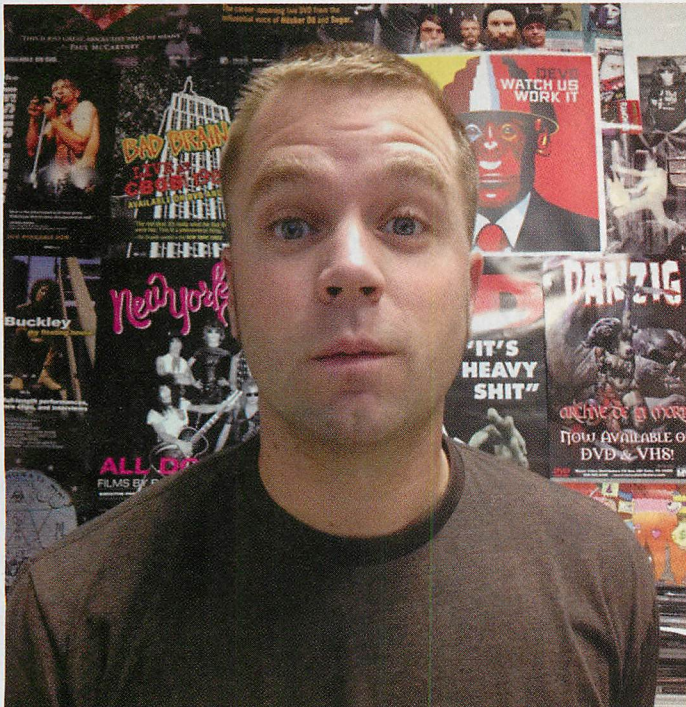


# AGGRONAUTIX

## COMPANY PROFILE



So have you picked up your Descendents bobblehead yet? Yeah, we said "bobblehead." The novelty toys are usually reserved for athletes and Dwight Schrute, but **AGGRONAUTIX** founder **CLINT WEILER** has injected the figures with a don't-give-an-eff attitude by creating "Throbblehead" likenesses of your favorite punk musicians. Weiler talks to us from Aggronautix HQ in Phoenixville, Pennsylvania, to explain how (and why) he does it.

### How did Aggronautix start?

I wanted to make a GG Allin limited-edition vinyl designer toy, but discovered that vinyl toy production isn't exactly cheap. I looked into bobbleheads because I had some friends who worked in minor league sports and knew how to get stuff made for promotions. I decided to work with a company whose sculptor made the most realistic models. In May of 2009, I made 2,000 GGs and 1,000 Tesco Vees: all numbered, limited edition. Tesco is way into toy collecting, so I knew he'd be down. I decided to call them "Throbbleheads" instead of "bobbleheads," 'cause fuck, why not?

### How did you get the idea to do punk-rock Throbbleheads, and how does the licensing process work?

I love punk rock, and I love rock 'n' roll collectibles. There aren't a whole lot of punk-rock collectibles out there aside from Ramones, the Sex Pistols and Misfits. In 2006, Medicom Toy in Japan

made a series of vinyl Danzig figures called The 3 Faces of Danzig, featuring looks from three eras: Misfits, Samhain and Danzig. They also made Doyle, Jerry and Crimson Ghost figures in a similar style, and a "zombie" version of each one. The zombie version was insanely awesome. I knew I wanted to make punk-rock toys after that.

[As far as licensing] I had some experience in distribution contracts from working for labels and my time at MVD Entertainment Group where I still work. The contracts are modified slightly to reflect the use of a likeness instead of an audio or video recording. Most musicians are really stoked to be "throbble-ized," while some aren't amused and turn down the offer. It's cool. I don't get offended. It's not for everyone.

### Is there a special meaning to the company name?

I wanted the word "aggro" to be a part of it. I just thought it was kinda funny to call a little doll "aggro." That was

part of the appeal from the beginning. I see a lot of new-school toy makers exploring this concept, whether they're making cute plush poops or sweet little disease bots. I knew I wanted the name to end in "-ix" because it has a factory feel to it.

### Where does the design inspiration come from?

I develop the concept along with the artist or management, but the real design is done by my main man Craig Holloway, an extremely talented illustrator. I give him a set of photos and an idea of the posture, and he'll bring it to life in a turnaround illustration, making it easy for the sculptor to nail the likeness. Marco Palumbo from No Front Teeth in London does all the wicked box art. He's a true master of punk-rock art and art in general. Another essential component is my distribution through MVD Entertainment Group, where I've worked as a full-time publicist for the past 11 years. Without the company's

support, guidance and logistics, Aggronautix would not exist.

### What does the future hold for Aggronautix?

A very special project that's groundbreaking for us is partnering with Fun Fun Fun Fest in Austin, Texas, from Nov 2-4. We'll be creating limited edition Throbbleheads of Damian [Abraham] from Fucked Up and David Cross, and they'll be signing them at the festival. It should be a great commemorative item for fans attending the festival, and we're stoked to be in association with such a great event.

### What advice do you have for kids who want to do what you do?

Start drawing and getting good at arts and crafts. Take art classes in school. Be creative and have fun. Don't be afraid of your ideas.

## 5 FAVE

As chosen by CLINT WEILER

- 1. J Mascis, \$19.95
- 2. Milo v2, \$19.95
- 3. Jeff Clayton, \$19.95
- 4. Roky Erickson, \$19.95
- 5. Dwarves, \$19.95



CHECK OUT MORE THROBBLEHEADS AT [AGGRONAUTIX.COM](http://AGGRONAUTIX.COM)