

MIDTOWN COMICS
NYC
1987-2007

50% OFF
SELECT
MARVEL
TRADES



MIDTOWN COMICS.COM



[Spider-Man
Action Figures](#)

[WWE Action
Figures](#)



[NEWSARAMA](#) > [FEATURES](#)

TALKING TO THE THUNDER ROAD CREATORS

User Name Remember Me?

Password

[Register](#)

[FAQ](#)

[Members List](#)

[Calendar](#)

[Today's Posts](#)

[Search](#) ▾

[post reply](#)

Thread Tools ▾ Search this Thread ▾ Display Modes ▾

07-19-2007, 09:27 AM

#1

[MattBrady](#)

TALKING TO THE THUNDER ROAD CREATORS

by *Chris Arrant*

The road that comics take to reach your doorstep has traditionally been through newspapers or comic books. But with compute technology, it's only one of many. Webcomics are increasingly standing shoulder to shoulder with print comics, and the next step is cellphones. And it's already being done, and next week will see the debut of the first comic made specifically for American mobile phones.



Thunder Road is a new original comic series by writer Sean Demory and illustrator Steven Sanders (**Five Fists of Science**), and is being launched on GoComics. Described as a "slow-apocalyptic, dieselpunk action adventure" set in an alternate Middle America rife with the aftermath of decades of global atomic warfare. Central to this is a soldier named Merritt. The premier of **Thunder Road** is set to coincide with San Diego Comic-Con international, and new chapters will be available starting August 20. A sneak peak trailer of this new comic series is available online at www.gocomics.com/thunderroad.

Newsarama: What led you to doing **Thunder Road** on mobile phones, and not the traditional route of print comics?

Sean Demory: When Steven expressed interest in the project, he put it forth as something that GoComics might find interesting. They were enthusiastic about it, so we jumped at the opportunity.

Steven Sanders: What he said.

NRAMA: Format-wise, how can traditional print comic readers expect to read the series on their phones?



SD: It's slightly more dynamic, in some



might've been, had it started in print. There's not much room for lagging, so we keep things fast and furious as much as possible.

SS: Well, it will be smaller. On the other hand, it cheap and you don't have to polybag it. We've designed this one to fit cell phones, so there won't be any wasted screen real estate like you get in a lot of other comic cell conversions. There's no "page" per se, so you don't get the traditional visual lead from panel to panel that you get with print comics. It's more like a fancy slide show.

NRAMA: How long is this first story?

SD: "First story." I like the sound of that a whole lot. **Thunder Road** is eight installments long.

NRAMA: How much does it cost?

SS: In the current app the subscription price is \$3.99 a month, so you can't really get just **Thunder Road** by itself. You do get a lot of other great comics and manga in the deal, though. Check out



www.gocomics.com/comics and www.gocomics.com/manga for a listing. In V 2.0 coming late this year users will be able to buy issues/chapters for 99 a piece. **Thunder Road** would be about a 44 page traditional comic, so it would be 2 chapters at 99 cents each. I think there's about 80 panels per chapter. Each chapter is sent to the viewer in weekly installments of approximately 20 panels.

NRAMA: Let's skip that and get into the comic itself - what's **Thunder Road** about?

SD: Big guns, fast cars, tough women and nuclear armageddon. It's **The Road Warrior** meets **Dr. Strangelove**.

SANDERS: "BOOOOM! CHAKAKAKAKAKA! VROOOOM! AAARRRRGGG!"

NRAMA: The lead, Merritt, is a 'circuit rider'. What's that?

SD: As a circuit rider, Merritt's the face of civilization for the abandoned flyover states. Much of Middle America's been abandoned, and the circuit riders of the Department of Transportation ride the highways and byways doing everything from hunting down fugitives to delivering the mail to performing the census. As a Midwesterner, Merritt's got a personal interest in keeping those outposts of civilization up and running.

SS: "BOOOOM! CHAKAKAKAKAKA! VROOOOM! AAARRRRGGG!"

NRAMA: What is Merritt up against in this first adventure?

SD: What *isn't* he up against? Marauding road gangs, ex-girlfriends with private armies, a Soviet infiltrator column, apocalyptic revivalist aviators and a short in his right leg that he never really gets the chance to fix. It's a long, long run for our Mr. Merritt.

