

# Williams goes mainstream with her own 'Throttlehead'

■ By Susan Sliwicky

**NOT EVERY MADE-FOR-COLLECTORS** item is going to become an instant classic. But when it comes to a bobbing-head doll—or in this case, a “Throttlehead” doll—it’s almost impossible to miss.

The latest subject? Wendy O. Williams, captured at her fist-pumping finest in 1982. Kind of ironic, given punk’s (and Williams’) stance on consumerism, but hey ... who are we to judge?

In unveiling Williams’ Throttlehead doll, manufacturer Aggronautix said, “So radical, so unique, innovative and ahead of her time was Wendy, that today, over 30 years after she first exploded onto the New York underground scene and over 20 years after she stopped performing, and over 10 years after her death, she still remains a threat to the poseurs, phonies, and hypocrites of the male-dominated cultural (and music) establishment and their service (hidden or not) to the hegemony of the power elite.”

Nicknamed the “Queen of Punk,” “Queen of Shock Rock,” “Dominatrix of the Decibels,” and later the “High Priestess of Metal,” Wendy O., or “WOW,” as she was typically called, first grabbed the spotlight as frontwoman for The Plasmatics. The counter-culture band of changing musicians was created and put together around Williams by Yale MFA holding “anti-artist” Rod Swenson in 1977.

Williams’ fearless attitude and uncompromising, aggressive vocals helped her to claim territory previously reserved for males. She received a Grammy nomination as Best Female Rock Vocalist of the Year, while her-jaw-dropping stage shows and political stance saw her banned in London and arrested multiple times.

During her 10-year recording career, Williams produced eight studio albums and multiple EPs. Williams’ stage shows



Photos courtesy Aggronautix

**PUNK PRINCESS** Wendy O. Williams has been commemorated with her very own “Throttlehead” doll. She is the sixth punk rocker to be immortalized this way by Aggronautix.

were memorable, too, as she destroying icons of mass consumerism by sledgehammering TVs, blowing up full-size cars on stage and chainsawing guitars.

Aggronautix planned to release a limited-edition run of 2,000 Williams dolls. The 7-inch-tall doll is sculpted right down to Williams’ platinum blonde mohawk, spiked arm bands, and tattered threads.

The throttlehead figure will be distributed by MVD Entertainment Group, a company specializing in music-related distribution since 1986, and DKE Toys, a wholesale distributor of urban/vinyl/designer art/objects/toys/figurines.

Williams is the sixth punk personality to get the Throttlehead treatment. In May 2009, the company launched the series with a popular GG Allin “1991” fig-

ure, which was limited to 2,000 numbered units and has sold out. Another sell-out: the 500-figure run of the GG Allin Extra Filthy Boody Edition “with added crud, blood and cuts;” Dwarves Double Throttlehead (1,000 units) featuring Blag The Ripper and HeWhoCanNotBeNamed; Tesco Vee of the Meatmen (1,000 units), captured in ABBA clogs and giving viewers a single-fingered salute; and The Descendents’ frontman Milo (1,000 units) in 2009. A 1,000-run limited-edition Throttlehead for D.O.A.’s Joe Shithead Keithley was released in 2010.

Aggronautix figures are available for purchase on [www.aggronautix.com](http://www.aggronautix.com) or [www.seeofsound.com](http://www.seeofsound.com) and will also be available at many independent retailers.

For more information, visit [www.aggronautix.com](http://www.aggronautix.com). **GM**

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