

= Industrial metal =

Industrial metal is a musical genre that draws from industrial dance music , thrash metal and hardcore punk , using repeating metal guitar riffs , sampling , synthesizer or sequencer lines , and distorted vocals . Founding industrial metal acts include Ministry , Godflesh , and KMFDM .

Industrial metal developed in the late 1980s , as industrial and heavy metal began to fuse into a common genre . In the early years of the 21st century , groups from the black metal scene began to incorporate elements of industrial music . Industrial metal did well in the early 1990s , particularly in North America , with the success of groups such as Nine Inch Nails . The industrial metal movement began to fade in the latter half of the 1990s .

= = History = =

= = = Early innovators = = =

Though electric guitars had been used by industrial artists since the early days of the genre , archetypal industrial groups such as Throbbing Gristle displayed a strong anti @-@ rock stance . British post @-@ punk band Killing Joke pioneered the crossing over between styles , and was an influence on major industrial metal bands such as Ministry , Godflesh , and Nine Inch Nails . Another pioneer industrial rock group , Big Black , also impacted some later groups .

By the late 1980s industrial and heavy metal began to fuse into a common genre , with Godflesh 's self @-@ titled EP and Ministry 's The Land of Rape and Honey at the forefront . Godflesh was founded by former Napalm Death guitarist Justin Broadrick . Drawing from a wide array of influences ? power electronics forefathers Whitehouse , noise rock band Swans , ambient music creator Brian Eno and fellow Birmingham hard rockers Black Sabbath ? the Godflesh sound was once described as " Pornography @-@ era Cure on Quaaludes " . Though not a top @-@ seller , Godflesh nonetheless became an influential act , their name mentioned by Korn , Metallica , Danzig , Faith No More , and Fear Factory .

Ministry emerged from the scene surrounding Wax Trax ! Records , a Chicago label dedicated to industrial music . Ministry 's initial foray into guitar rock happened during a recording session of The Land of Rape and Honey on Southern Studios , in London . The band 's frontman , the Cuban @-@ born Al Jourgensen , explained this transition :

Jourgensen seemed particularly fond of thrash metal . After the release of Land , he recruited guitarist Mike Scaccia from Texas thrashers Rigor Mortis . On one occasion , Jourgensen told the press that Sepultura was his favorite band . He also expressed the desire to produce a Metallica album . Jourgensen 's interest in dance @-@ oriented electronic music did not entirely fade , however ; he also formed the side @-@ project Revolting Cocks , a more electronic body music @-@ inflected collaboration with Richard 23 of Front 242 .

German band KMFDM was another seminal industrial metal group . Although not a metal fan , KMFDM leader Sascha Konietzko 's " infatuation with ripping off metal licks " stemmed from his experiments with E @-@ mu 's Emax sampler in late 1986 . He told Guitar World that ,

A Swiss trio , The Young Gods , brushed with the style on their second album , L 'Eau Rouge (1989) . Prior to its release , singer Franz Treichler declared :

Pigface , formed by Martin Atkins and including Ministry drummer Bill Rieflin , emerged as an industrial metal collective of sorts , participating with many figures from the noise rock and industrial worlds . Nine Inch Nails , the " one @-@ man @-@ band " formed by Trent Reznor , brought the genre to mainstream audiences with albums such as the Grammy @-@ winning Broken and the best @-@ selling The Downward Spiral , accompanied by their groundbreaking performance at Woodstock ' 94 . The rivethead subculture also developed at this time , along with the so @-@ called " coldwave " subgenre , which encompassed Chemlab , 16 Volt , and Acumen Nation . Some electro @-@ industrial groups adopted industrial metal techniques in this period , including Skinny Puppy (on the Jourgensen @-@ produced Rabies) , and Front Line Assembly .

