS MAERTH

In the Beginning Was the End, 1971

Book

COLLECTION OF MARK MOTHERSBAUGH, LOS ANGELES, CALIFORNIA

MMothersbaugh_labels_v3.indd 13 5/11/15 1:42 P

BETRAM HENRY SHADDUCK

Jocko Homo Heavenbound, 1924/2014

Copy of reprinted pamphlet

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 14 5/11/15 1:42 P

ED DORN

Dick & Pat Flyswatter and Fan, 1973 Lithograph print and newspaper

COLLECTION OF JENNIFER DORN, DENVER, COLORADO

MMothersbaugh_labels_v3.indd 15 5/11/15 1:42 P

DEVO

The Waltz, 1974

Broadside, lino, and letterpress

COLLECTION OF JENNIFER DORN, DENVER, COLORADO

MMothersbaugh_labels_v3.indd 16 5/11/15 1:42 PM

ED SANDERS

Fuck You 5.5, 1963

Mimeograph magazine

COURTESY JOHAN KUGELBERG/BOO HOORAY, NEW YORK

MMothersbaugh_labels_v3.indd 17 5/11/15 1:42 PM

UNKNOWN ARTIST

Shelly's, 1974

Bound mimeograph booklet

COLLECTION OF JADE DELLINGER, TAMPA, FLORIDA

MMothersbaugh_labels_v3.indd 18 5/11/15 1:42 PM

UNKNOWN ARTIST

Shelly's, 1974

Bound mimeograph booklet

COURTESY THE MUSEUM OF CONTEMPORARY ART DENVER

MMothersbaugh_labels_v3.indd 19 5/11/15 1:42 P

My Struggle pages minus 14, minus 12, minus 10, 0, 17, and 46, 1974

Collage

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 20 5/11/15 1:42 PM

My Struggle, 1974

Book

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 21 5/11/15 1:42 PM

DEVO

Come Back Jonee, 1978

Record jacket with 7-inch single

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 22 5/11/15 1:42 PM

(I cån't gèt mè nö) SÅTISFACTIÖN SLÖPPY (I såw my baby gétting) DEVO, 1977

Record jacket with 7-inch single. Cover photography by Moshe Brakha.

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 23 5/11/15 1:42 P

DEVO

Jocko Homo/Mongoloid, 1978

Record jacket with 7-inch single

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES AD THE MUSEUM OF CONTEMPORARY ART DENVER

MMothersbaugh_labels_v3.indd 24 5/11/15 1:42 PM

UNKNOWN ARTIST

Early DEVO performance featuring Gerald V. Casale, Bob Mothersbaugh, Jim Mothersbaugh, and Mark Mothersbaugh, 1974

Film transferred to DVD

COLLECTION OF MARK MOTHERSBAUGH, LOS ANGELES, CALIFORNIA

MMothersbaugh_labels_v3.indd 25 5/11/15 1:42 P

RICHARD PETERSON

DEVO #4, 1977/2014

Archival hot press with pigment

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 26 5/11/15 1:42 PM

RUBY RAY

DEVO - Larvae, 1977/2014

Archival pigment print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 27 5/11/15 1:42 PM

RUBY RAY

DEVO - Bodybags, 1977/2014

Archival pigment print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 28 5/11/15 1:42 PM

RICHARD PETERSON

DEVO #2, 1978/2014

Archival hot press with pigment

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 29 5/11/15 1:42 PM

BARBARA WATSON WHITAKER

DEVO Live in Ohio, 1970s/2014

Copy of original photograph

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 30 5/11/15 1:42 P

JENNY LENS

Mark Mothersbaugh, DEVO, Spuds (trash bags, newspapers and pantyhose), Starwood July 25, 1977, 1977/2014

Digital print

COURTESY THE ARTIST. © JENNY LENS, MFA

MMothersbaugh_labels_v3.indd 31 5/11/15 1:42 PM

JENNY LENS

DEVO, Spuds (trash bags, newspapers, and pantyhose), Starwood, July 25, 1977, 1977/2014

