

EMPIRE ARTIST

PRESENTS

WAYZ DEAD



ARTIST INTERVIEW

Full Name: Joseph Balgeman
Age: 27
Birthplace: Illinois, USA

Tell us a bit about yourself

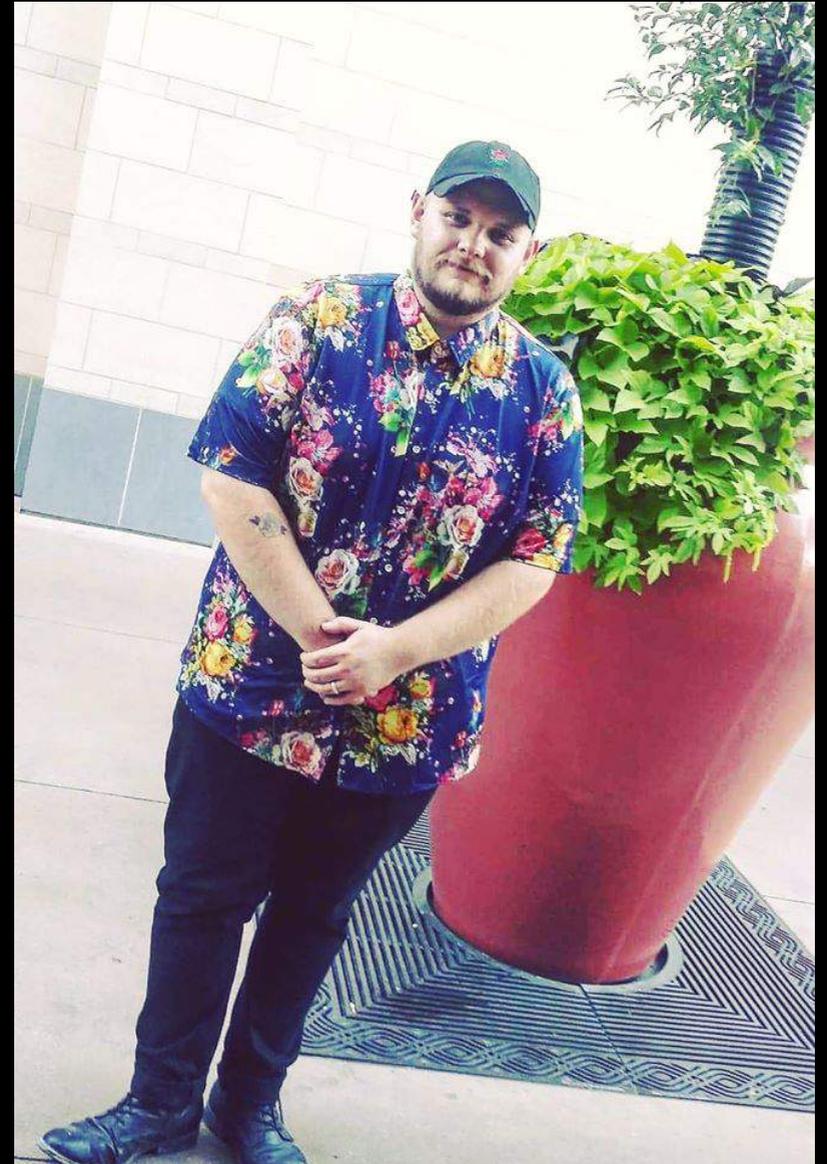
I'm Joe (Wayzdead) a 27 year old graphic designer that resides in Las Vegas, Nv with my Wife and Son. I work at a home improvement and hardware store, but I'm hoping to at some point be able to be a self sufficient artist and make a name for myself!

What is the story behind your artist pseudonym?

Wayzdead is a play on the word "Wasted". It basically combines the idea of most of my artwork which is the undead and getting hammered.

Tell us a random fact about you?

I have a somewhat big family. I'm the oldest of Seven siblings.



ARTIST
INTERVIEW

Other hobbies aside from art and design?

My other hobby is actually singing and playing guitar from time to time.

What about art makes you happy?

Art is my escape, my saving grace, my peace and it will never turn me down no what mood I am feeling.

What has influenced the style of art you create?

I'm highly inspired by 80's 90's era Metal/Punk band merchandise/music and Medieval Fantasy.



WAYZDEAD

ARTIST INTERVIEW

Tell us about your journey becoming an artist

I started seriously doing freelance and pursuing art around the age 14-16.

