

ГЛУХОЗА



THE GOLDEN ERA
2002-2006

WHO IS GLUKOZA?

ГЛҮКОЗА * ГЛҮК'ОЗА * GLUKOZA

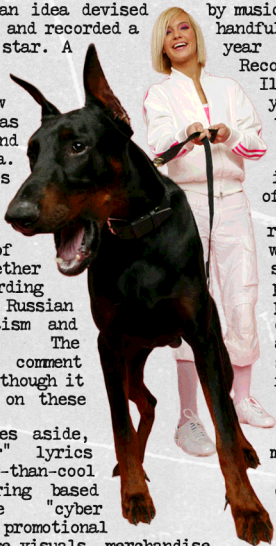
Glukoza is a difficult concept to explain; it is an idea which transcends reality and occupies several forms. She is a mythological figure of sorts, born in the ether of cyberspace, obscured by stage fog and lasers. She is a quintessentially-Russian invention: a vision which owes its success to calculated marketing, ruthless management, and sheer artistic brilliance.

Glukoza began as an idea devised by music producer Maxim Fadeev. In 2001, he'd written and recorded a handful of songs intended for use by a virtual pop star. A year later, Fadeev's record label (Monolit Records) signed a young actress named Ilyinichna Ionova, whom he had met a few years prior on a movie set. Natalia served as the physical representation for the virtual Glukoza. She also re-recorded vocals on Fadeev's initial demos for the band's first official release, "Nostra."

Natalia initially recorded two albums with/as Glukoza, both of which Maxim Fadeev wrote and produced. Whether she actually participated in the recording process became something of an urban myth in Russian popular culture, likely due to Fadeev's egotism and clear disregard for Ionova's talent. The answer is still hotly debated in the comment sections of YouTube videos and VK threads, although it is apparent that Natalia's voice is present on these records.

Conspiracy theories aside, Glukoza's cooler-than-cool "girl power" lyrics and cartoonish rendering based on Natalia's real-life appearance. The "cyber" of the album's promotional music videos, stage visuals, merchandise, and even made an interview appearance on MTV Russia.

No one would know of Natalia's participation in the project until after the release of Nostra. However, the two became synonymous once the band began performing live and appearing on national television. Natalia captured the hearts and wallets of Russia's youth and, within a few years, rocketed the group to fame atop two platinum-status records and a relentless touring schedule. She departed from the label in 2007 to pursue a solo career.



DISCLAIMER

Despite this zine's focus on Glukoza's early aesthetics and Maxim Fadeev's role in developing them, I think it's important to note:

The truths and lies surrounding Glukoza are many, but I can safely say that Maxim Fadeev was an abusive manager and an extreme control freak, in addition to being a bootlicking bigot. He hired an FSB agent (the rebranded KGB) to accompany teenage Natalia everywhere she went to keep her from "breaking down" on tour. He refuses to credit Ionova for her talent. He has repeatedly (and publicly) criticized her appearance, her family, and her creative team.

In 2023, Fadeev manipulated copyright law attempting to extort royalty money related to the Glukoza trademark. This was despite Glukoza already having paid him \$600,000 USD for perpetual usage rights in 2007. Additionally, in this same year, he revoked her rights to use the Glukoza name and falsely reported her to the police for drug use. He cited his reason for doing so was because of her opposition to the war in Ukraine, as well as her attendance of a party which the Kremlin stated had, "spread LGBT propaganda."



If you didn't know, the Russian government is extremely conservative, anti-LGBTQ, and anti-drug. Being openly gay in Russia is akin to social suicide at best, and may have you labeled as an enemy of the state at worst. So don't get it twisted: **Maxim Fadeev fucking sucks.** He's an oligarch and comrade of Putin's. And honestly? He's likely just a closeted gay man who hates women. Ironical, since the Glukoza idea seems so queer-coded and campy.

- Salty :)



THE CHARACTERS



The 3D Glukoza was designed by Mukha Animation Studio. She sports various outfits across the group's music videos, merchandise, and promotional artwork. The group's musicians also had their own Gorillaz-style virtual counterparts.

Each character pictured above represents (from left-to-right) real-life Glukoza band members: Denis Viskunov (Guitars), Anton Lymaryov (Bass), Duke (Dog), Natalia Ionova (Vocals), Artyom Semenov (Guitars), Kirill Savichev (Drums), and Vladimir "Kitten" Gorovenko (Keyboards).