Digital print

COURTESY THE ARTIST. © JENNY LENS, MFA

RUBY RAY

Trashy - Jerry, 1977/2014

Archival pigment print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 33 5/11/15 1:42 PM

RUBY RAY

Trashy - Mark, 1977/2014

Digital pigment print on archival paper

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 34 5/11/15 1:42 PM

JENNIFER LICITRI

DEVO posing in trashbags, 1970s/2014

Copy of original photograph

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 35 5/11/15 1:42 P

CHUCK STATLER AND DEVO

In the Beginning Was the End: The Truth About De-Evolution, 1976

Film transferred to DVD

COURTESY THE ARTIST. © CHUCK STATLER AND DEVO, INC.

MMothersbaugh_labels_v3.indd 36 5/11/15 1:42 P

BRUCE CONNER

27 PUNK PHOTOS: 27 DEVO, 1978

Gelatin silver print

COURTESY CONNER FAMILY TRUST, SAN FRANCISCO, CALIFORNIA

MMothersbaugh_labels_v3.indd 37 5/11/15 1:42 F

ALLAN TANNENBAUM

DEVO Backstage at Max's Kansas City, 1977/2014

Digital print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 38 5/11/15 1:42 PM

CHRIS BUDGEON

DEVO at Club Soda, Montreal, 1, 1978/2014

Digital print from 35 mm color transparency

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 39 5/11/15 1:42 PM

DEVO at The Crypt in Akron, OH, 1977

Silver gelatin print

COURTESY MARK MOTHERSBAUGH

EBET ROBERTS

DEVO, New York City, 1977/2014

Digital print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 41 5/11/15 1:42 PM

EBET ROBERTS

DEVO, New York City, 1977

Silver gelatin print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 42 5/11/15 1:42 PM

JENNY LENS

Mark Mothersbaugh as Booji Boy, Starwood, July, 1977, 1977/2014

Digital print

COURTESY THE ARTIST. © JENNY LENS, MFA

MMothersbaugh_labels_v3.indd 43 5/11/15 1:42 PM

JENNY LENS

DEVO Live at the Starwood in Los Angeles, circa 1978/2014

Digital color print

COURTESY THE ARTIST. © JENNY LENS, MFA

CHRIS BUDGEON

DEVO at Club Soda, Montreal, 2, 1978/2014

Digital print from 35 mm color transparency

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 45 5/11/15 1:42 PM

RICHARD PETERSON

DEVO at Mabuhay Gardens, 1977

Archival hot press with pigment

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 46 5/11/15 1:42 PM

JENNY LENS

Mark Mothersbaugh as Booji Boy, Starwood, July 1977, 1977/2014

Digital print

COURTESY THE ARTIST. © JENNY LENS, MFA

ALLAN TANNENBAUM

DEVO Performs at Max's Kansas City, 1977/2014

Digital print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 48 5/11/15 1:42 Pl

Early DEVO performance at the Crypt, featuring Bob Casale, Gerald V. Casale, Bob Mothersbaugh, Mark Mothersbaugh, and Alan Myers, 1974

Film transferred to DVD

COLLECTION OF MARK MOTHERSBAUGH, LOS ANGELES, CALIFORNIA. © DEVO, INC.

MMothersbaugh_labels_v3.indd 49 5/11/15 1:42 PI

DEVO at the Crypt in Akron, OH, 1977

Photograph

COURTESY MARK MOTHERSBAUGH

MMothersbaugh_labels_v3.indd 50 5/11/15 1:42 PM

BARBARA WATSON WHITAKER

Mark Mothersbaugh performing in Akron, Ohio, 1976-1977/2014

Copy of original photograph

COURTESY THE ARTIST AND MICHAEL PILMER/DEVO-OBSESSO ARCHIVES.