I was doing merchandise for bands and record labels local and over the internet. Around 23 years old I hit a huge burn out and I think it was because I felt like I was always creating things through someone else's vision and I never gave myself the time to create what I wanted to create and it put me through a huge artist block for almost 2 years.

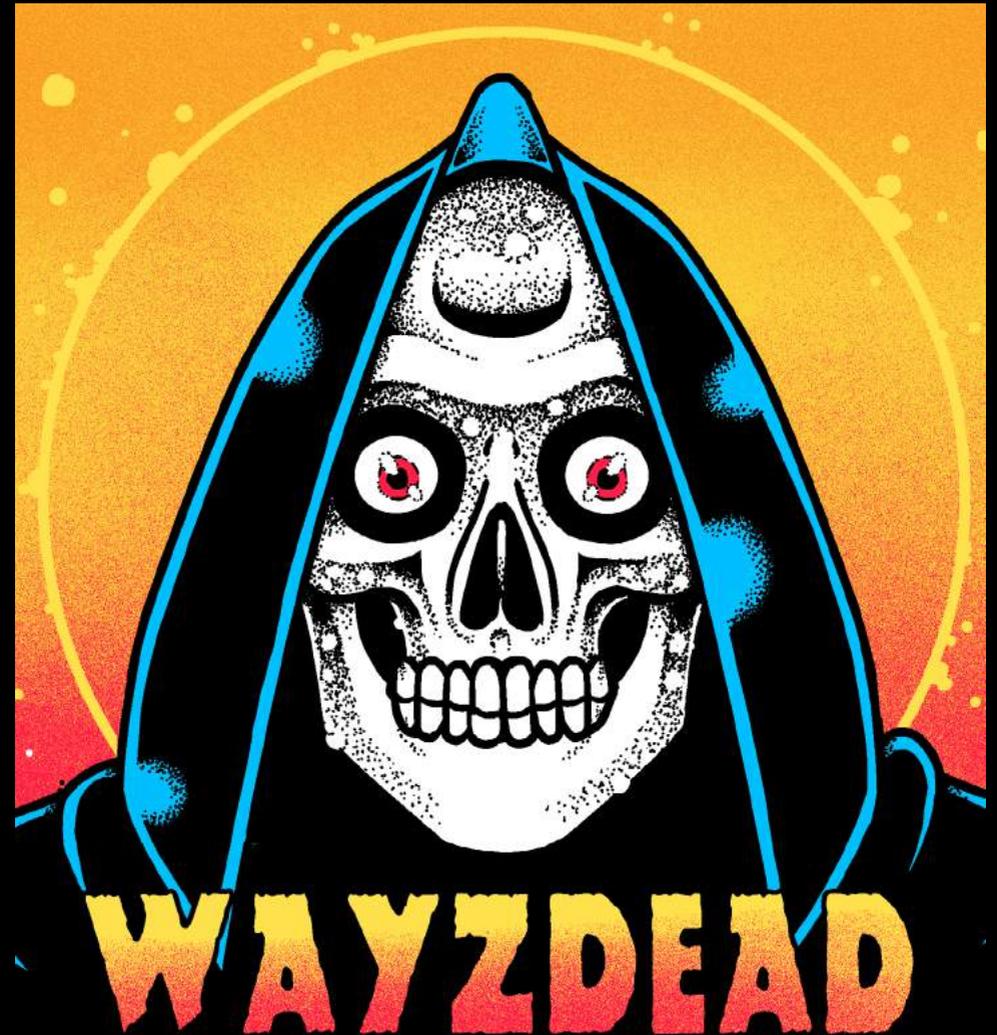
Eventually, I stopped doing client work and I emerged back into the world as "Wayzdead".

I just wanted art to be fun again and not have it be about getting my next batch of coin. I still pick up projects, but not like I used to back then and it's honestly the best for me.

What challenges have you faced as an artist?

One of the bigger challenges I faced and still face as an artist (and I'm probably sure I'm not the only one who will have this answer) is Art block. It is one of the most depressing and world destroying enemies that you can face.

Whenever it strikes I try to take a few days to myself and let my mind diffuse. I NEVER try to force myself to draw.



ARTIST INTERVIEW

Who are some of your favourite artists?

Some of my favorite artists are Dalí, Jim Phillips, Riddick, Jeff Easely, Godmachine and I'm definitely loving the recent works of Wizard of Barge and Crocodile Jackson.

