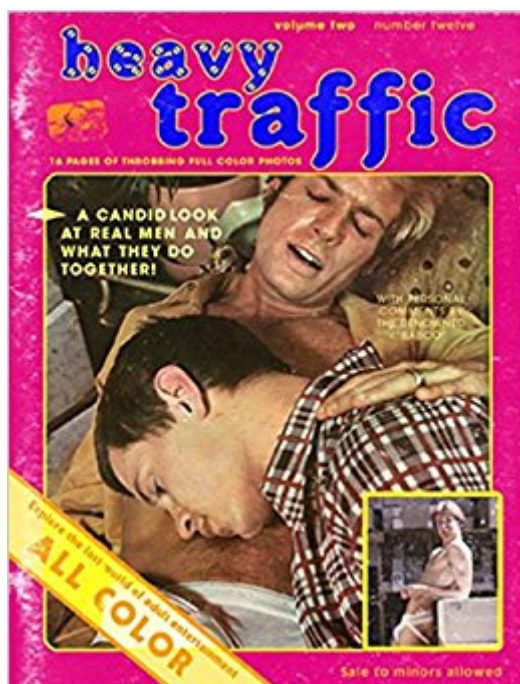


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# Heavy Traffic



## Synopsis

Long before videos conquered the market, magazines were the medium for gay porn. Most of them were self-published - quick and on the quiet. The cover designs were manifold: bracing on the one hand, daring on the other hand, but always entertaining. Showing not only the preferences and fads of the respective time, they also give an insight of the visual habits regarding form and design. Heavy Traffic presents the funniest, wittiest and oddest porn covers of this era and takes us on a journey to the early years of gay erotic; a trip that insightfully illustrates the changes that our sexuality has undergone during the last decades. This selection of porn covers from the 60s, 70s and 80s is a true treasure and will not only amaze vintage fans.

## Book Information

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## Customer Reviews

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Really enjoyed! Great trip down memory lane or a history for any gay man.

I used to have a stash of magazines like this that I kept under my mattress. When I went away for college, I got careless, and left the whole load of them, which had by this time grown to a stack about 2 feet high, at the foot of my bed wedged between a couch and the two walls adjacent to the bed and couch. My sister, being the snoop that she was, found them whilst going thru big brother's things one day. Sibling rivalry got the best of her at some point and she told Mom about them one day when she was dispatched to retrieve something in the vicinity in my room. Our Mom, being a hardcore JW, burned the whole Salem's Lot of them in a big barrel in the back yard of our house, in an effort to exorcise the demons that she felt inhabited them. This was how she ended up finding out I was gay--in eye popping, full color detail. Ah, memories...This is a sturdy, studly collection of hot pictures triggering vivid memories that flood back as I remember many of these images, exactly, well maybe with the exception of all the pages that were stuck together, as they were. If you have a similar story and wish to revisit a time before life became all too serious in the early 80's, this collection will surely -ahem- pique your interest. Just don't go pitching a tent under the covers. (\*;

This book brings a lot with it, it's funny, fun, strange, might turn you on a few times. I bought this because it had been floating on my wish list for a few years and strangely enough my grandmother had yet to purchase it for me for Christmas, I noticed one day it was on sale for a very low price and figured "what the hell... why not". It's mostly pictures, covers of magazines, films, ads that could be found within older gay pornos. It brought me back to stealing these magazines in middle school and high school (sorry!). It's a fun book and a really good conversation piece for your coffee table.

I have to confess: I was simply blown away by the wealth of these incredibly beautiful vintage porn covers. They are a designer's dream, at least for anyone who loves retro and the Seventies (those colours and letter types and those outfits - not to mention the interiors!) It seems the magazines whose covers are shown in this book have slumbered in the archive of the Schwule Museum Berlin, where they stayed unnoticed for decades. How wonderful that someone finally dug them up and presented the highlights of the collection in this very attractively put together book. As I said: a vintage dream. Very interesting, also, the two introductory articles on how the book came about and Fred Bissonnes' recollections of the early porn years and the role he played back then as a photographer. In short: a must have for design AND porn fans! (I wish porn books today had colours and designs like this.)

HEAVY TRAFFIC: PORN COVERS is far more than a collection of covers for magazines, periodicals, books and film jackets - though it is most assuredly one of the finest collections of such materials yet published in full color and on well designed pages. This book is an important sociologic study of the chronological development of the progress of gender studies since the early 1960's to the 1980s. In an excellent introduction - Gay History: In Detail, In Color, and in the Flesh - written by Dr. Kevin Clarke, author of the book 'Porn: From Warhol to X-Tube', curator and current editor-in-chief of Manner magazine, we learn about the progress from 'suggestive covers' in the years of censorship, through the post Stonewall new gay identity, through the present and how Clarke sees this collection, gathered from the Schwule Museum in Berlin and other sources, as a solid path to understanding the development of gay literature. This quality of scholarship is continued in the article 'From Romance to Raw' written by Dennis Forbes/Fred Bissonnes further detailing the significance of photography and design in providing the gay public with increasingly more unfettered advertising of the contents of the magazines such as Advocate Men, Blue Boy, Adonis, Physique, Arena, Falcon File, Playguy, Hustler, etc. Lest the reader think that the contents of this book contain only raw seductive imagery, rest assured that there is considerable humor and parody and some fascinating bits of information included. For example, there is a multipage spread on a magazine that sells sex related toys, many of which are hilarious. It is also very entertaining to see the types of models through the years covered by this book - from the early 'beefcake poses' through the varying hairstyles and swimsuits (when present!) styles to the more raw and flagrant covers. Reading and looking through this book is as fine a survey of the emergence of gay visibility as has been published. Editor Stephan Niederwieser and his staff at Bruno Gmünder Verlag are to be commended not only for an entertaining book but also for adding to the recorded history of this important study of art representation of a movement. Grady Harp, December 11

very cool book of vintage gay porn merchandise....it was an era when men actually looked like men.

This book features photos of gay porn magazine covers throughout the years. Some are more coy/innocent in nature where no genitalia or bare-ass photos on the cover. Other magazine covers are more daring by featuring full frontal nudity or a bare buns. Still others are explicit in nature with sexual acts blatantly presented. There are variety ages and types of men presented.

Great covers illustrating the artistry of the male marketing in the past.

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