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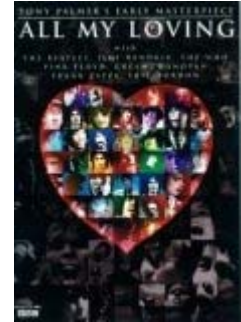
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RELEASE DETAILS

Title: **All My Loving**Release Date: **09/18/2007**Label/Distributor: **MVD Visual**Rating: **NR (Not Rated)**Retail Price: **\$19.95**Genre: **Pop** Cast: **All My Loving**Running Time: **52**DVD Video Options: **Color, DVD-Video, NTSC**DVD Audio Options: **English, Original Language**UPC Code: **604388679607**

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STORY TOOLS



All My Loving

By *Cyril Pearl* -- *Video Business*, 8/27/2007

MVD VISUAL

Street: Sept. 18

Prebook: now

> Respected rock doc maker Tony Palmer's engrossing look at the power of British pop.

"Pop music, the classical music of now," declares Paul McCartney at one point in *All My Loving*, director Tony Palmer's 1967 hour-long film about the British pop music scene, a substantial if lesser-known jewel in the treasure trove of '60s culture docs. Originally broadcast on the BBC, it sets out to instruct the gentry about the effects and influence of the music created by The Beatles, Jimi Hendrix, Cream and others, as well as the international business it quickly spawned. As it's a psychedelic-era piece, Palmer delivers a psychedelic swirl of his own: seldom seen music clips of The Who performing "Mary-Anne With the Shaky Hands" and Hendrix ripping through "Wild Thing" are intercut with newsreel footage of the Vietnam War and concentration camps and commentary from such talking heads as Anthony Burgess, Frank Zappa and Donovan.

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Shelf Talk: Any dedicated stateside fan of the original British invasion would do well to tune in and turn on to *All My Loving*,

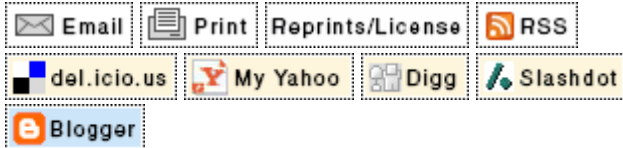
though it's doubtful they'll have heard of this period music doc prior to its arrival in the new releases section. Of course, positioning it alongside other releases that reflect the time—Michael-Lindsay Hogg's *The Rolling Stones Rock'n' Roll Circus* (1996) or Palmer's own *Cream's Farewell Concert* (1969)—wouldn't hurt.

Music documentary, color, NR (mature themes), 52 min., DVD \$19.95

Extras: interview with director

Director: Tony Palmer

First Run: BBC-TV, 1968



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