



VINYL LOVE: The Bill Hoover Edition

Welcome to Vinyl Love, a column we'll run from time to time about our (and your) love of vinyl records. In an age of digital flash-in-the-pan, come-and-gone, mass-produced music, there's nothing finer than something analog, maybe even hand-wrought. When it comes in the warm form of vinyl, even better.

First of all, if you missed [Bill Hoover](#)'s record release show last weekend, you really missed out. [The Side Door](#), which is filled with some great art (including two incredible paintings by Omaha's [Christine Stormberg](#)) and where one of Bill's murals covers an outside wall of the building, was a perfect setting for the show. It was made even better by the flashmob of party bus Santas and elves that arrived just before [James Maakestad](#) started his set.



James and [McCarthy Trenching](#)'s Dan McCarthy started out the night by showcasing their incredible musicianship and song-smithing skills, trading between guitar, upright bass, and piano with ease. Bill Hoover followed with such charm that he won over every heart in the room. In my humble opinion, these are some of the best storytellers and strongest voices Omaha has on hand. I overheard someone say that he was impressed by each of the songwriter's ability to write songs that might seem a little dark or sad on the surface, but that leave you feeling uplifted. That is a real talent, indeed.

While I could go on and on about the actual show, I want to focus on Bill's new LP. It is really something to marvel at and appreciate — particularly in this digital age.

"Here We Go" was released by [Grotto Records](#), the label owned and operated by the fine folks at [Antiquarium](#) who do so much to keep Omaha's vinyl love alive and well. From the packaging of this record alone, they really upped their ante.

To start, each record cover was made from repurposed LP covers, either records that were scratched and worthless, or records that couldn't be sold in the Antiquarium shop. The copy I bought was encased in an LP cover that was originally "Louie, Louie" by [The Kingsmen](#) (bonus!). Omaha artist [Joey Lynch](#) painted the covers white and screen-printed the basic design on the front and back. Then Bill himself went back and hand-painted color embellishments. So you know what this means? That's right — EVERY SINGLE RECORD IS UNIQUE! Love it.



As if that wasn't amazing enough, each of the LPs were hand lathe cut on CLEAR vinyl right here in Omaha by [Poly-cut](#), which specializes in short-run editions of vinyl releases. Not only was the packaging

made by hand, so was the LP. Double love.



The only part of the packaging that wasn't *exactly* handmade was the liner notes. Those were copies of photographs from the recording sessions as well as handwritten notes (again, from Bill himself). So even though they were printed copies, they still carried with them the personalized, "from me to you" feel that the rest of the record conveys.



All in all, brilliant packaging. And some serious vinyl love from Bill Hoover and Grotto Records. Get your copy now!

Vinyl love,
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