



The Velvet Underground

The Verve/MGM Albums



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THIS IS A BOX OF ESSENTIAL ROCK & ROLL HISTORY.
The first three studio albums by the Velvet Underground, a definitive witness of the recordings for the band's fourth, unfinished LP for MGM and the sublime, first solo album by Nona, released after the charismatic singer's brief spell in the group but made with the vital empathy and of its leading man.

This is also a box of magic, the right and sound of revolution as it arrived, of bold and perilous speed. No group embodied challenge and transgression in the mid- and late 1960s like the Velvet Underground. Few bands of any time have altered rock's future so decisively, at such a high price. Born in New York, into a true underground of art, film and social defiance, the Velvet were ignored, misunderstood, even lampooned in their time. None of the four official releases in this set made it into Billboard's Top 100.

But, as Reed pointed out years later, "Back does this thing to you — you get directly to somebody, unfiltered." The most important thing, he decided, "was the records being out, going to people." This is how it happened, on long-playing vinyl, with drinking, unpremeditated cover art, between 1967 and 1970.

—DAVID FRICKE

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