



PRESS BOOK

VINYLMANIA **33IN45 KICKSTARTER** **CAMPAIGN**

26TH SEPTEMBER – 10TH NOVEMBER 2011

LINK: <http://kck.st/oaRyTc>

Louder Than War / www.louderthanwar.com

‘Vinylmania – When life runs at 33 rpm’ – Film

By Phil Newall on Oct 25, 2011 in Featured, Film and TV

Following Record Store Day back in April 2011, we ran a short piece ‘Vinyl – An Enduring Love Affair’ which featured some of the more interesting examples of vinyl released over the years; these included items such as the Spazz 1” single, The Durutti Column ‘sandpaper’ LP, and the Adolf Hitler 8” picture disc!

As an avid supporter of vinyl LTW was therefore delighted to be contacted by Italian documentary maker Paolo Campana who is in the final stages of producing the film “Vinylmania: When life runs at 33 revolutions per minute”.

A trip into the grooves, ‘Vinylmania’ is a 75 minute feature length documentary about an object that has never lost its soul: the vinyl record. An epic love story, the film is filled with fascinating characters and internationally recognized artists including Philippe Cohen Solal (Gotan Project), Winston Smith (Dead Kennedys, Green Day record sleeve artist), Peter Saville (Factory, Joy Division, New Order record sleeve artist) and DJ Kentaro (2002 DMC World DJ Champion), also included within the bonus material are interviews with the owners of key vinyl record stores such as Rough Trade, and Intoxica (London), and Disk Union (Tokyo).

Devotion, ecstasy, infatuation, agony – all feelings that the director of the film, Paolo Campana, has experienced from childhood and shares with like-minded record collectors, Djs, musicians and artists (the said vinylmaniacs) in the documentary. Set in 11 different cities worldwide, the director sets out on a global road trip to find out what role vinyl records play in the 21st century.

Campana in an effort to make the double DVD ‘Vinylmania’ commercially available has begun a Kickstarter campaign – essentially supporters of the film pledge their financial support, anything from \$1 upwards – once the \$33,000 is raised the film will be finished and those who pledged will receive an appropriate award. The pledges are to be used to cover the costs of; Clearance rights of the music for DVD worldwide release, a voice over artist and studio to mix an English language narration track (currently in Italian by the director himself), creation and editing of the bonus materials, creation of a DVD graphic, case and booklet, a 5.1 surround sound version, and licensing costs. For further details have a look at the promo video and visit the Vinylmania website.

Laughing Squid / www.laughingsquid.com

Vinylmania, A Documentary About Vinyl Records

By EDW Lynch on October 12, 2011

Vinylmania by Paolo Campana is a documentary about vinyl records and their many devotees around the world. Campana is raising funds on Kickstarter to distribute the film internationally. Here's a scene from the film featuring legendary punk art collage artist Winston Smith, who has created album art for the Dead Kennedys and Green Day. A trip into the grooves, Vinylmania is a 75 minute feature length documentary about an object that has never lost its soul: the vinyl record.

An epic love story, the film is filled with fascinating characters and internationally recognized artists including PHILIPPE COHEN SOLAL (Gotan Project), WINSTON SMITH (Dead Kennedys, Green Day record sleeve artist), PETER SAVILLE (Joy Division, New Order record sleeve artist) and DJ KENTARO (2002 DMC World DJ Champion).

Vinyl..mania!

26/10/11 Posted by passEnger in Music Makers, Technology

We at Just Music Makers love everything that is vinyl related.

Paolo Campana, a friend and movie-maker, is finalising his new “opus magnum”, a work dedicated to vinyl records, aptly titled Vinylmania. You can support the realization of the film pledging any amount of money and getting back serious goods like special edition DVDs, private screenings, limited edition 7 and far more!

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Remember, if we don’t reach our funding goal of \$33,000 by 10th November no money changes hands. It’s “all or nothing” so please support us! We did it, and you?

Documentary Vinylmania Delves Deep Into Record Love

By Angela Watercutter October 13, 2011 | 8:41 pm | Categories: movies, music

Even in the age of the MP3, the allure of vinyl remains unabated. The promise of high-fidelity audio, beautiful covers and the ability to look cool while DJing is still a great draw to a lot of people.

That's the idea behind Paolo Campana's film *Vinylmania*, a documentary that takes a long look at people who maintain a deep love of spiral grooves and why they still hold the format dear.

