



1963

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When old becomes new...

BY NICK BILTON



Then...



...Now

WHY RETRO TECHNOLOGY IS BECOMING POPULAR AGAIN

For a glimpse of what teenagers are into these days, all you have to do is visit Abbot Kinney Boulevard in the Venice neighborhood of Los Angeles. On weekend nights, the half-mile shopping drag is packed with style-conscious kids who traipse past coffee shops, ice cream parlors and boutiques, often while taking selfies.

Yet one of the most popular destinations for these teenagers is a white, single-story building with big pink letters on the roof that spell "Vnyl." The store sells vinyl records, and the kids who gather there are often in awe.

"I'd say half of the teens who hang out in my store have never seen a record player

before," said Nick Alt, the founder of Vnyl. "They will walk up to the turntable, and they have no concept where to put the needle." But once they figure out that the needle goes into the outermost groove, those smartphone-toting teenagers are hooked.

Whenever a new technology comes out, we often believe it will make an older technology obsolete. As a reporter who has been covering technology for more than a decade, I've made such proclamations, saying that the iPad would kill the Kindle (I later realized the error of my ways, and now own both), that eBooks would be the death of print (I later reversed myself, several times), and that driverless cars will make driving