British band Pitchshifter , formed in 1989 by brothers Jon and Mark Clayden , also started as an industrial metal band . The band later included elements of drum and bass . Frontman JS mentions

== Industrial thrash and death metal ==

Industrial metal 's popularity led a number of successful thrash metal groups , including Megadeth , Sepultura , and Anthrax , to request remixes by " industrial " artists . Some musicians emerging from the death metal scene , such as Fear Factory , Nailbomb , and Meathook Seed , also began to experiment with industrial . Fear Factory , from Los Angeles , were initially influenced by the Earache roster (namely Godflesh , Napalm Death and Bolt Thrower) . The German band Oomph ! after their debut album Sperm started to play Industrial metal combined with elements of death metal and groove metal until the album Plastik . Sepultura singer Max Cavalera 's Nailbomb , a collaboration with Alex Newport , also practiced a combination of extreme metal and industrial production techniques . A lesser @-@ known example of industrial death metal is Meathook Seed , made up of members of Napalm Death and the Florida death metal group Obituary . An industrial music fan , Obituary guitarist Trevor Peres suggested drum machines for The End Complete , Obituary 's most successful album . The other band members ' refusal led him to form Meathook Seed .

== Industrial black metal ==

In the early years of the 21st century , groups from the black metal scene began to incorporate elements of industrial music . Mysticum , formed in 1991 , was the first of these groups . DHG (Dødheimsgard) , Thorns from Norway and Blut Aus Nord , a French black metal group , have been acclaimed for their incorporation of industrial elements . Other industrial black metal musicians include Samael , The Axis of Perdition , Aborym , and ... And Oceans . In addition , The Kovenant , Mortiis and Ulver emerged from the Norwegian black metal scene , but later chose to experiment with industrial music .

== Commercial rise ==

Industrial metal blossomed in the early 1990s , particularly in North America , where it would eventually sell close to 35 million units . It first became a commercial force in 1992 when Nine Inch Nails ' Broken and Ministry 's Psalm 69 went platinum in America , though the latter took three years to reach that status . Both groups were nominated for the Best Metal Performance in the 1992 Grammy Awards , with Nine Inch Nails winning . Two years later , Nine Inch Nails released The Downward Spiral , which debuted at No. 2 , and would eventually go quadruple @-@ platinum . This record is considered by Allmusic as " one of the bleakest multi @-@ platinum albums ever . "

Overall , popular heavy rock music has changed to become more " industrialized " . This robbed the industrial hardcore movement of any hopes of establishing a new identity of its own . The style is dead (or at least dying) ; the elements of the style continue on in new musical settings .

? David A. Locher , Professor of Sociology , Missouri State University , 1998

Following Nine Inch Nails ' success , Marilyn Manson , led by a protégé of Reznor 's , came to prominence . The group 's live performance and its transgressive appeal was often more commented on than their music .

Industrial metal reached its commercial zenith in the latter half of the 1990s ? according to the RIAA databases , its top @-@ selling artists sold around 17 @. @ 5 million units combined . Records by major industrial metal artists routinely debuted on the top spots of the Billboard 200 chart : Fear Factory 's Obsolete (No. 1) , Rob Zombie 's Hellbilly Deluxe (No. 5) , Marilyn Manson 's Antichrist Superstar (No. 3) , and Nine Inch Nails ' The Fragile (No. 1) . A number of industrial metal albums performed well on Billboard 's Heatseekers chart : Filter 's Short Bus (No. 3) , Stabbing Westward 's Wither Blister Burn + Peel (No. 1) , Rammstein 's Sehnsucht (No. 2) , Orgy 's Candyass (No. 1) , and Static @-@ X 's Wisconsin Death Trip (No. 1) .

During this era , Trent Reznor was chosen by Time as one of the most influential Americans of 1997 . Its popularity was such that established glam metal groups , including Guns N ' Roses and Mötley Crüe , began to dabble in the style . Figures from the hip hop scene also began to seek out collaborations with and remixes from industrial metal musicians .

