

METALLIAN

HEAVY METAL IS BETTER THAN MUSIC

BRICK AND MORTAR AND LOVE (DVD) - MVD VISUAL

60/100

This is a limited budget documentary that was partially funded by an Indiegogo crowd funding campaign. It is made by Scott Shuffitt who takes an inside look at the recent years of the X-tacy independent record store in Louisville, USA. After 25 years of selling albums the business is looking not so rosy but it manages to stay open. The tagline of the documentary, Indie Record Stores Are Not Just A Place To Buy A CD, tries to paint a picture of the importance of X-tacy, and other stores like it, to their community. It features interviews with its owner, John Timmons, and others in an attempt to paint a picture of the state of the small record store in America. Musicians, local people and employees are featured trying to do their part in rescuing the store and talk about what has gone wrong with the music and retail industry. The inevitable mini-revival optimistic story becomes a theme with tales of record stores staying afloat, even if barely so. However, this 70-minute film is mostly focusing on the business struggles of X-tacy and while it does offer some insight on the general state of the industry it has a somewhat limited scope. It struggles to be anything more than a singular story of one store with a unique place in its community. - Anna Tergel