

INDICATIVE PRESS RELEASE / ANNOUNCING PRIMALORE V by MARK REEVE & DR ADOLF STEG / 18 MARCH 2026

PRIMALORE FIVE or A DOG RETURNS TO ITS OWN VOMIT

It is October 2025 and I see the neo-psychedelic perverts Mark “Spaceman” Reeve and Adolf “Nutcase” Steg are up to their old tricks again. I believe they have come off their mental medication for a couple of weeks in advance of producing this bizarre sidelong statement piece. They may as well call it the “preparation of the ground for the propagation of the abomination”. 40 copies? Sounds overambitious to me...

SHORT PROMOTIONAL ADVERT

Enter the fractured, fever-bright world of Primalore V, a razor-edged collision of surrealism, satire and cultural chaos. From the ‘minds’ of Mark Reeve and Dr Adolf Steg comes a delirious, genre-breaking plunge into the subconscious of the modern age. Bold, unsettling and ‘darkly hilarious’, Primalore V is outsider art/literature at its most fearless. Limited edition. Maximum impact. Not for the faint-hearted but unforgettable for the brave. Discover the strangest book you’ll read this year.

HANDOUT FOR IMMEDIATE DISSEMINATION

Not On Your Nelly Productions is pleased to announce the publication of Primalore V: a bold descent into surrealism, cultural chaos and radical transgression. United Kingdom, 2025. The newest collaborative work by Mark Reeve and Dr Adolf Steg, two artists known for their uncompromising approach to experimental literature and visual culture. A fusion of outsider art, cultural commentary and hallucinatory storytelling, Primalore V pushes beyond the boundaries of traditional narrative. This fifth instalment in the Primalore series plunges readers into a disorienting psychic landscape of up-in-down dissonance where satire, paranoia and dream logic collide. Blending fragmented monologues, esoteric symbolism and sharp-edged humour, the work explores themes of identity, alienation, technological anxiety and the hidden machinery beneath contemporary life.

Presented as a limited-edition release of only 40 professionally printed copies, Primalore V embodies the DIY ethos of the artists behind it. The book’s dense collaged style calls upon decades of underground cultural influence—punk aesthetics, experimental zines, conspiracy-tinged memoir and surreal metafiction—distilling them into a singular, immersive experience. “This is not simply a book,” the

publishers note. "It's a delirious dive into the cultural subconscious: provocative, unsettling and darkly humorous. Primalore V invites readers to step into a world where meaning fractures, reality spirals and art becomes an act of rebellion." Primalore V is now available for purchase from the two creators directly, in a strictly limited print run of 40, ensuring each copy is a highly collectible artefact of contemporary liminal strangeness.

PUBLISHER-STYLE BLURB

A delirious collision of dark satire, cultural detritus and unruly imagination, Primalore V drags the reader headfirst into a world teetering on the brink of psychic overload. In this genre-defying work, Mark Reeve and Dr Adolf Steg channel the voice of a narrator spiralling through conspiracy-laced memories, surreal visions and razor-sharp cultural critique. The result is a hallucinatory journey through the fractured landscapes of modern life where technology blurs with myth, institutions mutate into shadow systems and the boundaries between paranoia and prophecy disintegrate. By turns biting, absurd, philosophical and unsettlingly funny, Primalore V is a punk-spirited assault on complacency and conformity. It revels in chaos, challenges perception and invites readers to navigate the unstable terrain between inner turmoil and societal collapse. For readers drawn to transgressive literature, avant-garde experimentation and the thrilling edge where satire meets the surreal, Primalore V stands as a bold, uncompromising work of outsider artistry.

SYNOPSIS

Primalore V is a surreal, anarchic descent into a fractured consciousness. Told through a torrent of monologues, cultural fragments, paranoid recollections and absurd meditations, the work reads like the inner notebook of someone standing at the crossroads of cultural collapse, personal alienation and metaphysical crisis. Rather than following a traditional plot, the book unfolds as a collage of feverish thoughts. The unnamed narrator—part cultural critic, part conspiracy prophet, part self-described misfit—guides the reader through a world where technology, media overload and social decay blur the boundaries between reality and imagination.

Everyday objects become sinister symbols, institutions morph into shadowy forces and memories bleed into hallucinations. Across this shifting landscape, the narrator grapples with themes of identity, power and meaning in a society they perceive as broken. Their voice ricochets between dark humour, philosophical reflection, cultural satire and apocalyptic vision. Pop-culture references, historical fragments and outlandish anecdotes weave together into an intentionally overwhelming tapestry

that mirrors the modern experience of information overload. What emerges is not a linear story but a psychological and cultural X-ray: a portrait of a mind pushed to its limits by a world that feels increasingly unreal, or more real than a zero zero toadstool umbrella. Primalore V positions itself as both artwork and provocation: a punk-infused transgressive experiment that uses extremity and absurdity to expose the anxieties, contradictions and other unsettling aspects of contemporary life.