MMothersbaugh_labels_v3.indd 51 5/11/15 1:42 P

Poster for screening of John Waters's film *Pink* Flamingos at Kent State, featuring a performance by DEVO, 1975/2014

Copy of original photograph

COURTESY KENT STATE UNIVERSITY LIBRARIES

MMothersbaugh_labels_v3.indd 52 5/11/15 1:42 Pl

DEVO

Concept Event Poster, 1977

Copy of original photograph

COLLECTION OF MARK MOTHERSBAUGH, LOS ANGELES, CALIFORNIA

MMothersbaugh_labels_v3.indd 53 5/11/15 1:42 PM

Home footage of DEVO performance at Kent State University, 1973

Film transferred to DVD

© DEVO, INC.

MMothersbaugh_labels_v3.indd 54 5/11/15 1:42 PM

DEVO in rubber factory, 1970s/2014

Copy of original photograph

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 55 5/11/15 1:42 P

WALLACE BERMAN

Untitled, 1964-1976

Offset lithograph

COURTESY OF PRIVATE COLLECTION, DENVER, COLORADO

MMothersbaugh_labels_v3.indd 56 5/11/15 1:42 PM

Christopher Brooks as Spider Rabbit in *Spider Rabbit*, written by Michael McClure and directed by John Lion, 1968-1971/2014

Copy of original photograph

COURTESY OF THE BANCROFT LIBRARY, UNIVERSITY OF CALIFORNIA, BERKELEY

MMothersbaugh_labels_v3.indd 57 5/11/15 1:42 PI

Creative Arts Festival Newspaper Insert (Clippings), 1973/2014

Copy of original photograph

COURTESY THE MUSEUM OF CONTEMPORARY ART DENVER

Creative Arts Festival programs, 1973

Paper

COLLECTION OF MARK MOTHERSBAUGH, LOS ANGELES, CALIFORNIA

MMothersbaugh_labels_v3.indd 59 5/11/15 1:42 P

4 Dead in O-H-I-O, 1977

Stamped ink with hand-drawn additions on paper

COLLECTION OF JADE DELLINGER, TAMPA, FLORIDA

National Guard at student protests at Kent State University, 1970/2014

Copy of original photograph

MAY 4 COLLECTION. KENT STATE UNIVERSITY LIBRARIES. SPECIAL COLLECTIONS AND ARCHIVES

MMothersbaugh_labels_v3.indd 61 5/11/15 1:42 P

KENT, 1970s/2014

Stamped ink

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 62 5/11/15 1:42 PM

RICHARD MYERS

Allison, 1971

Film transferred to DVD

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 63 5/11/15 1:42 PM

Self Portrait, A, B & C, circa 1970

Offset lithograph decals

Untitled, circa 1974

Rubber stamp

Untitled, circa 1970

Offset lithographed decals

Untitled, 1970s

Decal

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 67 5/11/15 1:42 PM

Artist's journal, 1980

Stamped ink print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 68 5/11/15 1:42 PM

Untitled, circa 1970

Offset lithographed decal

Artist's journal, 1971

Collage and journal

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 70 5/11/15 1:42 PM

Untitled, circa 1975

Postcard

Untitled, circa 1975

Offset print and ink on card

Early self-portrait of the artist as Booji Boy, 1974

Photograph

COURTESY THE ARTIST

Untitled (ST. Dominic Savio), circa 1982

Ink on found card

COURTESY THE ARTIST

BARBARA WATSON WHITAKER

Mark Mothersbaugh and Jerry Casale in masks, 1970s

Vintage print photograph

COURTESY MICHAL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 75 5/11/15 1:42 P

Untitled, circa 1975

Offset print and ink on card

COURTESY THE ARTIST

Untitled, circa 1975

Postcard

COURTESY THE ARTIST

Untitled, circa 1982

Ink on found card

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 78 5/11/15 1:42 PM

Untitled (BL. Mother Elizabeth Seton), circa 1982

Ink on found card

COURTESY THE ARTIST

Collage

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 80 5/11/15 1:42 PM

Collage

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 81 5/11/15 1:42 PM

Collage

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 82 5/11/15 1:42 PM

Collage and journal

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 83 5/11/15 1:42 PM

RICHARD PETERSON

DEVO #6, 1978/2014

Archival hot press with pigment

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 84 5/11/15 1:42 PM

Poster for DEVO concert at Max's Kansas City, featuring Booji Boy, 1977

Ink on paper

COURTESY THE ARTIST. © DEVO, INC.

