



The Shopkeeper – Director’s Statement

The Shopkeeper was finished in Spring 2016 and premiered at the South Bay Film and Music Festival. It’s currently on tour at independent theaters and festivals in order to reach its primary audience of mainstream and indie music lovers, as well as a general audience.

The style is in keeping with the subject: unassuming but professional. Shot with a micro-budget and a micro-crew, *The Shopkeeper* embodies the spirit of the independent musicians it’s about. At the same time, we’ve employed all the resources available to ensure we have great music and high quality sound.

I want the film to open the public’s eyes to the reality underneath the headlines about Spotify and Tidal and superstars like Taylor Swift and Jay Z. Fundamental changes in the way music is consumed are affecting the daily lives of working musicians and music lovers. I want to persuade people to change their music consumption habits by avoiding exploitative sales outlets and supporting artists in whatever yet-to-be invented formats are more equitable. Ultimately, I want to reform the culture of “free” music.

The Shopkeeper humanizes the struggles of working musicians in a way that news stories about wealthy artists fighting for their rights can’t do. The film speaks to an informed general audience who loves music but may not understand that things have gotten so hard for musicians, or why they should care.

After watching the film, I want people to be unable to listen to music without thinking about what it takes to bring it to them. I want viewers to feel compelled – when given a choice of how to consume music – to opt for the one that best supports the artists they love. My biggest goal would be to inspire the creation and success of a truly artist-friendly, economically feasible streaming model.

Rain Perry

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