



LAST SHOP STANDING: THE RISE, FALL AND REBIRTH OF THE INDEPENDENT RECORD SHOP (DVD) – CONVEXE

60/100

This is an interview filled documentary based on the book by Graham Jones. It takes a look at the rise and rapid fall of independent record stores in the UK. It features around 20 stores whose owners, young and old but mostly old, reminisce about the rise of the vinyl and LP. One of the early stories is of one owner talking about first seeing an advance version of an Elvis album and expecting it to be just 'another' American country singer. The interviews are mostly restricted to store owners and the emphasis is on the role of the physical store in the booming past and its fall in the digital, big business age. Another of the more interesting trivia is store owners recalling how their sales were used to compile sales charts and how those were nudged or manipulated by pushing specific albums. The fall of the independents is mostly attributed to the introduction of the CD - its marketing that included claims of 'unbreakability' - the Napster phenomenon and non-music stores or supermarkets deciding to stock and sell music. The final segment is about a resurgence or revival of sorts, of both vinyl and brick and mortar stores, with the surviving stores adapting to the times, benefiting from new demand, selling not just records but any music related item and using the internet to find new music and promoting themselves.

The main film is 50 minutes long but Last Shop Standing is complemented with over 70 minutes of extras expanding on the same topics with extended interviews with the likes of Johnny Marr, Billy Bragg and others.
- Anna Tergel