



BEFORE



of *Splosh* sold 500 copies, and now his videos are available on the high street. He was told that if a fetish video sold 2,000 copies it was doing well, but his have sold over 30,000 in total. In addition, Bill runs around 150 one-to-one splashing sessions every year, and hosts a website, [www.splosh.co.uk](http://www.splosh.co.uk), that attracts thousands of visitors a month.

The splosh scene has its own trademark faces: Decadent Doll (who was to join me in my splosh experience), Clown Julie, Mouse (also known for

being able to squirt litres of water out of her orifices), Louise L'Amour and ex-glamour model Gill Sampson. It also has more famous fans – camp film-maker John Waters' latest release *A Dirty Shame* features a splashing scene, and, more surprisingly (perhaps), Geri Halliwell who,

pre-Spice Girls, wrote to Bill to ask if she could feature in one of his videos. At the time they were overrun with models and Geri's CV didn't blow him away, but he found the letter years later, complete

with her model card, and now has them framed in his office.

So what's the appeal? Bill explained to me that it's mostly about having a laugh, harking back to the tradition of slapstick comedy such as Laurel and Hardy. And there's an element of pleasure in desecrating a woman wearing a smart suit or immaculate outfit. An average session will see between ten and thirty pies being thrown, and a bath full of custard requires an entire pallet of the stuff.

Having been fully briefed on what to expect, I could delay my pie-ing no longer. I changed into my PVC dress (you can wear anything you want to splosh, but fetish gear is common and nudity very rare) and was introduced to the lovely and very friendly Decadent Doll and a table of sweet treats, including eight cartons of custard, four tins of rice pudding, two huge bowls of cake mix, a catering-sized tub of cherry



the glossy men's mags that featured untouchable women (something he was familiar with as a former Deputy Editor of *Mayfair*) because he liked ladies with a sense of humour, and figured "any woman who's willing to be covered in baked beans must be up for a laugh".

Clearly Bill wasn't the only one who found the idea appealing. The first issue

pie filling, two giant cans of squirty cream, a large bottle of chocolate sauce and ten ready-made pies. I was then seated in an inflatable rubber chair resting on a plastic under-sheet to await my fate.

### LET THE PIE-ING BEGIN

I have to admit to feeling nervous as I sat down, PVC dress spread out around me and Decadent Doll standing behind me with a naughty expression on her face. Bill said that all good splosh sessions start with a pie, and so I found myself being surprised with a cream, custard and chocolate sauce combination pushed into my face. It wasn't as cold or shocking as I'd expected, but it was a bit gross when the custard went up my nose and I had to elegantly snot it out so that I could breathe. That said, it was innately funny, and from



AFTER

**"Her revenge was maple syrup over my head and a pie on my bum – so I pied her boobs"**

the moment it hit me I was laughing.

One downside was that my eyes were covered in goo (who'd have thought custard could sting so much?) so I wiped them clean just in time to get a double pie-ing – one on each side of my face, which stuck to my hair and made me look like Princess Leia. This was rapidly followed by custard. Dolly opened a carton and poured it over my hair and face and, when Bill told me to keep my head up for the camera, I couldn't help giggling some more.

### SWEET REVENGE

Of course, there was no way that Dolly was going to get away unscathed. I started by scooping up the custard that was coating my dress and throwing it at her, which felt extremely naughty as she was wearing normal clothes. I could definitely see the appeal of desecration. I then struggled my way over to the table of delights (the custard made the plastic under-sheet slippery) and, after making Dolly sit down, gave her a pie in the face followed by a double pie-ing. When I poured a carton of custard over her hair, she decided she'd had enough of being



the victim and made her way to the table, at which point anarchy broke loose. I threw more pies at her, poured maple syrup over her pigtails and flung handfuls of cake-mix

at her. She took revenge by up-ending a bowl of cake-mix over my head, so I pied her hair. Her revenge was maple syrup over my head and a pie on my bum – so I pied her boobs.

### CUSTARD WRESTLING

By now things were getting even more slippery and we had no choice but to sit on the floor to continue flinging food at each other. The PVC of my dress meant I didn't have much traction and soon Dolly and I were pretty much wrestling in custard. In only 25 minutes we'd worked our way through all the goodies on the table and, with some regret, I realised it

was time for the session to end. Dolly and I gave each other a messy hug to show there were no hard feelings and, ever the sweetie, she let me use the shower first.

### GOOD CLEAN FUN?

Getting clean was no mean feat. I lathered up my hair with shampoo three times but still noticed a whiff of sweetness about my person when I was on the train home. The maple syrup in particular seemed to linger, though that could have been because it had been forced up my nose. Although I'd originally thought that splashing was just plain weird, I can now see the appeal. The slipperiness of the food is decidedly sensual and the plain silliness of what you're doing means that you spend the entire session in hysterics.

I walked out buzzing with adrenaline, knowing that I'd recommend splashing to everyone. Then again, maybe I was just having a sugar rush.

**Food of love**  
Like the idea? You can arrange a session at Bill's studio from around £100, including food. He will give guidance on the best ways to use the supplies, and film the session if desired. For more information and to buy videos see [www.splosh.co.uk](http://www.splosh.co.uk) or contact Splosh! PO Box 70, St Leonards on Sea, East Sussex, TN38 1PX

Thanks to Decadent Doll for her help with the session. To find out more about her see [www.myspace.com/decadent\\_doll](http://www.myspace.com/decadent_doll)

# Custard tarts

Emily spends a day playing with her food

Despite being somewhat familiar with the world of kink, it was with a certain apprehension that I took on this month's challenge: a day at Splosh Studios. You see, splosh entails being covered in cream, custard and numerous other messy things – not something that would come top of my list of things to do on a Thursday afternoon.

Although food fights are hardly a new idea – think *Carry On* films, or even classic novel *Tom Jones* – it wasn't until 1989 that the fetish was given a name by none other than Bill Shipton, the man who runs Splosh Studios. Bill launched *Splosh* magazine as an antidote to