

1. Record Nr.	UNISA996565570203316
Autore	Herbert Daniel
Titolo	Maverick Movies : New Line Cinema and the Transformation of American Film // Daniel Herbert
Pubbl/distr/stampa	Berkeley, CA : , : University of California Press, , [2023] 2023
ISBN	0-520-38236-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (296 p.)
Disciplina	384.80979494
Soggetti	PERFORMING ARTS / Film & Video / History & Criticism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Introduction. New Line Cinema and the Shape of the Modern Movie Business -- 1. "Take a Film Where It Will Be Most Appreciated": The First Decade of New Line Cinema -- 2. "So-Called Ancillary Markets": New Line Takes the Margins to the Mainstream -- 3. "Evolutions of Identity": New Line and the Transformative 1990s -- 4. "Upscale" Cinema: Fine Line Features and the Indie Boom of the 1990s -- 5. One Franchise to Rule Them All: New Line and The Lord of the Rings -- Conclusion. Legends of the Film Industry -- Notes -- Selected Bibliography -- Index
Sommario/riassunto	A free ebook version of this title is available through Luminos, University of California Press's Open Access publishing program. Visit www.luminosoa.org to learn more. Maverick Movies tells the improbable story of New Line Cinema, a company that cut a remarkable path through the American film industry and movie culture. Founded in 1967 as an art-film distributor, New Line made a small fortune running John Waters's Pink Flamingos at midnight screenings in the 1970s and found reliable returns with the Nightmare on Elm Street franchise in the 1980s. By 2001, the company competed with the major Hollywood studios and reached global box-office success with the Lord of the Rings franchise. Blurring boundaries between high and low culture, between independent film and Hollywood, and between the margins and the mainstream, New Line Cinema offers a compelling case study of the evolution of contemporary film culture through the

disintegration of the mass audience fostered by the classic Hollywood studios into the multitude of niche audiences that Hollywood seeks today.
