

METAL MACHINE MUSIC - NINE INCH NAILS AND THE INDUSTRIAL UPRISING



The fascinating history of an often overlooked, but vital, contemporary musical form

Available on DVD
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Through MVD Visual

Providing inspiration for the title of this DVD, Lou Reed's 5th solo album split opinion dramatically upon its release in 1975, but while many saw it as a contractual obligation designed to shock the listener, its long term influence has been nothing short of startling.

The likes of Genesis P.Orridge and Throbbing Gristle in London, Cabaret Voltaire in Sheffield however, were concurrently performing a UK brand of what would soon be termed 'industrial', and these seeds collectively not only assisted and influenced the rapid rise of that period's Punk assault, they also moved electronic music into a new era. This new era would run its own course and influence greatly an American drift in the mid-1980s towards a home-grown, danceable variety of electro-industrial rock, with the remarkable Nine Inch Nails at its heart and soul.

This film traces fascinating and reviews the fascinating history of industrial music, via its 1970s origins, through its enormous rise to prominence in America in the late 1980s and throughout the 1990s with NIN as the focal point, to culminate with the current activities of Trent Reznor as he uses marketing and promotional initiatives in a manner just as creative as the music he continues to compose.

FEATURING: Brand new interviews with; Genesis P. Orridge, Nine Inch Nails' Chris Vrenna and Richard Patrick, NIN Biographer and Classic Rock journalist, Tommy Udo, Jon Wiederhorn from Revolver magazine, Chemlab's Jared Louche and many others.

Throw up the METAL here!

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