UNKNOWN ARTIST

Booji Boy posing, late 1970s/2014

Copy of original photograph

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 86 5/11/15 1:42 PM

CHRIS VAN DE VOOREN

DEVO posing on airplane, 1970s/2014

Digital print

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 87 5/11/15 1:42 P

ROBERT MATHEU

DEVO Portrait, 1981/2014

Digital print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 88 5/11/15 1:42 PM

ADRIAN BOOT

DEVO in London, 1976/2014

Digital print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 89 5/11/15 1:42 PM

UNKNOWN ARTIST

DEVO in Oh, No! It's DEVO collars, 1982/2014

Digital print

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 90 5/11/15 1:42 P

Gut Feeling, 1977

Carter's Stickist Mucilage, 1977

Tires I, 1977

Rubberstamped ink with hand-drawn additions on paper

COLLECTION OF JADE DELLINGER, TAMPA, FLORIDA

MMothersbaugh_labels_v3.indd 91 5/11/15 1:42 PM

DEVO #5, 1978/2014

Archival hot press with pigment

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 92 5/11/15 1:42 PM

STEVE GRANITZ

DEVO posing as the Beatles, 1984/2014

Digital print

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 93 5/11/15 1:42 Pl

RICHARD PETERSON

DEVO #1, 1977/2014

Archival hot press with pigment

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 94 5/11/15 1:42 PM

BRUCE CONNER

BOOJI BOY: DEVO, MAY, 1978, 2011

Pigmented inkjet print

COURTESY CONNER FAMILY TRUST, SAN FRANCISCO

MMothersbaugh_labels_v3.indd 95 5/11/15 1:42 PM

MOSHE BRAKHA

The Booji Man, 1981/2014

Archival pigment print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 96 5/11/15 1:42 PM

Untitled, late 1970s/2014

Stamped ink

COURTESY THE ARTIST

5/11/15 1:42 PM

UNKNOWN ARTIST

Untitled, circa 1980/2014

Digital print

COURTESY THE MUSEUM OF CONTEMPORARY ART DENVER

MMothersbaugh_labels_v3.indd 98 5/11/15 1:42 P

Artist's journal, 1973/2014

Digital print from collage and journal

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 99 5/11/15 1:42 PM

DEVO

Official Club DEVO costume, circa 1978

COLLECTION OF MARK MOTHERSBAUGH, LOS ANGELES, CALIFORNIA. © DEVO, INC.

MMothersbaugh_labels_v3.indd 100 5/11/15 1:42 PM

DEVO

Stiff Records DEVO poster, 1978

COURTESY THE MUSEUM OF CONTEMPORARY ART DENVER. © DEVO, INC.

MMothersbaugh_labels_v3.indd 101 5/11/15 1:42 PM

Artist's journal, 1971/2014

Digital print from journal

COURTESY THE ARTIST

DEVO

Q: Are We Not Men? A: We Are DEVO!, 1978

Record jacket with 12-inch LP (promotional copy)

COURTESY MICHAEL PILMER/DEV-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 103 5/11/15 1:42 PM

My Struggle page 250, 1974

Collage

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 104 5/11/15 1:42 PM

DEVO

Q: Are We Not Men? A: We Are DEVO!, 1978

Record jacket with 12 inch LP

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 105 5/11/15 1:42 P

My Struggle page 147, 1974

Collage

COURTESY THE ARTIST

DEVO

Duty Now For the Future, 1979

Record jacket with 12 inch LP

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 107 5/11/15 1:42 PM

My Struggle page 279, 1974

Collage

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 108 5/11/15 1:42 PM

Video and production stills from various DEVO music video productions, circa 1976-1981/2014

Digital prints

MMothersbaugh_labels_v3.indd 109 5/11/15 1:42 Pl

Love Without Anger, 1981

Film transferred to DVD

DIRECTED BY GERALD V. CASALE. COURTESY THE ARTIST. © DEVO, INC.

