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MVD Celebrates Indie Record Stores

By

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Music Video Distributors is releasing a DVD all about love of the old brick and mortar music stores. In fact, the first of the two DVDs we're talking about today is called BRICK AND MORTAR AND LOVE. You know those great little shops crammed with records and CDs and all the new hits – plus all the eclectic stuff you can't find anywhere else. Except for looking it up on the Internet. Which is kinda nice since you can easily track down hard-to-find treasures, but the magic of poking through a store and finding a hidden jewel – well, that's an irreplaceable experience. BRICK AND MORTAR AND LOVE takes a look at the brick and mortar record store and the struggles it faces against the new digital world by taking a look at a particular store, ear X-tacy, run by John Timmons, who figures heavily in the interviews of the DVD. The documentary also talks with other record store owners and even music industry peeps. It's a love affair. MVD is also distributing another documentary along similar lines, LAST SHOP STANDING: THE RISE, FALL AND REBIRTH OF THE INDEPENDENT RECORD SHOP. The moniker of this disc is swiped from Graham Jones' book on this fascinating subject. But this is more than about the disappearance of a couple thousand record stores. This is practically a modern history of music, its changing media and the sales of said music. The indie record shop, as you may or may not know, came into existence around the same time music went crazy in the 60s and continued to flourish with the music underground – 60s and 70s psyche and more, 80s punk and new wave. This isn't just about stores but the people for whom they exist, the music lovers on both sides of the counter. Records, then cassettes, then CDs, music is a force in whatever medium, and LAST SHOP STANDING, covering the aforementioned history, can hardly ignore the shifts from analog to digital. Musicians and music store owners speak up as this documentary explores the question of WHY are record stores disappearing? You may know, but this is worth a look regardless. You might learn something.

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