FUN FACTS

- ★ Glukoza is often accompanied by a Doberman dog named Duke, based on Natalia's real-life dogs at the time: Дюк-Дюшер (Duke-Dufer) and Дюк-ДеГлюк (Duke De Gluck)
- ★ Glukoza's marketing materials refer to the fanbase as the Russian equivalent of "Glucomaniacs" when translated to English.
- ★ Glukoza's website officially came online on January 1st, 2004.
- ★ Glukoza Nostra is a play on words for, "Cosa Nostra," which is the Italian name for the Sicilian Mafia.
- ★ On the day of its release, Glukoza's debut album sold 300,000 copies in Moscow alone.





GLUKOZA PRODUCTS OF THIS ERA INCLUDED:

- ★ T-Shirts & Other Clothing
- ★ Computer & Mobile Games (Discussed on Pg. 5)
- ★ Glukoza "MyScene" Doll Collection
- ★ Collaboration with youth clothing brand, "Motivi."
- ★ Graphic Novels & Comics
- ★ Stationery (Stickers, Bookmarks, Notebooks, Etc.)
- ★ Trading Cards & Playing Cards
- ★ Calendars & Posters
- ★ Ice Cream
- ★ Perfume Line
- ★ Action Figures
- ★ Fake Currency
- ★ Keychains

GLUKOZA IS FOUND
ON MANY RUSSIAN
TEEN MAGAZINE
COVERS!



THE GAMES

PC CD-ROM



Глюк'Oza & Doberman
SEPTEMBER 2003

This point-and-click Flash game was first released in Russian Internet cafes to promote the "Gluk'Oza Nostra" tour dates. High scorers in each city received free tickets. It was re-released on the "Glukoza Multimedia Encyclopedia" CD-ROM in Spring 2005.



Глюк'Oza. Action!
JULY 27, 2007

This top-down shooter stars Glukoza and her bandmates as they face off against Nazi pigs, Yakuza vampires, and aliens. This game has terrible reviews, and I can verify that it sucks, but the art is pretty cool. It was published by Game Factory Interactive (GFI) Russia.



Глюк'Oza: Зубастая ферма
OCTOBER 11, 2007

This Warcraft-esque real-time strategy game stars Glukoza and pits her against a faction of Nazi pigs. You can still play this game on a modern PC; it's available on Steam. The English title is, "Jagged Farm: Birth of a Hero." It was also published by GFI Russia.

THE ALBUMS



МОСКВА

RELEASE DATE
2005.06.09
UNIT SALES
1 MILLION COPIES



**ГЛЮК'OZA
NOSTRA**

RELEASE DATE
2003.05.27
UNIT SALES
1.4 MILLION COPIES

ГЛЮК'OZA



BEST MUSIC VIDEO "GLUKOZA NOSTRA"



In this video, Glukoza and her virtual bandmates go out for a cruise in the city at night.. but very quickly things get hairy. The group encounters a monster who kidnaps one of them. To retrieve their friend, Glukoza and her gang must infiltrate the monsters' lair (hidden in a parking garage), guns blazing the whole way.

The video's animation is awesome: it's filled with explosions, carnage, and fight scene homages to the Matrix and Lord of the Rings. I won't spoil the twist ending, in hopes that you'll give it a watch.

BEST SONGS

ВОКЗАЛ

(Railway Station)

СНЕГ ИДЁТ

(It's Snowing)

АСТА ЛА ВИСТА

(Hasta la Vista)

К ЧЁРТУ

(To Hell With It)

ШУГА

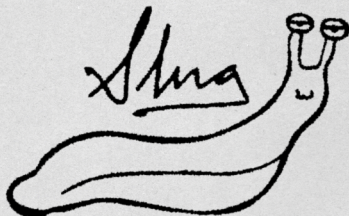
(Sludge)

For a full playlist of Glukoza's bangers, search for my Spotify playlist, "Glukoza for the Glucose Girls <3"!

(Made With Love by Salty P. Slug)

**BEST
OUTFIT**





A "SALTY P. SLUG" JOINT
FOR HOUDINI MAGAZINE
A.D. 2025



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