MMothersbaugh_labels_v3.indd 110 5/11/15 1:42 PM

Through Being Cool, 1981

Film transferred to DVD

DIRECTED BY GERALD V. CASALE. COURTESY THE ARTIST. © DEVO, INC.

MMothersbaugh_labels_v3.indd 111 5/11/15 1:42 PM

Girl U Want, 1980

Film transferred to DVD

DIRECTED BY GERALD V. CASALE. COURTESY THE ARTIST. © DEVO, INC.

MMothersbaugh_labels_v3.indd 112 5/11/15 1:42 PM

Freedom of Choice, 1980

Film transferred to DVD

DIRECTED BY GERALD V. CASALE. COURTESY THE ARTIST. © DEVO, INC.

MMothersbaugh_labels_v3.indd 113 5/11/15 1:42 F

In the Beginning Was the End: The Truth About De-Evolution, 1976

Film transferred to DVD

DIRECTED BY GERALD V. CASALE. COURTESY THE ARTIST. © DEVO, INC.

MMothersbaugh_labels_v3.indd 114 5/11/15 1:42 P

Whip it," 1980

Film transferred to DVD

DIRECTED BY GERALD V. CASALE. COURTESY THE ARTIST. © DEVO, INC.

MMothersbaugh_labels_v3.indd 115 5/11/15 1:42 PM

Beautiful World, 1981

Film transferred to DVD

DIRECTED BY GERALD V. CASALE. COURTESY THE ARTIST. © DEVO, INC.

MMothersbaugh_labels_v3.indd 116 5/11/15 1:42 PM

Beautiful World, 1981

Film transferred to DVD

DIRECTED BY GERALD V. CASALE. COURTESY THE ARTIST. © DEVO, INC.

MMothersbaugh_labels_v3.indd 117 5/11/15 1:42 Pl

Program for DEVO film screening, circa 1980

Paper

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 118 5/11/15 1:42 PM

DEVO: The Complete Truth About De-Evolution, 1993

Laserdisc with cover

COURTESY THE MUSEUM OF CONTEMPORARY ART DENVER. © DEVO, INC.

MMothersbaugh_labels_v3.indd 119 5/11/15 1:42 PI

Brainwasher Magazine, 1983

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 120 5/11/15 1:42 PM

Club DEVO Membership Kit Folder, early 1980s

Photograph

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 121 5/11/15 1:42 P

Cut out finger puppets from New Traditionalists tour book, 1981/2014

Copy of original photograph

COLLECTION OF MARK MOTHERSBAUGH, LOS ANGELES, CALIFORNIA

MMothersbaugh_labels_v3.indd 122 5/11/15 1:42 P

Page from Japan tour book, 1978/2014

Copy of original photograph

COURTESY OF THE MUSEUM OF CONTEMPORARY ART DENVER. © DEVO, INC.

MMothersbaugh_labels_v3.indd 123 5/11/15 1:42 PM

Honda Scooter commercial featuring DEVO, 1982-1984

Original print

COLLECTION OF KENT WILHELMI

MMothersbaugh_labels_v3.indd 124 5/11/15 1:42 P

UNKNOWN ARTIST

Press photo, late 1970s

Original photograph

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 125 5/11/15 1:42 P

DEVO press materials, early 1980s

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES AND COLLECTION OF MARK MOTHERSBAUGH, LOS ANGELES, CALIFORNIA

MMothersbaugh_labels_v3.indd 126 5/11/15 1:42 PM

Interview (excerpt from press packet), 1979/2014

Reproduction

Courtesy Mark Mothersbaugh

MMothersbaugh_labels_v3.indd 127 5/11/15 1:42 PM

Booji Boy Mask, 2012

Hand-painted latex mask

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 128 5/11/15 1:42 PM

New Traditionalists Hairpiece, 1981

COLLECTION OF MARK MOTHERSBAUGH, LOS ANGELES, CALIFORNIA. © DEVO, INC.

