

The Death of Pop Comics

From The Desk of Warren Ellis

21 February 2000

So I came up with this large, mad and somewhat grand view of a new form and attitude to commercial comics in the summer of last year while trapped with Grant Morrison in New Zealand.

I called the approach Pop Comics. A way for a big company to really re-energise the direct-market comics store culture -- three-issue miniseries, self-contained, genres outside the superhero subgenre, intelligent and stylish and mad and beautiful (relatively) commercial fiction, just banging out the ideas one after another, knocking them into slim trade paperbacks afterwards, etc etc...

If I say so myself, it was a great idea. People loved it. I've gotten more mail on Pop Comics than on anything else I've said in these mailings. Most people of a generally progressive nature -- and some not -- are into the idea of Pop Comics.

However.

For me to do Pop Comics would require the cooperation of a major, moneyed company. It takes space in Previews and a company brand with clout and money for serious production values and an operating trade paperback program and backlist.

I sent the Pop Comics collected rants to one such company. And they bought it. They wanted, in fact, for me to have a Pop Comics Label.

Setback Number 1: Michael Allred names his new self-publishing company AAA POP COMICS.

Setback Number 2: The company I was dealing with just couldn't get it together effectively. We agree to talk about it again at the end of the year, but the optimum time to release a line like this was 2000.

So, this is it; the death of Pop Comics.

Unless I can come up with a new name for them and work very fast with a publisher interested in keeping up with me, anyway.