It looks like exactly the kind of thing vinyl purists would love as much as an out-of-print, 180-gram Bobby Womack LP. The only problem is that the film is currently narrated in Italian (by Campana) and doesn't have the song licensing necessary for international distribution.

To spread *Vinylmania* worldwide, Campana has launched a Kickstarter campaign to raise the necessary funds. The "33 in 45 Check out the director's plea above and click on the link to the right if it sounds like music to your ears. (It does to ours.)

See Also:

[Vinyl Gets Sliced, Reassembled in Analog Sampling Technique](#)

[Keep It Vinyl With Old-School Stereo Components](#)

[Vinyl May Be Final Nail in CD's Coffin](#)

Vinylmania, il documentario italiano a 33 giri cerca fortuna negli USA

19/10/2011 Luca Castelli

Diretto da Paolo Campana e consacrato all'amore per il vinile, il film ha aperto una campagna su Kickstarter per raccogliere fondi per la produzione di un dvd.

Gira e rigira, il vinile non si ferma mai. Sacrificato sull'altare del compact disc negli anni '90, il disco nero è risorto clamorosamente in piena rivoluzione digitale: mentre il cd scivola rapidamente verso il regno dell'obsoleto e fasce di pubblico sempre più ampie macinano MP3 sui loro iPod o ascoltano le canzoni su YouTube, il vinile torna alla ribalta. Sia tra i vecchi appassionati che tra i giovani curiosi. Le cifre sono ancora minuscole, una piccola percentuale dell'intero mercato musicale. Ma sono sempre accompagnate dal segno più, ormai più unico che raro nel comparto "fisico" della musica registrata. Oggi nel mondo si vendono più vinili che all'inizio degli anni '90 ed è sempre più comune trovarsi di fronte a progetti come il documentario Vinylmania - When Life Runs at 33 Revolutions per Minute, in cui la passione per 33 e 45 giri diventa protagonista assoluta.

"E' un film di 75 minuti", racconta l'autore Paolo Campana, classe '68, regista di documentari e programmi RAI, nonché "vecchio dj che non ha ancora intenzione di attaccare le cuffie al chiodo". "La storia di una passione che affonda nell'infanzia, quando mia mamma mi svegliava facendomi ascoltare i dischi di Mozart, ma anche uno strano viaggio che - attraverso il microsolco del vinile - tocca diverse città nel mondo".

Prodotto da Edoardo Fracchia (Stefilm), con la collaborazione della rete franco-tedesca ZDF/Artè, Vinylmania incrocia l'esperienza del suo autore con quella di ospiti come Philippe Coen Solal (Gotan Project), DJ Kentaro e celebri "copertinisti" rock come Winston Smith e Peter Saville. Le riprese e la fase di montaggio sono terminate e il film si trova sulla lista d'attesa di alcuni importanti festival internazionali, ma Campana e i produttori non si fermano e sono ora alla ricerca dei finanziamenti per realizzarne un dvd in edizione speciale. Per trovarli hanno deciso di puntare sulla carta Kickstarter.

Sito principe nel settore del crowdfunding (dove è il pubblico a finanziare direttamente progetti creativi), Kickstarter ha una struttura che penalizza parecchio gli artisti extrastatunitensi: se i finanziamenti possono arrivare da chiunque in tutto il mondo, solo chi ha un conto corrente negli USA può lanciare nuovi progetti. Per questo, Campana e Vinylmania si sono appoggiati a Edwin Stepp, amico e co-produttore americano, che si è occupato

direttamente del lancio dell'operazione Kickstarter. L'obiettivo di è raccogliere 33,000 dollari in 45 giorni: una cifra non da poco che, spiega Campana, "serve però a coprire giusto le spese nude della produzione del dvd".

Al momento i sostenitori sono 96, ci sono ancora ventidue giorni di tempo e chi volesse partecipare trova tutte le informazioni necessarie su www.kickstarter.com/projects/edwinstepp/vinylmania-when-life-runs-at-33-revolutions-per-mi.

The Soul of Vinyl

19 Oct | Author Kim Orr

There's nothing more romantic than a vinyl record. There's something magical about that brief crackling noise as the needle finds its place among the grooves and the unadulterated sound that follows. For lovers of oldies but goodies this is the only way to listen. And with records — and of course record players — making a comeback as of late, Vinylmania, a budding documentary film by Italian director Paolo Campana, couldn't be better timed. The trailer alone, makes me want to go dig through the bins at Amoeba to find that perfect mix of soul and sound.