What is your favourite work of art?

If its favourite personal piece its probably: "Flippin". It was super fun to work on and it just says a lot about my goofy-ness.

If its favourite of an another artist I have a lot... but If I have to say one its probably "Screaming Hand" by Jim Phillips. Its so iconic and you see it at just about any surfing/skate shop everywhere and its a constant reminder to me of where I would eventually want to be.

If you could give one piece of advice to aspiring artists, what would it be?

My advice from personal experience would be to tell yourself that its okay to step away when you need to. Art IS a grind and just like everything else that you love, you need to take that space and when you do it helps you come back at that idea or that piece even stronger.

WAYZDEAD



ARTIST INTERVIEW

If you could meet any artist, alive or dead who would it be and why?

If I had the chance to meet any artist it would have to actually be Dali. I would love to have a one of one talk with him and hear the bizarre world that his artistic mind exists in.

What is the story behind your design style?

I've always loved oldschool morbid art, beer and fantasy artwork and it's always been something I try to show throughout my pieces to achieve a somewhat timeless sense of style.

What do you like most about your design style?

I like that it meshes with my all my actual likes so much and its not a chore to create and its overall easy to manage. It personally makes me very happy.

Where do you get inspiration to create the designs you do?

Mostly from Metal and Medieval artwork in general. I try to combine that more vibrant and poppier colors to make it jump out at the observer. fashion. The world is full of cool stuff!

What techniques and mediums do you mainly use when you create?

When I sketch its always the traditional pencil and paper, then it moves onto digital. I use a Wacom tablet along with combination of Manga Studio and Photoshop to complete my pieces.

What are your favourite tools to create art with?

I love using programs like photoshop. There are so many different things you can do to give you a great end result especially being able to go back through and see what I do and don't like about a piece and having the ability to change it on the fly even after its final stages.



ARTIST INTERVIEW

What future styles or direction to you want to explore/ take your art?

I've actually started going in a more gritty fantasy direction and going finer with detail overall and I have some pretty awesome pieces with this direction that have not seen the light of day as of yet and I'm super excited to get to share them soon.

You're a new addition to the crayon box. What colour would you be and why?

If its a made up color it would Brewski. The perfect hue to be able to color in beer bottles!

What do you work toward in your free time?

On my free time its usually personal pieces, playing video games or hanging out with my wife and son and teaching him fun little baby things.

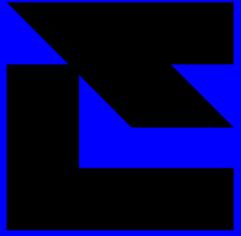
"If you had to be shipwrecked on a deserted island, but all your human needs—such as food and water—were taken care of, what two items would you want to have with you?"

It what have to be my wife and kid. Maybe my son would turn out like Donnie from Wild Thornberrys which would be sick.

If you could steal credit for any great piece of art, song, film, book etc which one would you claim?

If I had to steal credit it would have to be Lord of The Rings. Its something that so many people love and I just would hope to in my life time create something that impacts people at even a small of fraction what its able to do.





@wayzdead

"Tap above to visit his Instagram profile"

LOOKBOOK



FLIPPIN N' SIPPIN.

Process: Digital

Everyone deserves a day off right? The take of souls is no exception! It's time to put the scythe down, crack open a cold brewski and get the weekend rolling!



F\$%K DECAF.

Process: digital

You heard it right warriors!

This fellow cannot and will not put up with your decaffeinated B.S. Like, how can you defeat the dark forces WITHOUT a boost of energy!?



GRIM RIPPER.

Process: digital
The underworld party is never complete without the unbelievable toking force of the Grim Ripper! He'll have you wake n' bake to the point your soul will be his to TAKE.

SPEED WARRIOR.

Process: digital
Clear the road ya' snails! With enough horse power give the even the Horsemen OF the Apocalypse a run for their money... this WARRIOR of the road will DEFINITELY bump you off the track into a demise so unfathomable it



PIZZA WARLORD.

