



## WELCOME TO YOUR VINYL GALLERY



# VINYL IS ART

Vinyl records are being sold like never before. Not only because they sound better than their digital counterparts, the records also sell on their artistic merits. Many top sellers have covers designed by artists such as Andy Warhol, Anton Corbijn, Damien Hirst to name a few.

It's a rare luxury to own a piece of art by Andy Warhol or an original photo by Anton Corbijn. But you can still enjoy their work by purchasing the LPs whose covers they've designed. Andy Warhol, for example, designed album covers for Aretha Franklin, John Lennon and the Rolling Stones and many more. The photographer and director Anton Corbijn has through his expressive imagery, helped to carve out visual identities for legendary bands. These include Depeche Mode, Joy Division, New Order and U2, to name a few.

Hang these iconic album covers on your wall and you'll have your own art collection at an affordable price. This is precisely what more and more people are doing. In fact, for many vinyl collectors the album cover is one of the strongest incentives to purchase a vinyl record, especially for new, younger buyers.

– Many young people go directly to the frame department after first purchasing records, says Ulf Bergstrom at the department store Gekas, one of Sweden's largest vinyl retailers, to the music magazine Sonic.

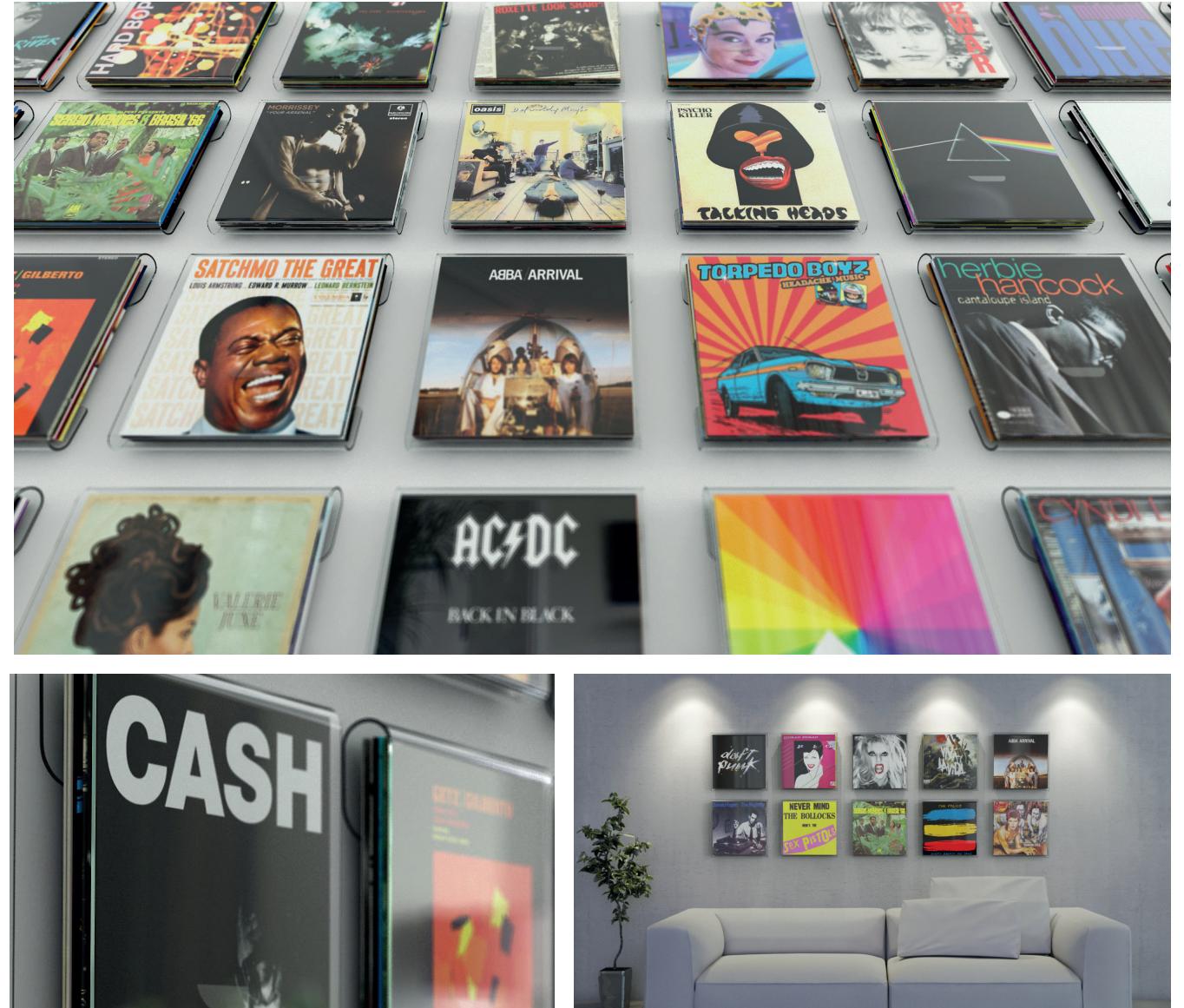


But just placing ones vinyl records in picture frames might not be that appealing to true music lovers who also want to listen to their music. Luckily there are several vinyl record display frames on the market that allow you to display and play your records. Perhaps the most versatile of them all is the Magic Vinyl Display from the Swedish company Wag the Wall. Unlike most record frames which only allow you to display a single sleeve, the Magic Vinyl Display has space to store up to seven 12"s behind the front sleeve.

– In fact, with several holders, you can store your entire record collection and still have easy access to all of them while enjoying their beautiful covers, says Alexander Nystrom, one of Wag the Walls founders.

### CD sales dwindling

The artistic advantages of vinyl records became apparent with the release of the CD in the early 1980s. People felt that the cramped space on a CD-cover could not express the artistic qualities as well as the LP cover. Artists like Neil Young also expressed annoyance over the limited sound quality of CDs and has for a long time refused to release his music on anything other than vinyl. Despite these objections, the CD became the dominant media for decades. Now, vinyl records are making their comeback and the sales of CDs are starting to dwindle.





## THE MAGIC VINYL DISPLAY

COVER ART & STORAGE



### ABOUT THIS PRESS KIT

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The holder is manufactured from a single piece of acrylic glass. The back-plate has the inbuilt flexibility to seamlessly adapt to the number of records placed within the holder. The embossed connection disc attaches easily to the wall a magnetic wall docking system.