Only problem is, the film needs extra funding to make it to the big screen. So the creators have started a Kickstarter campaign to reach their funding goal of \$33,000 by Nov. 10. At this point, I should mention that a good friend of mine worked on the film, and I'd love nothing more than to see her work make it to the Big Screen. But biases aside, doesn't this project sound just lovely?

If you want to donate to the film (depending on the amount, you could receive a DVD copy of the film, get your name in the credits or even attend the screening in Sweden!) visit <http://kck.st/oaRyTc>

Pulse Radio / www.pulseradio.net

VINYLMANIA: THE FILM

Credits : Writer - J.Reynolds

Vinylmania is a 75 minute documentary film by Paolo Campana which delves into the world of the vinyl record. The film has been shot in 11 major cities around the world including London, Berlin, New York and Tokyo, and features Internationally recognised artists such as Richie Hawtin and Jerome Sydenham.

The film explores the dingiest, dustiest and most hidden-away records shops, and the clubs in which records are still played.

Vinylmania are currently running a campaign aptly named; 33 in 45. The aim is to raise \$33,000 in 45 days in order to bring the music documentary onto a special edition double DVD to distribute worldwide. Check out www.vinylmaniafilm.com for more details.

Pixel Issue / <http://www.pixel-issue.net>

Vinylmania: When life runs at 33 revolutions per minute

07 November, 2011

Paolo Campana is raising funds for VINYLMANIA: when life runs at 33 revolutions per minute on Kickstarter! A trip into the grooves, Vinylmania is a 75 minute feature length documentary about an object that has never lost its soul: the vinyl record.

An epic love story, the film is filled with fascinating characters and internationally recognized artists including PHILIPPE COHEN SOLAL (Gotan Project), WINSTON SMITH (Dead Kennedys, Green Day record sleeve artist), PETER SAVILLE (Joy Division, New Order record sleeve artist) and DJ KENTARO (2002 DMC World DJ Champion).

Devotion, ecstasy, infatuation, agony – all feelings that the director of the film, Paolo Campana, has experienced from childhood and shares with like-minded record collectors, Djs, musicians and artists (the said vinylmaniacs) in the documentary. Set in 11 different cities and 7 countries worldwide, the director sets out on a global road trip to find out what role vinyl records play in the 21st century.

Check it out at www.kickstarter.com

Fund It: Vinylmania, a Music Film at

33 RPM

Posted on October 26, 2011 by MFW

The more digital life gets, the fiercer the devotion of the analog disciple. The latest in a growing skein of music documentary [love letters to stacks of wax](#), and among the most personal, [Vinylmania](#) follows Italian director/DJ Paolo Campana on “a trip into the grooves,” exploring his lifelong romance with records as he goes digging and spinning in New York, San Francisco, Tokyo, London, Paris, and Prague with fellow travelers like world champion DJ Kentaro and famed Dead Kennedys album designer Winston Smith.

Subtitled “When Life Runs at 33 Revolutions Per Minute,” [Vinylmania](#) even feels analog, with a warm, scratchy, retro look – Campana is head over heels in love with vintage LP art, and his visit with Factory Records artist Peter Saville, creator of all those iconic Joy Division and New Order sleeves, is less interview than pilgrimage. T

he movie is set to premiere early next year at the [Goteborg International Film Festival](#); meanwhile the filmmakers are into the final third of their “33 in 45_ [Kickstarter campaign](#), aiming to raise \$33,000 in 45 days toward music clearances, DVD packaging, an English narration track (the current version is narrated by the director in Italian), and other post-production costs.

The deadline is November 10; you can contribute or learn more by clicking the widget below the video (after the jump).

Perchè finanziare Vynilmania su Kickstarter - Suoni e desideri sulla pelle di un vinile

di: Chiara Martines

La Kabbalah afferma che gli uomini sono essenzialmente "desiderio". In un periodo di forte crisi, possono venire fuori delle trovate imperdibili, per certi versi segno dei tempi, per altri significato di come bisogna tirar fuori tutte le risorse che abbiamo per diffondere ciò che ha valore, ciò che è un culto. La campagna di finanziamento di un documentario può rivelarsi complicata ma, quando densa di partecipazione collettiva, rappresenta un segno di come vogliamo impegnarci per diffondere ciò che ci rende umani, le passioni e i desideri per l'appunto.