When industrial metal climbed the charts of the late 1990s , its sudden popularity was met with negative reactions from the early innovators of industrial music . Peter Christopherson told The Wire that he no longer felt any kinship with the industrial scene : " this is not me , this is not what I 'm about " . Lustmord , a prominent early industrial musician , declared that " Ministry just doesn 't interest [him] " and " [he has] no time for all this rock and roll shit they 're doing now . " Skinny Puppy frontman Nivek Ogre dismissed Nine Inch Nails as " cock rock " , but have since patched things up and have even performed on stage together .

Industrial metal suffered a critical backlash at the turn of the millennium . In an April 2000 review for the Chicago Sun Times , Jim DeRogatis dismissed Nine Inch Nails ' new music as a " generic brand of industrial thrash " and accused Ministry of repeating an act that " was old by 1992 " . Although The Fragile reached the top spot of the Billboard 200 and went on to earn double platinum status , DeRogatis considered it a " flop " nonetheless . Around this time , veteran industrial metal artists (Ministry , Godflesh , and White Zombie) began to repudiate the industrial label . Sales remained high throughout 2000 ? 2005 ; at least 10 million records were sold during that time frame . Many groups began to take influence from hip hop and electronic music , in addition to industrial metal . As a result , acts like Powerman 5000 are often described as industrial metal as well as nu metal .

= = Film and video = =

Several industrial metal groups have produced eye @-@ catching videos . These include Godflesh 's collaboration with Andres Serrano , Aidan Hughes 's graphics for KMFDM , Nine Inch Nails ' work with Mark Romanek , Rob Zombie 's visual work for White Zombie (for which he received the MTV Video Music Award for Best Hard Rock Video) , and Marilyn Manson 's output with Richard Kern and Floria Sigismondi . NIN later collaborated with Bill Viola for live accompaniment . Trent Reznor also produced the soundtracks for the films Natural Born Killers and Lost Highway , and served as " musical consultant " for Man on Fire . Rob Zombie has directed three films . As of 2009 , Marilyn Manson is in the process of directing Phantasmagoria : The Visions of Lewis Carroll . Other films that have included prominent contributions from industrial metal artists include The Crow , Johnny Mnemonic , Spawn , The Matrix , and A.I. Artificial Intelligence .

= = Controversy = =

Its emphasis on transgressive themes has made a few industrial metal groups vulnerable to attack from American social conservatives . For example , Sen. Bob Dole , then head of the Republican Party , sharply criticized Time Warner after a meeting between Michael J. Fuchs (head of the Warner Music Group) , William Bennett , and C. Delores Tucker , at which Tucker and Bennett demanded that Fuchs read lyrics from NIN 's " Big Man with a Gun " . A year later , Bennett , Tucker , and Joseph Lieberman launched a similar campaign against MCA Records for their distribution of Marilyn Manson 's music . Many of his concerts were cancelled by authorities after this uproar . In addition , Dennis Cooper cited Ministry 's video for " Just One Fix " , which featured footage of William S. Burroughs , as an early example of heroin chic . Some initial reports claimed that Columbine High School shooters Eric Harris and Dylan Klebold were Marilyn Manson fans . In fact , they preferred KMFDM and Rammstein . Asa Coon , another school shooter , was a Manson fan . Manson , a former journalist , published a detailed response to the controversy following the Columbine shootings in an article published in Rolling Stone . It concluded :

Sascha Konietzko reported that KMFDM was " sick and appalled " by the shootings , issuing a statement the following day saying :

Rammstein stated that they " have no lyrical content or political beliefs that could have possibly influenced such behavior . " Rammstein have also been controversial for their use of Nazi imagery ,

including footage shot by Leni Riefenstahl for Olympia in their video for " Stripped " . Alec Empire , a German digital hardcore musician , declared that " [Rammstein is] successful for all the wrong reasons . I think they 're not a fascist band at all , but I think in Germany there 's a lot of misunderstanding and that 's why they sell records and I think that 's dangerous . " In response to the controversy , Rammstein stated that " We are not Nazis , Neo @-@ Nazis , or any other kind of Nazi . We are against racism , bigotry or any other type of discrimination . "