JEFF HONG

Jeff Hong is an animation artist who places famous Disney pro- Yet Hong does not just show environmental disasters that could tagonists in real-world situations. Using the internet as a distribution machine, Hong aims to spread memetic messages through these well-known, lovable actors, situating them in real-life scenarios as a way to shock and disturb viewers, in hopes of motivating them to act on real-world problems. In his series of illustrations entitled Unhappily Ever After, Hong shows the characters living beyond their fairy-tale bubbles, and creates a sociopolitical reading ters. One such image shows Winnie the Pooh, aghast and on his knees in the middle of a forest that has been destroyed. Another shows Ariel from The Little Mermaid groping along the

shoreline covered in oil, or Nemo looking heartbroken

befall these childhood heroes and heroines. He also draws the viewer into narratives of animal cruelty, with Bambi slain and mounted in an aristocratic living room, and the 101 Dalmatians puppies locked in tiny cages. He also tackles the subject of racial inequality, placing Mowgli from the Jungle Book among the debris of slum housing while skyscrapers litter the horizon, or Lilo and Stitch homeless and scared on the side of a road. Stitch is, in fact, of what happens outside of the frame of fantasy for these charac- an alien and comes to Earth as a refugee, which also draws on the current refugee crisis. Hong furthers this in one image where he places Pinocchio face down and drowning in the sea. These striking, emotive images recast well-loved characters in a modernday world where wicked witches and poison apples are the least and depressed as he hovers over a dead coral reef. of their worries. (PR)

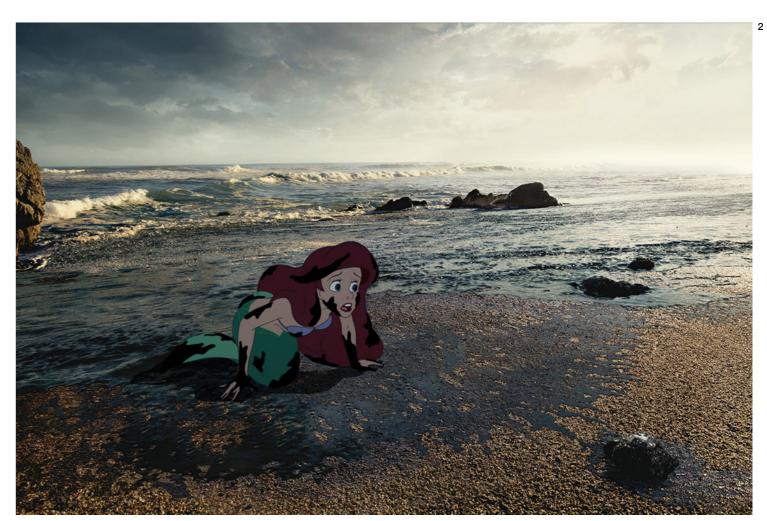
1-3 Unhappily Ever After (series)

Bare Necessities

Under The Oil Spill

The Hundred Acre Deforestation







310 311 JEFF HONG JEFF HONG