MMothersbaugh_labels_v3.indd 129 5/11/15 1:42 PM

Energy Dome, 1979

COLLECTION MARK MOTHERSBAUGH, LOS ANGELES, CALIFORNIA. © DEVO, INC.

MMothersbaugh_labels_v3.indd 130 5/11/15 1:42 PM

DEVO surplus catalogue, 1982-1983

Lithograph

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 131 5/11/15 1:42 PM

Merchandise insert sheet, circa 1978

Paper

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 132 5/11/15 1:42 P

Shout! LP sleeve catalogue, late 1984

Lithograph

COURTESY MICHAEL PILMER/DEV-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 133 5/11/15 1:42 PM

DEVO surplus catalogue, 1981-1982

Lithograph

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 134 5/11/15 1:42 PM

Letter from Booji Boy to customer, 1981

Paper

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES. © DEVO, INC.

MMothersbaugh_labels_v3.indd 135 5/11/15 1:42 PM

Untitled Postcards, circa 1975

Offset print and ink on cards

COURTESY THE ARTIST

Letter to Mark Mothersbaugh from Ron Brown with payment for postcards, 1974

Paper

COLLECTION OF MARK MOTHERSBAUGH, LOS ANGELES, CALIFORNIA

MMothersbaugh_labels_v3.indd 137 5/11/15 1:42 P

Grid of 16 Lucas Cows, late 1960s

Decals

COURTESY THE ARTIST

UNKNOWN ARTIST

Mark Mothersbaugh and Jerry Casale in Unit Services Stamp Shop, 1970s/2014

Copy of original photograph

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 139 5/11/15 1:42 Pl

MARK MOSKIN

Invitation to Total DEVO at The World, 1988

Offset lithography on coated card stock

COLLECTION OF MARK MOSKIN, NEW YORK

MMothersbaugh_labels_v3.indd 140 5/11/15 1:42 PM

Untitled, 1980s

Screenprint

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 141 5/11/15 1:42 PM

Gancio Fig. 81 Diretto Destro D'Incontro Al Mento, 1980s

Screenprint

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 142 5/11/15 1:42 PM

Carte Postale les pays n'acceptant pas la correspondence, 1980s

Screenprint

COURTESY THE ARTIST

You Need Real Love? (Cuba 10) Self Portrait, 1978

Screenprint

COURTESY THE ARTIST

NEIL YOUNG

Booji Boy clip from Human Highway, 1982

Digital video

COURTESY SHAKEY PRODUCTIONS

MMothersbaugh_labels_v3.indd 145 5/11/15 1:42 PM

PAUL REUBENS

Theme for Pee-wee's Playhouse, 1986

Film transferred to DVD

MUSIC BY MARK MOTHERSBAUGH. COURTESY HERMAN WORLD, INC.

MMothersbaugh_labels_v3.indd 146 5/11/15 1:42 F

Nu, poqodi! (just you wait!), 2012

Inkjet on paper

COURTESY THE ARTIST

1964-Monument to the conquerors of space, 2012

Inkjet on paper

COURTESY THE ARTIST

JOE REES

DEVO Live 1980

Film transferred to DVD

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 149 5/11/15 1:42 PM

Postcard Superhero Series #001, 1985

Screenprints in fluorescent and phosphorescent ink

COURTESY THE ARTIST

Ruby Kusturd, 2009-2014

30,090 carat carved ruby and highly polished bronze

COURTESY THE ARTIST AND JAMES ZIGRAS

MMothersbaugh_labels_v3.indd 151 5/11/15 1:42 PM

Mutatum, 2012

Corrected automobiles

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 152 5/11/15 1:42 PM

RICHARD ARRINDELL

DEVO in front of Hostess Truck, 1981/2014

Copy of original photograph

COURTESY MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 153 5/11/15 1:42 P