NRAMA: Is **Thunder Road** something you conceived with mobile phones in mind, or did that part come again later?

SD: Partially. I'd originally pitched the thing as part of a pitch-a-week exercise I've done on my LiveJournal for a while. At that point, it was more generalized world-building, wish-listing and dream-casting than anything else. When Steven put it forth as a potential GoComics project, I started writing it looking toward mobile phone distribution.

SS: Art-wise, it's designed around both print and cell phones. I did everything on traditional size comic board, with the layouts drawn in a grid of cell phone screen size blocks. It was a bit of a challenge at times to make sure that things would work both on cell and on print.

NRAMA: Do you plan to collect the series later in print?



SD: We're looking at some options, and we'd definitely be interested in making the jump from an electronic medium to print.

SS: Yeah, it will get printed one way or another. Just a matter of time, really.

NRAMA: You're debuting the comic at San Diego Comic-Con. What exactly do you have planned for the con?

SD: I'm hoping for girls in poodle skirts and gas masks to spontaneously pop up and begin singing the book's praises. Either that or car chases up and down Harbor Drive. Don't know that we can pull it off, but I live in hope.

SS: There's going to be a GoComics/UClick panel that everyone should go to (yes, the entire con. I'm serious. Go. Stack your bodies like cordwood.) . They'll cover *Thunder Road* there. *I'm not going this year, due to work constraints, but I will be there in spirit, haunting the place with my ghostly... something.*

Also, while they aren't going to have a booth this year, the GoComics people will be at the TokyoPop booth all four days. So if anyone has any questions, they are at your service.

GoComics Mobile Comics Reader service is currently available through Sprint, Verizon and Cingular. To learn on how to sign up for this service, visit <http://www.gocomics.com/thunderroad/>.



- 07-19-2007, 10:07 AM #2
[BornToRun](#) ...Well I got this guitar, and I learned how to make it talk...

- 07-19-2007, 10:52 AM #3
[Stalzer2002](#) The screen door slams
Mary's dress sways
Like a vision she dances across the porch
As the radio plays

- 07-19-2007, 11:31 AM #4
[ctaylor](#) Roy Orbison singing for the lonely
Hey that's me and I want you only
Don't turn me home again
I just can't face myself alone again

- 07-19-2007, 12:02 PM #5
[johnchrist](#) Art looks pretty sick, and if I see it in print or on the web I would probably pick it up or check it out, but I've got no idea why anyone in their right mind would want to read a comic on their cellphone. If it gets more people to read comics, that's cool, but I personally am not interested.

- 07-19-2007, 12:41 PM #6
[Mr Punch](#) Dont run back inside
Darling you know just what Im here for
So you're scared and youre thinking
That maybe we aint that young anymore


- 07-19-2007, 01:47 PM #7
[Hoopertoon](#) Yeah, that's what we need. Comics getting *smaller*. 😊

- 07-19-2007, 02:27 PM #8
[Stalzer2002](#) Show a little faith there's magic in the night
You ain't a beauty but hey you're all right
Oh and that's all right with me

- 07-19-2007, 03:40 PM #9
[X-punged](#) You can hide 'neath your covers
And study your pain
Make crosses from your lover
Throw roses in the rain
Waste your summer praying in vain
For a saviour to rise from these streets

- 07-19-2007, 05:13 PM #10

[Brian Reed](#) We're riding out tonight to case the promised land

 **Quote**

 **post reply**

« [Previous Thread](#) | [Next Thread](#) »

Posting Rules 

You **may not** post new threads
 You **may not** post replies
 You **may not** post attachments
 You **may not** edit your posts

[vB code](#) is **On**
[Smilies](#) are **On**
[\[IMG\]](#) code is **On**
 HTML code is **On**

Forum Jump

All times are GMT -4. The time now is 10:11 AM.

[Contact Us](#) - [NEWSARAMA.com](#) - [Archive](#) - [Top](#)

Powered by vBulletin Version 3.5.4
 Copyright ©2000 - 2007, Jelsoft Enterprises Ltd.
 Copyright 2006 Newsarama.com, LLC