La chiave di lettura di un percorso come quello di Paolo Campana potrebbe forse essere insita nel culto dei meravigliosi "difetti di fabbrica". Come dire che qualcuno preferisce "il bello" inteso in senso classico e qualcun'altro la particolarità di tratti irregolari o bizzarri. Il suono "sporco" di un vinile ha segnato momenti storici, la permanenza di un suono fissato una volta per tutte si fa beffa della musica a poco prezzo e fatica dei tempi attuali, elogiando la qualità di un suono diverso, più intenso.

La narrazione segue un viaggio che ci porta ad ascoltare la voce di chi è stato e rimane ancora oggi protagonista di una storia della musica incisa sulle minuscole curve di questi oggetti dal fascino portentoso.

La compressione del suono determina una perdita di dati (sonori): un suono compresso avrà una quantità di informazioni minore rispetto a quella trasmessa da un segnale analogico. Questo, probabilmente, lo sapevamo già ma con Vynilmania questo dettaglio, che spesso trascuriamo, diventa motore di entusiasmo e partecipazione. Alla fine del documentario è come se il viaggio lo avessi fatto anche tu, con lui, sommersa dai vinili e avvolta dal magico suono che sempre potranno diffondere. Istruzioni per l'uso (leggere attentamente le avvertenze) su vinylmania.

New Documentary Film Focuses on Vinyl Records. Vinylmania explains why audiophiles choose vinyl records over digital music

PASADENA, Calif., Oct 03, 2011 (BUSINESS WIRE) - When Italian disc jockey Paolo Campana travels, it's no surprise he listens to a lot of music. But how he does it turns the heads of other travelers he encounters. Unlike most of them, he doesn't plug into an iPod with 40,000 songs ready for instant playback. Instead he fishes out a 12-inch vinyl record from a large case, drops it onto a battery-operated turntable, lifts the arm over the record and sets the needle down on a track.

This is all too much trouble for most music fans used to the ease of digital media players. But for Paolo the difference between the sound of vinyl and that of mp3s is like the difference between eating a meal at a five-star restaurant versus fast food. "The sound is so much warmer and more satisfying," he states with conviction. "It's the 'slow food' of the music experience." Paolo is not alone. The Vinyl market has been one of the few bright spots in the music industry in recent years. From 2006 to 2010, vinyl record sales rose over 300% and are still rising. Surprisingly it is young people who have grown up with digital entertainment who are leading this trend.

Writer Owen McCafferty is at work on a book explaining why. "Our generation has grown up in an entirely digital atmosphere. Music for most young people was always so detached and intangible. Vinyl satisfies that void of being so disconnected physically." Owen describes this as the "digital devolution." Paolo's own obsession with vinyl records prompted his 75-minute film, *Vinylmania: When Life Runs at 33 RPMs*. Set in 11 different cities worldwide and filled with fascinating characters, the film documents a global road trip exploring the role of vinyl records in the 21st century. The film airs on European TV later this year, but Paolo has launched a Kickstarter campaign to raise funds to distribute the film to a broader audience on DVD.

"Devotion, ecstasy, infatuation, agony--all the feelings I experienced from childhood, come out through the characters in this film," says Paolo. The film features some key "vinylmaniacs." Among the more well known are Klaus Flouride, bassist for the Dead Kennedys, and Winston Smith, artist for some of the Green Day and Dead Kennedys albums.

‘Vinylmania’ documentary celebrates the love of vinyl records

Posted on 01 November 2011. By Susan Sliwicki

Paolo Campana has had a life-long love affair with vinyl records. His mantra? “Music saves my life, vinyl records save my brain ... ”

So, it’s no surprise that Campana is director of a new feature-length documentary, “Vinylmania,” which celebrates the musical format. Even the film’s Kickstarter campaign, launched to fund a special-edition DVD of the film, pays homage to the format: “33in45.” The campaign wraps up Nov. 10, 2011. To donate to the cause, visit <http://kck.st/oaRyTc>.

“There’s a lot of heart in this film,” Campana said. “Please share in helping it see the light of day on DVD.” The DVD will featured a cover sleeve designed exclusively for the film by Winston Smith (Dead Kennedys, Green Day record sleeve artist), who stars in the film. For more information about “Vinylmania,” visit its Facebook page at <http://www.facebook.com/vinylmania> or check out its Web site at <http://www.vinylmaniafilm.com/>

Interview

Paolo Campana directed the documentary "Vinylmania," which focuses on the love of vinyl records.

