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## The Art of the Nasty

*Nigel Wingrove, Marc Morris*  
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Nigel Wingrove and Marc Morris

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**Nigel Wingrove, Marc Morris : The Art of the Nasty** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of the Nasty:

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The most comprehensive collection of video nasty and pre-certificate video sleeves ever reproduced in one volume. In the early 1980s video was a new technology that allowed people the freedom to view films in the privacy of their own

homes. It was also a technology forever stigmatised by its association with the video nasty . The Art of the Nasty explains and conveys the media furore, fear and the rush for political legislation that greeted the arrival of uncensored horror films on video in the UK. The hysteria was generated and fuelled as much by the sleeves and marketing as by the films themselves. In fact, many of the biggest critics of the nasties only ever saw the sleeves. Some of the early video sleeves are indeed an unbelievably over-the-top mixture of outrageous graphics and in-your-face visual shock tactics, guaranteed to offend. The nasty sleeves were to sow the seeds of their own destruction. Banned by an Act of Parliament after a frenzied and hysterical press campaign, the video nasty was deemed at the time to be a threat to society as we know it, even being directly implicated as a catalyst for murder. The Art of the Nasty reproduces almost 400 pre-certificate video covers in all their lurid glory. From the ludicrous and extreme imagery of SS Experiment Camp and the gross savagery of Cannibal Holocaust to the powerful and confrontational rape victim used to promote I Spit On Your Grave. The early video distributor was brash and out for profit, using packaging and marketing techniques reminiscent of the '30s pulps ; video s image was the catalyst of its own demise. Provoking reactions of revulsion and disgust in the viewer, these video sleeves were often far more extreme than the films themselves. With over 300 reproductions covering the whole gambit of pre-certificate video sleeves, from the Official 39 nasties which were found obscene by the Director of Public Prosecutions through to sleaze epics like Killer Nun and Confessions of a Lesbos Honey, the Art of the Nasty is an invaluable visual record of a time the mainstream video industry would like to forget.

About the Author Nigel Wingrove is the founder of Salvation Films and the video labels Redemption, Jezebel and Purgatory. Wingrove began his career as a designer and art director before moving into film direction and distribution. He has consistently opposed the censorship of film intended for an adult audience, most notably with his short work Visions of Ecstasy, which has been banned in the UK on the grounds of blasphemy since 1990. FAB Press published Nigel's book Blood Dishonour in 2008. Marc Morris is a renowned expert in the field of exploitation cinema, and has contributed to numerous specialist publications. Morris also runs DVD label Nucleus Films and the website The Cult Movie Forum. He is also the co-host of the lively video nasty internet resource, the Pre-Certification Video website. FAB Press collaborated with Marc to publish the now sold-out video nasty book Shock! Horror! in 2005.