# Fan defends controversial poster edit for Wicked amid cast backlash



A fan of the upcoming film adaptation of "Wicked" has addressed the controversy surrounding a fan-edited poster that garnered strong reactions from cast members Cynthia Erivo and Ariana Grande. The artist, who claimed to have created the edit as a tribute to the original Broadway artwork, spoke out after facing significant backlash on social media.

The uproar began earlier this month when Universal Pictures released the official poster for "Wicked," which features Erivo as Elphaba and Grande as Glinda. Fans noted the poster’s resemblance to the Broadway artwork, albeit with some distinct differences. In the movie poster, Elphaba faces the camera while Glinda whispers in her ear, contrasting with the musical's original poster that depicted Elphaba's hat covering her eyes.

In response to the release, the fan created an edited version of the poster that covered Elphaba's eyes, applied brighter red lipstick, and altered her facial expression to resemble the Broadway design more closely. The edit quickly went viral but also attracted sharp criticism, particularly from Erivo, who described it as “the most offensive thing I have seen.” She expressed her dismay on Instagram, emphasising the distinction between illustrations and real people, saying, “The original poster is an ILLUSTRATION. I am a real life human being.”

After receiving backlash, the fan decided to delete the edited poster but later revisited the decision, stating, “While I deleted initially as I felt it was the right thing to do, fan posters have been around for as long as movies have existed.” They recognised Erivo’s strong feelings regarding the matter, acknowledging, “Cynthia is valid in having her feelings on the matter, and I’m also valid in wanting to keep my version of the poster up.”

Following the re-upload of the edited poster, the fan commented on the nature of the backlash, suggesting that it was an “overreaction.” They reiterated their original intentions, maintaining that it was merely a homage rather than a harmful edit. The fan’s claims included not using AI in the creation of the poster, a point that Grande had raised in her own discussions about the potential harms of AI in artwork.

Grande later addressed the controversy, noting that gatherings and edits made by fans were part of a larger shift regarding the use of AI in creative spaces. In conversation with Variety, she expressed mixed feelings about AI, describing it as “troublesome” yet recognising that fan interaction with art is a natural part of the creative process.

The timing of these events is crucial, with "Wicked," a much-anticipated film, set for release on November 22, 2024. As the discourse surrounding the artwork continues, social media users have demonstrated a range of responses to the situation, highlighting the complexities surrounding fan art, creative expression, and the impact of public figures' responses.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.creativebloq.com/design/what-the-wicked-poster-controversy-reveals-about-the-changing-face-of-movie-marketing> - Explains how the 'Wicked' poster controversy highlights the changing nature of movie marketing and fan interaction, especially with the use of AI in creative processes.
3. <https://ohtorch.com/9169/entertainment/controversy-surrounding-wicked-movie-explained/> - Describes the fan's intention behind editing the poster as a tribute to the original Broadway artwork and the ensuing backlash Erivo faced on social media.
4. <https://www.noahwire.com> - Though not directly available, it serves as a source for the general context of the 'Wicked' film and related controversies, as mentioned in the original article.
5. <https://ppchsnews.com/15275/carousel/explained-in-depth-wicked-movie-poster-controversy/> - Further details on how Ariana Grande addressed the controversy, discussing the broader implications of fan edits and AI in creative spaces.
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7. <https://news.google.com/rss/articles/CBMid0FVX3lxTFBUWTdQcjlHT01OMXBETXhJWkRwYVV1RWZlNUkzRUNRWnNKa2RfdGNpMFNIaWhtanI5blA1dzk1WHRhYjFhaktCaTlSdlprRnJaWFF1UGZyZDJhMFJRNGQ3T0ZPbUJuclZWOVBWQ0UzSWZVZFYyVFNN?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data