

DEVOLUTION

A
D E V O
THEORY

WHAT THE HELL HAPPENED?

DISTRIBUTED BY  ESCAPADEMEDIA

A PRODUCTION BY

 DEADHEART
FILMS

 SIDE B FILMS

1 x 57' - 4K

“The future is now, and it’s not pretty.”

- Devo, 1982



40 Years ago they had a warning

They saw that the world was on a downward spiral. That society was no longer evolving, what we were experiencing was in fact de-evolution.

Mankind was regressing.... we were destroying the planet.

“A lot of humans want to have everything - they’re glad to walk on the backs of other humans to get what they want.”

- Bob Mothersbaugh (Devo)

They thought the world would ultimately be destroyed by the only species that couldn’t live as one with their environment - humans.

In music they found a vehicle to share their dire prediction of social decay.

They were DEVO, short for De-evolution.

In the 1980’s their punk scientist attitude was seen as whacky and extreme. They shared a trailblazing environmental message but their predictions were often mocked, now 40 years later we ask **Were Devo Right?**

“It superseded what our imaginations came up with, actual de-evolution is far worse.”

- Gerald Casale (Devo)

40 years after the release of their timeless classic *Beautiful World* we follow the remix and launch of *Beautiful World 2*, a dark tribute to a world that proved them right.

“We wish we were just some crazy art group, we didn’t want to be right.”

- Mark Mothersbaugh (Devo)



40 years ago they shocked the world. Today enter the minds of one of the world’s most misunderstood bands and live their vision of a world that is now paying the ultimate price.

“They weren’t precursors to this, they were visionaries.” - Robert Margouleff (Producer)

DISTRIBUTED BY

 ESCAPADE MEDIA

For more information: Natalie Lawley
natalie@escapademediamedia.com.au
www.escapademediamedia.com.au

A PRODUCTION BY

 DEADHEART
FILMS

 SIDE B FILMS