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Mike McGonigal

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Mike McGonigal : My Bloody Valentine's Loveless (33 1/3) before purchasing it in order to gage whether or not it would be worth my time, and all praised My Bloody Valentine's Loveless (33 1/3):

0 of 0 people found the following review helpful. Good book but....By dreamsofvisionsI thought this generally was a good book - the quotes from Shields were probably the highlight of it. It was also pretty cool how the author described in first person how he felt at one of their newer concerts. The thing I didn't like was how he tried to make it a fact that MBV use to suck. I personally think as well as many others, that they were awesome. I can say that their old work is not as good as Loveless but they were so young when they started and they were also just beginning their journey on separating themselves from all other types of bands - to become one of the greatest of all time.13 of 15 people found the following review helpful. It's a good book but only partially about LovelessBy P. SerillaI first pre-ordered this

book several years ago. The fact that like the real album, its release was delayed for literally years played out almost like a quaint homage to the album. I also really enjoyed the book, but not for the reasons I usually enjoy this series. The book does have a lot of McGonigal's personal anecdotes, but I was able to look past those, because he made a damn good effort to speak to every member of the band (3 of 4 are represented in the text), people from the Creation label, engineers, management and friends. Primary interviews make a world of difference -- why speculate about Kevin Shields's state of mind when you can ask him? Few authors in this series have gone the extra mile to deliver points of view from so many people involved with the album in question. I also enjoyed getting what I consider the first real response from Shields about the huge cost and time consumption of *Loveless* -- even if he's wrong, it at least balances out the people who say he bankrupted the company (clearly he didn't help). However, the book is really only partially about *Loveless* and only mostly focused on the time the album was being made. It's really a *My Bloody Valentine* book and as *Loveless* is their most important work and took up a huge amount of the time they were a band, it's the central issue. The book treads into technical and song writing territory to a certain degree, however I still don't have much of an idea about what Shields was doing in the studio, but that has as much to do with the way Shields answers the questions as how the book was written. If you've read every Shields interview and think you know everything about *My Bloody Valentine*, you can probably skip this book. If however, you want to read everything you need to know about them in an afternoon -- pick it up, it's a very enjoyable, if somewhat disjointed read. 5 of 10 people found the following review helpful. A *Love(less) Story* By Ted Saad Brilliant overview of my favorite album of all time. So despite my bias toward MBV's effort, my intent was to read this book with an eye toward disinterested formalism. And the result for me was quite pleasing. McGonigal gave several perspectives that overrode some long standing myths, and maybe gave us a couple new ones to ponder. Bottom line, he gets it. He gets the fact that this CD goes beyond the overused ethereal descriptors, and touches the listener in a deep spiritual way. It's not about lyrics, melody, production, sounds...it's about the whole. The poignant philosopher Schopenhauer stated that great art will always dissolve the subject from the object, and he always placed music on top of the hierarchy of art forms. *Loveless* always had that experience for me, so when I read McGonigal's book I was happy to see that he never swayed from his lofty view, yet remained grounded as well. After all, the process of making great art is never quite as lofty as the outcome. We learn of the painstaking process Shields and others went through to make something that always seemed to be on the brink of demise. McGonigal made this struggle an enjoyable read, and he has given us a perfect literary companion to one of the most perfect musical experiences.

Loveless remains an enigma, 15 years after its release - an album so influential and groundbreaking that its chief creator, Kevin Shields, has been unable or unwilling to release an official follow-up. In his book, Mike McGonigal talks to all the members of *My Bloody Valentine*, in an almost certainly futile attempt to get at the essence of this extraordinary record.

'Want to impress your chums with your vast knowledge of contemporary classic albums such as Sonic Youth's *Daydream Nation* or the Stone Roses' seminal debut but don't have time to actually listen to them? No problem. Just pick up the relevant copy of the 33 1/3 series and hey presto, overnight musical genius'