

The Rebirth of Pop Comics

Or; Last Issue's Rant, Part Two

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So, no Pop Comics Line, then. No term "Pop Comics", even.

No big roll-out for the term or the form with attendant big paid publicity push to ingrain the Pop Comics Ideology into the brains of poor innocent comics readers, not to mention an audience outside comics.

I am prevented from using the name and ramming the concept into the mainstream in an organized fashion.

Pop Comics no longer exist.

Long live Pop Comics.

As I had "Jack Carter" say in PLANETARY #7: Time to be someone else.

If the Pop Comics Ideology can't be dropped into the mainstream like a chunk of C-4 with glitter all over it, then fuck it. It'll have to smear mud on its face, change its name and crawl on its belly under the wire. If I can't do these books in one place, then I'm going to have to do them in several places. Run around and get lots of companies pregnant. Use the press and any other outlet to tie the ideology to the books as much as possible. Do it guerrilla fashion. Inevitably; do lots of the donkey work myself.

Where you'll see this kind of book first, I do not know. CITY OF SILENCE, emerging from Image in May, is kind of a proto-Pop Comic -- a 12" mix of a three-minute single, if you like (if anyone remembers what a 12" is). It was written and illustrated back in the mid-Nineties by myself and Gary Erskine; a mad action-SF book that is kind of the missing link between LAZARUS CHURCHYARD and TRANSMETROPOLITAN. It is, I think, still a lot of fun. It's led to a few conversations with Jim Valentino at Image -- well, led to the continuation of conversations we were having a while back, to be honest. Valentino offered me a spot on his "non-line", way back when, and we've kept in touch since, are just picking up the threads of our intent. Valentino's one of the good guys.

I've also been talking to a few other people, including some very long and serious conversations with Axel Alonso at Vertigo that have encompassed both Pop Comics and OGN -- Original Graphic Novels, for those who've been nodding off at the back. The eventual aim of both ideological forms is permanent editions for bookshelves. Pop Comics is OGN the long way, basically.

So, that's the deal. Pop Comics is entering the Witness Protection Program and will have to adopt an assumed name while working at the grass-roots level. The next time you see it, it'll be called something else, it'll come with an amended manifesto (which will be ideological freeware, without copyright, free for anyone to distribute at all. Stick it on your own websites, mail it to friends, print it off and give it to your retailer, photocopy it and give it away in the streets, whatever) -- and possibly a tentative publication slate.

Thirty-two years old. I am far too decrepit for this.