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# Caligula and the Fight for Artistic Freedom: The Making, Marketing and Impact of the Bob Guccione Film

By William Hawes



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Incest, explicit violence, homosexual rape--all presented in graphic clarity for general movie audiences. The fight for artistic freedom in Hollywood movies reached a boiling point when Bob Guccione combined traditional and adult filmmaking values in 1979's controversial *Caligula*. Guccione, the publisher of *Penthouse*, was passionate about taking his First Amendment battles out of the bedroom and into the courtroom.

Through his determination and four-year legal battle, the film was distributed worldwide and now celebrates its 40th anniversary while achieving cult status. This is the story of the making of the film, its distribution, and its social and cultural impact.



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#### Review

"well-documented"--*The Daily Cougar*; "one of the few books to deal seriously with the genre of pornographic film"--*Video Watchdog*.

#### About the Author

**William Hawes** is a professor at the Jack J. Valenti School of Communication, University of Houston. He has extensive experience in producing, managing and teaching in the fields of radio, film and television, and has written two books on television performing.

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