Untitled, circa 1998

Collage on postcard

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 154 5/11/15 1:42 PM

Inkjet on card

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 155 5/11/15 1:42 PM

Glasses collection Mothersbaugh x Baumvision, 2014

Stainless steel, glass

COURTESY THE ARTIST AND BAUMVISION, COSTA MESA, CALIFORNIA

MMothersbaugh_labels_v3.indd 156 5/11/15 1:42 P

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 157 5/11/15 1:42 PM

Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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Noy Boy, Nova Scotia, 1999-2007

Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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Blingo a.k.a. Pupae-Bodied Lad, 1999-2007

Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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Anita's First Boyfriend, 2004

Corrected photograph

COURTESY THE ARTIST

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Rebecca Allen Computer Genius, 2004

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 172 5/11/15 1:42 PM

Baby Curl, 2004

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 173 5/11/15 1:42 PM

Bottom Heavy Pug, 2004

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 174 5/11/15 1:42 PM

Three Brothers, All with Butterfly Ears, 2004

Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 178 5/11/15 1:42 PM

Corrected photograph

COURTESY THE ARTIST

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Horned Gent, 1999-2007

Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 182 5/11/15 1:42 PM

Nubest Boy, 2004

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 183 5/11/15 1:42 PM

Grandma Cyclops, 2010

Hand-printed intaglio in black ink

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 184 5/11/15 1:42 PM

Grandpa Cyclops, 2010

Hand-printed intaglio in black ink

Corrected photograph

COURTESY THE ARTIST

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Mother's Passage, 1999-2007

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 187 5/11/15 1:42 PM

Cigar-Headed Champion Spitter, 1999-2007

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 188 5/11/15 1:42 PM

Sand Buckets of Happiness, 1999-2007

Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 190 5/11/15 1:42 PM

Hershey's Fair-Skinned Kiss, 1999-2007

Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 192 5/11/15 1:42 PM

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 193 5/11/15 1:42 PM

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 194 5/11/15 1:42 PM

I Beg your Pardon, 1999-2007

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 195 5/11/15 1:42 PM

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 196 5/11/15 1:42 PM

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 197 5/11/15 1:42 PM

Pinched Up Face, 1999-2007

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 198 5/11/15 1:42 PM

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 199 5/11/15 1:42 PM

Corrected photograph

COURTESY THE ARTIST

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Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 201 5/11/15 1:42 PM

Baby Boss Fabergé Egg, 1999-2007

Corrected photograph

Sacre Nasum; Roma, Italia, 1999-2007

Corrected photograph

Twins Cuddling Devil Pug, 1999-2007

Corrected photograph

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 205 5/11/15 1:42 PM

Brenda Fillinger My First Kiss, 2004

Corrected photograph

The Petting Zoo, 2004

Corrected photographs

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 207 5/11/15 1:42 PM

Young Girl with Widow's Peak, Cuyahoga Falls, Ohio, 2004

Corrected photograph

Cyclo-Augen Pet, 2004

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 209 5/11/15 1:42 PM

Henry Ford III, original bad boy of Detroit, 2004

Corrected photograph

Girl with Flowers and Lace Dress, 1999-2007

Corrected photograph

Minnesota Milk Maid (L)/Princess with Tiara, Kuala Lumpur, 1999-2007

Corrected photograph

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 213 5/11/15 1:42 PM

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 214 5/11/15 1:42 PM

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 215 5/11/15 1:42 PM

Rodent Baby Portrait, 1999-2007

Corrected photograph

Always Ling, 1999-2007

Corrected photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 217 5/11/15 1:42 PM

Untitled, 2014

Inkjet prints

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 218 5/11/15 1:42 PM

Artist's journal, 1973-1974

Ink and collage

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 219 5/11/15 1:42 PM

Excerpt from Mark Mothersbaugh: Beautiful Mutants Grand Central Press, 2014

Copy of original photograph

COURTESY THE MUSEUM OF CONTEMPORARY ART DENVER

"Scrapping and Yelling" from the movie *The Royal Tenenbaums*, directed by Wes Anderson, 2001