Goldmine: What do you do for a living?

Paolo Campana: I’m a filmmaker and a DJ, as well. Over the last couple of years, I’ve spent most of my time working on “Vinylmania,” my first feature-length documentary. It’s been great because I’ve got to mix both my passions, film and music, together! When I DJ I play exotic, lounge and Latin music from the ’50s up until today. I play in all kinds of clubs, bars and parties.

GM: What attracted you to do a documentary about vinyl records?

PC: When I was a child, my mother would wake me up with an old Mozart vinyl. It played every morning. I stood for hours looking at the black surface turn on my mother’s turntable. I would get lost in space. We talk about kids and their imagination, but these records would just take me into another universe. I took pleasure in watching the record spin, fixing my eyes on the microgrooves until they were close to

watering, a habit that still accompanies me today in my adult life. My love of vinyl started to get me thinking about a story for a fiction film involving records. Suddenly, I realized the reality I had in front of me was much more interesting. I was frequently DJ-ing and continually visiting record stores and clubs and there was this moment when it just hit me, “Oh, there you are!” It was a couple of years before Nick Hornby released his novel “High Fidelity.” I wanted to know more about what it was about vinyl records that made it such a cultural phenomenon, so I decided to make a documentary.

GM: What did you learn about vinyl records that surprised you the most during the course of making of “Vinylmania”?

PC: Behind every vinyl record, every cover, every song, every groove, there is always a personal story that can be shared. When I was in Prague, I met people that, at the end of the '60s, were arrested just because they had a Frank Zappa or a Rolling Stones record ... Vinyl records hold a locker of memories. I'd always been aware of my own locker, but, wow, was I blown away by others!

GM: What do you, personally, love most about vinyl records? Why?

PC: The sound? The cover? The shape? Even the smell? I don't know exactly what it is that I love most about vinyl records ... They activate a whole world of senses. Maybe it's the fact that you're looking for a record for years and then you find it, you touch it, you look at it, and it's pure and simple devotion. You can finally taste the music, hear its deep, crackling sound. I think the most important thing with records is that you get to live the absolute physical experience of music.

GM: What annoys you (or what do you wish that you could change) about vinyl records?

PC: How much they cost! That was the hardest thing about filming “Vinylmania.” We filmed in seven different countries, and just when you thought you couldn't spend any more on records, a rare piece would fall into your hands. I'm just joking; the fact that prices can reach hundreds and thousands of dollars for a single record just reiterates how precious they are, and you can't mess with that. The truth is, I wouldn't change a thing. There are problems that come with vinyl; they're heavy and can get scratched relatively easily, but just like with people, you accept them faults and all. Just because they have failings doesn't mean you stop loving them, and, actually, more often than not, their failings become the thing you love most. I probably annoy them as much as they annoy me, if not more.

GM: Where do you weigh in on other formats — CDs, 24-karat gold CDs, cassettes, 8-tracks, MP3s? How do they compare to vinyl?

PC: Depending upon the situation, all formats can be handy. I've got CDs and MP3s, and sometimes I use them precisely because of the situation I find myself in, but that doesn't mean I enjoy it. Digital bothers

me because of the sound. For me, vinyl is absolutely the best format for listening to recorded music. Not a string of ones and zeros, vinyl is pure analog, just like real life. I like cassettes and 8-tracks, but I don't use them, though they are just beautiful objects. 24-karat gold CDs or similar? For my ears, vinyl is still superior.

GM: How long has this documentary been in the making? What has been the best part of working on this "Vinylmania?"

PC: I began to work on this idea more than 10 years ago when nobody talked vinyl. During these years, I wrote and rewrote the project, fighting to find producers interested in it. There was this obscure moment when they would say, "Vinyl records? They are just a nostalgia ... too niche." Finally, five or six years later, vinyl was back in the tabloids because of increased sales, and finally I found money to make my film. The best part of working on "Vinylmania" was definitely during shooting. Having the possibility to fly out of Italy where I live and meet people I'd dreamed of meeting for years was surreal. In Japan, for example, near Tokyo, after years of e-mailing, I finally met the producer of the laser turntable, a 70-year-old quiet and simple man. What emotion! After we finished filming in his lab, we went to drink a couple of beers in a pub, in secret from his wife. It was four in the afternoon, and we didn't even mention records!

