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Nine Inch Nails (DVD)  
Nine Inch Nails and the Industrial Revolution

Sexy International released Metal Machine Music: Nine Inch Nails and the Industrial Uprising in 2009. This DVD will walk you through Trent Reznor's amazing musical career, but also through the amazing history of Industrial Music.

If you want to know how Industrial Music started you have to go back to its roots in the mid- seventies in Europe. It was a time when new bands like the Sex Pistols were emerging, but they were more of an envelope hard with songs that were full of adrenalin and it was like nothing anyone had heard before. Little did people know there was a movement forming not too far away from them, just as big of an impact on musical history as theirs. Its overly aggressive synthesizers, tight bass tones, and pulsating rhythmic patterns.

Bands like Throbbing Gristle, Caber Kraftwerk, and even Depeche Mode were much more machine-like sound than anything that defined what Industrial Music was really about. It was music that was different. It was music that was more nature, it was pulsating, aggressive, and very rough in nature. Morph ahead of time, remnants of this great movement spread into the United States to the heart of the country. Here we see acts like Skinny Puppy and Joke take Industrial Music even a step further by integrating it with musical elements from even Metal.

Even though the above artists are on their own right, special kudos goes to Trent Reznor and Nine Inch Nails who go down in history as one of those single handedly launched a musical revolution. Kirk Cobain did for Grunge, Trent Reznor did for Industrial Music. This DVD documents the whole Industrial Musical Revolution from a perspective for you. It features interviews with Trent Reznor, Genesis P-Orridge (Throbbing Gristle), Louche (Chemlab). But the juiciest part is with Trent's old band mates Rick Pavotta and Vrenna. Here you get a real flavor of what it's been like on that wild ride to the top. It features rare clips, live footage, and other cool



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make this DVD a total must have package if you are a fan of all things Industrial. Other interviews include NIN biographer Tommy Udo, Jon Weiderhorn from Revolver Magazine, Eric Powell, Alan Cross, Carl Sundberg, and much more. Extras include: Extended Interviews, a nice feature called "The Genesis of Industrial" - GPO on his personal roots, Digital Contributor Biographies, and more.



The thing that did not seal the deal for me while watching this DVD, apart from a few sparse clips here and there, was that Trent Reznor is not an official part in this DVD presentation. There is no formal interview or involvement from him that would help put everything into perspective. What's even more interesting - flip the DVD over and you will read a disclaimer that simply reads "This DVD is not authorized by Trent Reznor?" So what gives here? Perhaps it's the same reason why there is a NIN.com and a 9inchnail.com? Only one is official? So without knowing all the legalities involved it appears as if this DVD may in fact be an attempt by those who were around Trent Reznor to make a little money off this amazing story that for the record, greatly involved him. After all his face is on the front cover, so he must be a huge selling point for this production. The legalities surrounding all this must be a technical land mine. Even though the DVD is quite good, I have to say it just feels like an incomplete experience without any formal involvement from Trent Reznor, which would make this DVD a total grand slam.

Overall this DVD is an impressive video production. It will capture your attention span quite nicely for 90 plus minutes. Its format is clear, concise, and comparable to a professional documentary. The overall narration is professional in nature, the interviews themselves are extremely captivating, but the story itself is to say the least inspirational and breathtaking. What happened to Trent Reznor or Industrial Music for that matter is what legends are made of. It was an amazing event that was not planned or scripted. It was an uprising of sorts that could be choreographed in any way, shape, or form. Nope - I'm afraid it was too out of control for any of that ridiculous nonsense. It was a Musical revolution that took the world by storm, kind of like a violent flood. What was left behind in it's wake was some of the most amazing music to ever come off the assembly line, and for me - nice to be a part of the revolution as well....

★★★★

Cyrus Rhodes - Muzikreviews.com Staff

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