Process: digital

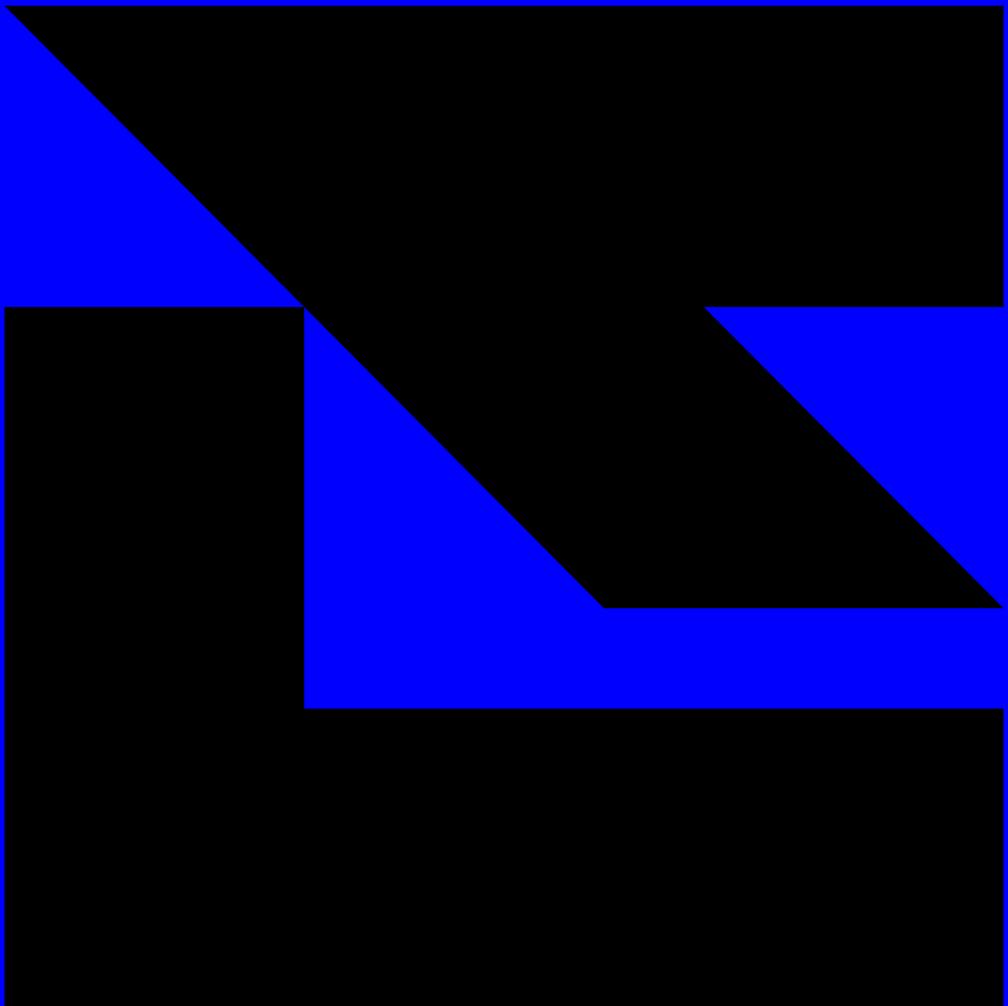
You and your brethren of the crust have fallen, the battle seems to be at a loss. Your ears perk up to the sound of clicking and clacking at a distance. Your last hope is carried on by the Pizza Warlord HIMSELF! You close your eyes knowing that your life is to be lost... BUT the war of the sauce WILL be won!