GM: What's the first record you ever bought?

PC: With my own pocket money ... I remember the "Video Killed the Radio Star" single by The Buggles. I was 8. I bought my first album when I was 12 ... the "Flash Gordon" original soundtrack by Queen — not really because of the band, but because I really liked soundtracks.

GM: Do you collect records? If so, how big is your collection? What artists/themes dominate it?

PC: I do collect records, but not in a "traditional way." I like originals, but I don't mind if I don't find them. I had approximately 3,500 records, a little wall in my room. For years it was dominated by trip-hop, exotic and lounge music, Latin bossa boogaloo and post-punk and new wave, the music of my generation. The last one dominates again in my collection.

GM: What's your favorite record format (33-1/3, 45, 78) and why?

PC: For a long time I preferred the 33; now I'm rediscovering the 45. They are compact and more practical for gigging. I'm also really surprised about the quantity of good music you can find on 78 and how many people like dee-jaying with them ... maybe it's the future?

GM: If money and availability were not factors, which record would you most want to enjoy in your collection?

PC: A classic one: "The Velvet Underground And Nico" (Andy Warhol) by Velvet Underground, the original press with the banana sticker.

GM: What are your passions/hobbies besides vinyl records?

PC: Concerts, dancing in a club ... cooking for someone else while

listening to a good record with a good glass of wine from Piemonte, Italy, where I'm from.

GM: What records are currently on your want list? How long have you been seeking them?

PC: The first album of the Associates and X-traordinare by Gina X Performance, a German woman who made electronic music in the '80s ... simple things, but hard to find with a good price. I've been looking for them for over two years at the flea markets.

GM: What differences can you detect between music played back on vinyl records (sound "warmer") vs. the same music played via CD or MP3?

PC: Vinyl's sound makes me relaxed. It's a more peaceful experience and definitely warmer than those frosty zeros and ones, no doubt! The digital sound penetrates my ears too much. It's too sharp. The first time I played a CD at home, I got a huge headache. Vinyl is a natural sound, analog that conforms to our analog ears! MP3 is ... no comment. I couldn't use an iPod for more than 10 or 15 minutes ... I prefer listening to the radio ... analog radio!

GM: Do you think vinyl's resurgence is here to stay? Why or why not?

PC: Yes, I think so. I think vinyl is here to stay for many years to come. We need it to. Human beings need it to. Definitely my generation will keep buying vinyl, because it's linked to our memories, but I think today's generation, the young people, the teenagers, will help vinyl stick around more than anyone. After all, they're the ones principally responsible for today's vinyl resurgence. Maybe it's because they want a concrete experience in front of a world that is going dematerialize. Maybe it's because they finally want to be part of the physical experience of music, too! Either way it's today's youth more than anyone who have brought vinyl back into vogue today.

GM: What's your favorite cover art/picture sleeve of all time?

PC: Wow, the toughest question! My favourite record sleeve is... there are too many ... I think Joy Division "Unknown Pleasures" cover design by Peter Saville. For years, the small white and stylized graphic that represents a pulsar death on a black field was a big mystery to me. It really touched. So obscure, introspective... this coldness ... This cover made me really feel the music. I bought the LP at 15 in 1983.

VINYLMANIA: When Life Runs at 33 Revolutions Per Minute

By mabrgordon / 25th October 2011

The powerful, yet welcoming smell of old cardboard, beckoning you; the smooth and illustrious feel of a jacket's sheen, edging you to the point of detonation; the crisp, and proximate sound coming from a turntable as it plays your favorite record like a prophet's sermon on the mount.

This is what vinylphiles, vinylmaniacs, and vinyl collector's love about vinyl records. This travel through time love is unprecedented. After all, does anyone value VHS tapes, Betamax, or laserdiscs to watch their favorite movies? And while the children of the 60s, 70s, and 80s grew up with vinyl, younger collectors today have access to music through mp3s and CDs, yet choose to dig up the past. Why is this?

