



Strange Fruit - The Beatles Apple Records

Chrome Dreams DVD

At long last - a high quality feature length documentary offering an in depth examination of the mix of heady idealism and creative confusion that typified the eventful world of Apple records. To this end Strange Fruit brings to the screen a diverse cast of characters including the effervescent Jackie Lomax, former label manager Tony Bramwell, members of The Iveys, Badfinger and Elephants Memory, David Peel, Brute Force, Beatles biographer Chris Ingham, and writers Mark Paytress and Stefan Granados to tell the story of the Fab Four's adventure in the fast money world of the record business.

From the launching of the Apple brand with the broadcast of The Magical Mystery Tour TV film in December 1967 to the divisive involvement of Alan Klein and the largely unremarkable later years of the label Strange Fruit entertainingly unravels the complete Apple saga across its generous two hours and 40 minutes running time. For all Apple's successes - Mary Hopkin, Badfinger, the later Beatles releases and their debut solo albums, the lasting impression here is of a label sunk by an unworkable A&R policy which not only fell some way short of its avowed goal of operating along the lines of 'western communism' but which also failed to fully exploit the potential of an artist roster that at various points included such diverse talents as Jackie Lomax, Billy Preston, James Taylor and Yoko Ono. And that's to say nothing of missing out on lucrative signings that apparently included Yes, David Bowie, Fleetwood Mac and Crosby Stills & Nash.

- Grahame Bent