Mp3, 2:09

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 221 5/11/15 1:42 PM

"Let Me Tell You About My Boat," from the movie The Life Aquatic with Steve Zissou, directed by Wes Anderson, 2004

Mp3, 1:30

6 ideas, 1997-2005

Inkjet prints

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 223 5/11/15 1:42 PM

BRUCE CONNER

27 PUNK PHOTOS: 26 DEVO: AIRBORNE, 1978

Gelatin silver print

COURTESY CONNER FAMILY TRUST, SAN FRANCISCO, CALIFORNIA

MMothersbaugh_labels_v3.indd 224 5/11/15 1:42 F

PAUL NATKIN

DEVO at University of Illinois, 1981/2014

Digital print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 225 5/11/15 1:42 PM

BARBARA WATSON WHITAKER

Booji Boy, late 1970s/2014

Copy of original photograph

COURTESY THE ARTIST AND MICHAEL PILMER/DEVO-OBSESSO ARCHIVES

MMothersbaugh_labels_v3.indd 226 5/11/15 1:42 P

CHRIS BUDGEON

DEVO at Club Soda, Montreal, 3, 1978/2014

Digital print from 35 mm color transparency

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 227 5/11/15 1:42 Pl

DEVO

Adventures of the Smart Patrol, 1996

Film transferred to DVD

COURTESY THE MUSEUM OF CONTEMPORARY ART DENVER

MMothersbaugh_labels_v3.indd 228 5/11/15 1:42 P

Untitled (Self Portrait), 1975

Offset ink on card

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 229 5/11/15 1:42 PM

Artist's journal, 1971

Ink and journal

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 230 5/11/15 1:42 PM

Untitled, 1975

Offset print on card

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 231 5/11/15 1:42 PM

FRIGHTENED PAJAMAS FIL 'ER UP, HOSTESS OH-NO'S, 1974/2014

Copy of original photograph

Untitled, 1975

Offset print on card

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 233 5/11/15 1:42 PM

BRUCE CONNER

MONGOLOID, 1978

Still photograph

COURTESY THE CONNER FAMILY TRUST, SAN FRANCISCO, CALIFORNIA

MMothersbaugh_labels_v3.indd 234 5/11/15 1:42 PM

Rugs During Wartime and Peacetime, 2004-2007

Nylon fiber backed rugs and animations

War Time Rugs Letter, 2014

Copy of original photograph

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 236 5/11/15 1:42 PM

Mechanical Aviary, 2014

Vintage organ pipes, vintage bird calls, electronics, and steel

The General, 2014

Vintage organ pipes, electronics, and steel

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 238 5/11/15 1:42 PM

Finky, 2014

Vintage organ pipes, electronics, and steel

Untitled, 1975/2014

Stamped ink print

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 240 5/11/15 1:42 PM

Circuit-bent calculator, 2014

Recreated instrument

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 241 5/11/15 1:42 PM

Illustrated scores from *The Lego Movie*, 2013

Brush pen on music score

MARK RYDEN AND MARK MOTHERSBAUGH

"Daisy Bell" from "The Gay Nineties: Olde Tyme Music," 2014

Digital Video

COURTESY MARK RYDEN AND KOHN GALLERY, LOS ANGELES, CALIFORNIA

MMothersbaugh_labels_v3.indd 243 5/11/15 1:42 P

Homeless Sketch

Mp3, 2:38

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 244 5/11/15 1:42 PM

9 Ideas, 1997-2005

Inkjet prints

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 245 5/11/15 1:42 PM

"I Am A Master Builder" from *The Lego Movie*, directed by Phil Lord and Chris Miller, 2014

Mp3, 2:48

30 Ideas, 1997-2005

Inkjet prints

COURTESY THE ARTIST

MMothersbaugh_labels_v3.indd 247 5/11/15 1:42 PM

"Sinaloa" from the movie *Saving Private Perez*, directed by Beto Gómez, 2011

Mp3, 1:21

Spin Chain the Gears, 2014

Painted ceramic sculptures, plastic boards, and Astroturf

Proletariat Series, 2014

Painted inkjet print