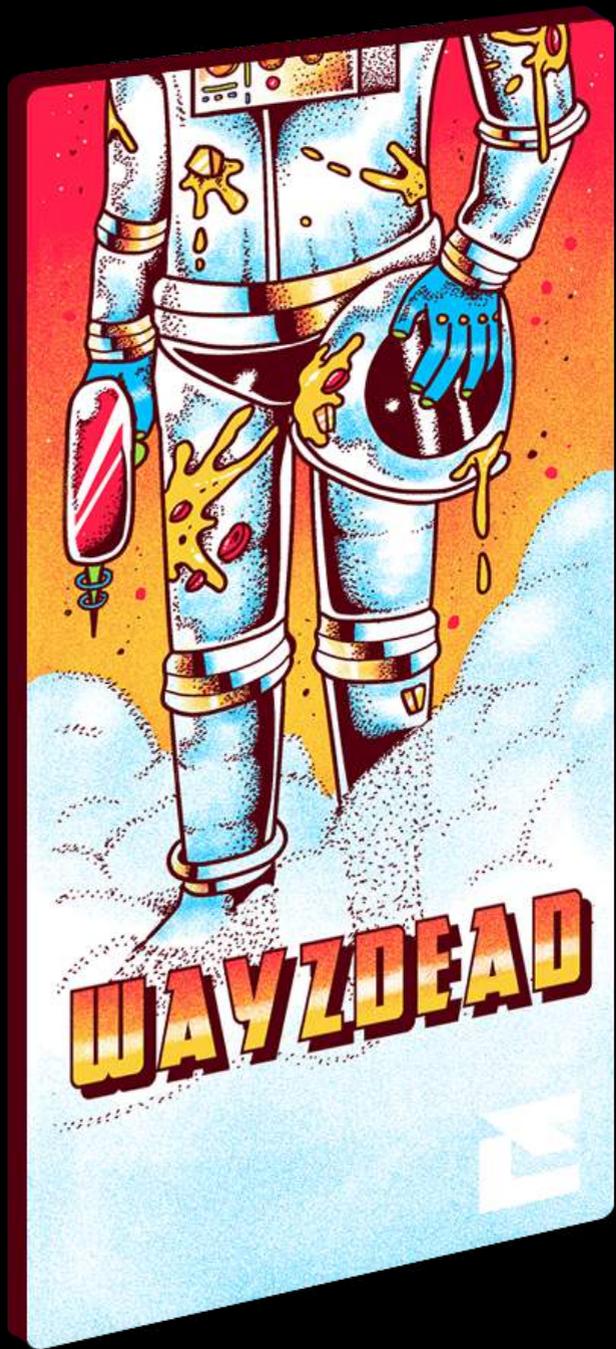
MAGP" EYE".

Process: digital

The moonlight glistens on the feathers of the mystical Magp"eye" perched on the skull of the Bar-cane Sorcerer that awoke him 420 years ago. He sits solemnly awaiting for his "Boys" to come crack open a beer as cold as the night.



THE WRISTBAND



"Tap the card to visit his online profile"

THE WRISTBAND

TIER TWO

JOE'S DESIGN

Who's it for?

An argument that spans the cosmos and will stand the test of time... There are two types of humans in this world. Those that savour the sweet, warm embrace of a pineapple portion atop their Pizza – and those that would risk their life to defend the dignity of their pepperoni. Many verbal exchanges have been waged over the years, but the time is NOW... a final culmination in the form of an intergalactic battle of the toppings which will ultimately decide the fate of the Pineappleanians.

No matter which side you choose, the battle will be fierce. May the crust be with you soldier...

Joe's Style

His style is inspired by 80's 90's era Metal/Punk band merchandise/music and Medieval Fantasy. He combines vibrant and poppy colors to make his art jump out at the observer.



Inside Phrase

"May the Crust be with you"



THE
POINTS
EMPIRE
SYSTEM

EMPIRE
ARTIST

SUMMARY OF THE EMPIRE POINTS SYSTEM

1 / EARN POINTS

FOUR ways to earn points:

- > Make a Referral
- > Purchase products
- > Post with #EMPIREBANDS
- > Review, Follow Instagram

2 / UNLOCK TIERED BANDS

Use your TOTAL EARNED points (over all time) to unlock Tiers and get access to rare bands.



One



Two



Three



Four



Five



3 / PURCHASE WITH POINTS

Use your POINTS BALANCE to make purchases.

The more bands you purchase - the more value you receive.

THE FIVE PACK



ANY FIVE FOR ~~\$425~~ **\$90** (AUD)
or 900 points

- > Save 28% per band (pre order only)
- > Artist sticker per band
- > Standard shipping free
- > 5% total sale amount to the Artist

THANK YOU

NOT LONG NOW!

EXPECTED SHIPPING DATE

Expect to have your wristbands shipped in July at the latest - check your emails to keep informed.

QUESTIONS?

WHO TO CONTACT

If you have any questions feel free to email us at:

Info@empire-artist.com/

WANT TO COLLABORATE?

If you are interested in making your own custom wristbands or collector cards, visit:

Info@empire-artist.com/collaborate/

GET THE MOST OUT OF YOUR BAND

For our detailed care instructions, visit:

www.empire-artist.com/care-instructions/

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EMPIRE ARTIST

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THANK YOU FOR YOUR INTEREST

EMPIRE ARTIST

CULTIVATING CREATIVITY

The movement that serves
the Artist and empowers
you to express your inner
creative.

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