In an age of technology, where almost daily strides are made in the so-called "improvement" of music's quality and accessibility, vinyl lovers are moving at a heated pace in the opposite direction. Some love records for their nostalgic properties, even treating them as art by framing their favorite covers; others say records sound better, while many others value the physicality of vinyl. When downloading an mp3, or even buying a CD, you don't physically retain the music - only the access to a file. Records, however, offer the physical imprint of your favorite music. Long after a solar flare or a nuclear war has turned the technologically driven future into a deadly Mad Max-esque apocalypse, records can still be played with a needle and hand-crank. Unfortunately, like Phil Collin's time on stage, your itunes playlists will be gone forever.

The physicality of records also mean a difference in sound. While many claim records do sound better (this may or may not be the case, depending on who you ask), more importantly, they sound as though Jagger's voice box, Page's guitar, or Moon's drums are right in your living room. Because the grooves of a record capture the actual sound produced by these elements, they are organic, and retain a living quality not found in digital format.

One of the more interesting facets of the vinyl world, however, is how it brings together people from all walks of life, age, and race - who value these traits of vinyl. From the 40 year-old dad with two kids going through a mid-life crisis, to the bohemian music junkie, to the savvy investor placing his fortune in vinyl instead of gold, records have a power to unite, simply because they are music. Ever heard that old saying, "music is the international language?"

As the world deepens itself into a world of technology, vinyl is experiencing a slow, but sure death. This is where the important documentary film, *Vinylmania: When Life Runs at 33 Revolutions Per Minute* comes in (see trailer below).

If you're a vinyl lover already, or aren't and always wondered what all the fuss was about, *Vinylmania* is the perfect film for your eyes. Directed by Italian filmmaker Paolo Campana, this great film takes a look at the world of vinyl love, and explores what such a love means in a technologically driven world. Conceived and produced over a ten year period, the film follows Campana as he travels to over seven different countries with his portable trax Vestax record player, investigating the love of vinyl felt all over the world.

Including interviews with French musician Philippe Cohen Solal (of the band Gotan Project), Winston Smith (Artist, who created album art for Dead Kennedys and Green Day), Peter Saville (revered album cover artist) and DJ Kentaro (2002 DMC World Champion), the film seeks to answer "what makes vinyl records so legendary? Simple nostalgia? Possession? The search for identity? A cry against the fast food music?"

In order to adequately distribute the film, however, Campana needs help. Campana is striving to reach a \$33,000 goal (almost \$10,000 has been raised at the time of this article's publication) by November 10th at 1:22 p.m.

One of the most significant elements this film captures is the essence of what it means to love vinyl. From the feeling of finding the one record your collection has gone without, to the memorable days spent in record stores discussing music, this film is truly an important cultural expression for future audiophiles.

Campana once stated, "My mother used to wake me up with a vinyl record. It's the first thing I remember about life. Many years have passed but vinyl records have never abandoned me. And you? Have you ever listened to a vinyl record? With its unique sound and crackling that gives you butterflies. Have you ever plunged into the colours of the sleeves artwork? Have you smelled it? Music captures a unique taste, seductive."

Remember when you were handed your first vinyl and fell in love? If you love vinyl, and want to continue this essence and share it with others, support the film. Time is of the essence! Check out the film's website here: [VINYLMANIA: When Life Runs at 33 Revolutions Per Minute](#), and spread the word.

Long live Vinyl!

Vuoi aiutare a produrre Vinylmania?

Creato il 17 ottobre 2011 da Soloparolesparse

Capita sempre più spesso di trovarsi a parlare di progetti nati grazie al Crowdfunding, operazione di raccolta fondi su un progetto che negli States è ormai discretamente utilizzata, mentre da noi pare funzioni solo se la fa Santoro.

Quello che vi propongo oggi è un progetto di Paolo Campana, torinese e appassionato di vinili, che ha in mente (e su carta) un progetto molto dettagliato per realizzare Vinylmania, un documentario completamente dedicato ai dischi in vinile, alla storia, ai protagonisti, alle raccolte. Il video che trovate in fondo è molto chiaro riguardo al progetto.

L'intenzione è di raccogliere 33 mila dollari e c'è tempo fino al 10 novembre. Se volete mettere il vostro dollaro (o anche molto di più) nel progetto, potete andare sulla pagina ufficiale della raccolta dove trovate anche tutti i dettagli della faccenda.

Io credo che il progetto sia buono e soprattutto credo che il metodo del Crowdfunding sia una genialata assolutamente libera e democratica. Mi piacerebbe però sapere voi cosa ne pensate, sia del progetto che della nuova moda (e scusate il termine volontariamente riduttivo e semplificatore).

