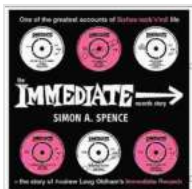


The Immediate Records Story: A Journey Through the Beat, Pop, and Psychedelic Sounds of the 1960s



The Immediate Records Story: One of the greatest accounts of Sixties rock 'n' roll life by Simon Spence

★★★★☆ 4.2 out of 5

Language : English
File size : 5677 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 203 pages
Lending : Enabled



In the vibrant tapestry of 1960s music, Immediate Records stands out as a beacon of innovation and artistic brilliance. Founded by the enigmatic Andrew Loog Oldham, the label became synonymous with the sounds that defined the era: the primal roar of The Animals, the haunting vocals of Nico, and the psychedelic explorations of The Pretty Things.

This captivating book, "The Immediate Records Story," takes readers on a thrilling journey through the label's brief but impactful history. Through exclusive interviews, rare photographs, and in-depth analysis, the authors paint a vivid portrait of Immediate Records and its pivotal role in shaping the course of music.

The Birth of a Legend

The story begins in the early 1960s, as Oldham, a young and ambitious producer, found himself at the helm of The Animals, a Newcastle-based band with a raw and energetic sound. Recognizing their potential, Oldham took the band under his wing and guided them to international acclaim with hits like "House of the Rising Sun" and "Don't Let Me Be Misunderstood." With The Animals as his flagship act, Oldham set out to establish a label that would showcase his vision for the future of pop music.

In 1965, Immediate Records was born. Oldham's vision for the label was bold and uncompromising: he sought to create a platform for artists who dared to push boundaries and explore new sonic territories.

A Kaleidoscope of Talent

Over the next few years, Immediate Records became a magnet for some of the most talented and innovative musicians of the era. The label's roster included a diverse range of acts, each with their own unique sound and style.

There was The Animals, of course, with their driving beat and soulful vocals. The Pretty Things brought a touch of psychedelic experimentation, while Nico's ethereal voice and enigmatic presence captivated audiences. The label also played a key role in shaping the early careers of artists such as Rod Stewart, P.P. Arnold, and Jimmy Page.

The Creative Force of Andrew Loog Oldham

At the heart of Immediate Records' success was its founder, Andrew Loog Oldham. A charismatic and enigmatic figure, Oldham was both a visionary and a master manipulator. He had a knack for spotting talent and nurturing

it, but he was also known for his eccentric behavior and his willingness to bend the rules.

Oldham's influence on Immediate Records was profound. He not only produced many of the label's most iconic recordings, but he also played a key role in shaping the label's image and aesthetic. Oldham's passion for music and his unwavering belief in his artists helped to create a vibrant and creative environment at Immediate Records.

A Golden Age Cut Short

The 1960s were a golden age for Immediate Records, but it was not to last. Financial difficulties and internal conflicts began to plague the label, and by the early 1970s, it had ceased to exist.

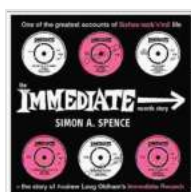
Despite its brief lifespan, Immediate Records left an indelible mark on the music world. The label's legacy lives on through the timeless recordings it produced and the inspiration it provided to generations of musicians.

Rediscovering a Lost Treasure

"The Immediate Records Story" is a timely and important book that brings the label's fascinating history back to life. Through meticulous research and engaging storytelling, the authors shed new light on this legendary imprint and its pivotal role in shaping the sound of the 1960s.

Whether you're a lifelong fan of Immediate Records or a newcomer to its music, this book is an essential read. It's a fascinating journey through one of the most vibrant and creative periods in music history, and a testament to the enduring legacy of Immediate Records.

Free Download your copy of "The Immediate Records Story" today and immerse yourself in the captivating world of one of the most influential labels of all time./p>



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