ABSTRACT

Primalore V is an experimental work of surreal, transgressive graphic imagery and prose that rejects conventional taste and narrative form in favour of a deliberately unsane structure. Blending elements of satire, absurdist horror and zonky improvisation, it constructs a disorienting psychological landscape in which coherence, stability and narrative continuity are intentionally undermined. Central to the work is a sustained exploration of alienation in contemporary culture, expressed through themes of technological overreach, bureaucratic entanglement and the perceived collapse of social and institutional order. The text frequently invokes conspiratorial systems, clandestine organisations and hidden structures of power, leaving unresolved whether these forces represent genuine external threats or projections of the narrator's deteriorating psychological state. This ambiguity is reinforced through motifs of dissociation, hallucination and unstable identity, which position the narrator in a constant state of tension between internal fragmentation and external surveillance. Transgression functions as both an aesthetic strategy and a critical device to navigate, or at least enter, a tutelary crepuscular eccentricity.

The work employs grotesque humour, taboo-breaking imagery and bodily distortion to confront cultural norms and challenge expectations surrounding propriety and narrative decorum. These techniques situate the text within a lineage of outsider and punk-inflected artistic traditions. Throughout, Primalore V integrates dense layers of cultural and historical reference—including occult symbolism, fringe beliefs and pop-cultural detritus—to reflect the noise, overload and contradictory signals of the contemporary media environment. Rather than offering linear story progression, the work prioritises experiential immersion, presenting a provocative and destabilising examination of perception, selfhood and modern cultural dislocation.

Seen by some as the “New Progressivism” and by others as a regression to primordial bestiality, Primalore V is a rugged celebration of expression freedom and at its core is without a doubt a volatile peak fertilisation trip which weaves together myriad interconnections to precipitate an alchemical re-evaluation of existence and a passionate mythic elevation to realms beyond.

THE ACTUAL MESSAGE

Primalore V is a much-needed example of top shelf authentic underground activity recorded in 40 nous-substantial pages whose two silver staples may be esoteric antennas for the very capable outré transmissions generated by the uncompromising protagonist pair of Britons behind it all, Mark Reeve and Dr Adolf Steg, disturbed fantasists in whose presence women have been known to spontaneously masturbate. It is a surreal anarchic descent into fractured consciousness, told through the mentalist monologues, fulminatory fragments, paranoid recollections and absurd meditations of an unnamed narrator who skilfully blends cultural critique, occult-conspiracy and self-misfit perspectives.

Primalore V explores themes of identity, alienation, technological anxiety and the hidden machinery of society. It is a night-side-fermented image and text stream-of-consciousness smorgasbord that utilises cut-up, collage, hallucinations and disjointed narratives to mirror the modern information overload of the 24-hour news (psychological warfare) cycle and emphasises chaos, societal collapse and the boundary between reality and imagination, the often disturbing play between objective and subjective, laid bare by the violently bright intellect of the advanced tendency all-caps ranter influenced by the weirder edge of punk, questionable zines, secret symbolism, pop culture, taboo themes, border crossings, unannounced room painting, fringe indulgence, grotesque humour, stunt distortion and meta-aims.

Primalore V currently exists in the guise of a vibrant web of provocative cacophony with its own peculiarly abstract logic, where rebellion morphs into iconoclasm, maybe even apocalypse; focussing on immersion in dissociation with no expectations; steadfastly against the stepped control system from street spectacle to bourgeois bureaucratic entanglement to non-human hidden hand overreach; blurring external threats with psychological states and the horror of total decay. It offers a coded but consummate decontrol experience to the select few wilder-taste connoisseurs who will make up its audience, as apart as the art.

THE SERIOUS CARNIVAL IS COMING APART AND SO ARE WE • A COLLISION OF MYSTERIES WHERE FREAKISHNESS IS NO LONGER ODD • SYMBOLS FADE • MEANING CRACKS • SOMETHING HIDES IN THE STATIC • RAW • UNCLASSIFIABLE • DOORWAYS EMBRACED • TWILIGHT ENERGY • STRANGE MAGICK • SURPASSING THE ELITE • DARE TO STEP INTO THE FRACTURE • NOTHING RETURNS INTACT.

Available from Mark Reeve: www.markreeve.com/retail/retail_page.html#primalore5
or Dr Adolf Steg: www.batcow.co.uk/steg/contact.htm