



1960's Film History

The End of the Hollywood Studio System



1960's Film History

The Era of Independent, Underground Cinema

- Cinema in the 1960s reflected the decade of fun, fashion, rock 'n' roll, tremendous social changes (civil rights era and marches) and transitional cultural values.
- A turbulent decade of monumental changes, tragedies, cultural events, assassinations and deaths, and advancements.

(Source: www.filmsite.org/)



1960's – Major Themes

- Cold War
- Vietnam
- Civil Rights Movement
- Women's Rights Movement
- San Francisco Haight-Ashbury
- Rock n' Roll
- PopArt & Warhol – The Factory
- Riots and Protests
- Assassinations



1960-1964

- 1960 - Introduction of the Twist dance by Chubby Checker
- 1962 - Death of Marilyn Monroe
- 1962 - First TV broadcasts in color
- 1962 - Spacewar, the first computer video game, invented
- **1962 - The Cuban Missile Crisis**
- 1963 - TouchTone telephones introduced
- **1963 - President John F. Kennedy's assassination**
- **1963 - Women's Liberation, signaled by the publication of Betty Friedan's *The Feminine Mystique***
- 1964 - Beatlemania, the Beatles 'invaded' US
- **1964 - Boxer Cassius Clay joined the nation of Islam and changed his name to Muhammad Ali**

(Source: www.filmsite.org/)



1960's Film History

The Era of Independent, Underground Cinema

- **1963**

the worst year for US film production in fifty years...

Only 121 feature releases

- **1964**

361 foreign releases in the US

VS.

141 domestic



1960's Film History

The Era of Independent, Underground Cinema

- Movie audiences declining due to:
 - Dominance of television
- Major American film companies began to diversify with other forms of entertainment
 - Records
 - Publishing
 - TV movies
 - Production of TV series



Financial Difficulties Within the Film Industry

- The major studios increasingly financed/distributed independently-produced domestic pictures
- By mid-decade, the average ticket price was less than \$1 and the average film budget was slightly over \$1.5 million.
- No more "contract" stars and directors.
- Studios (UA and Hal Roach Studios) sold lots as valuable real estate for condos and shopping centers
- To aid tourism and create an attraction, the Hollywood Chamber of Congress inaugurated the Hollywood Walk of Fame in 1960 (bronzed stars along Hollywood Boulevard and Vine Street)
- By the mid-70s, Hollywood was run-down looking; better known for adult bookstores and prostitutes



Birth of the Multiplex and the Demise of Theatre Palaces

• Corporatizing the Movies

- Stanley H. Durwood - father of the 'multiplex' movie theater
- 1963 – He opened the *first*-ever mall multiplex
 - 2 side-by-side theaters
 - 700 seats
 - Located at Ward Parkway Center in Kansas City
- 1966 – He introduced the four-plex
- 1969 - He built a six-plex with automated projection booths
- Durwood went on to head up AMC Entertainment, making it the third-largest movie theater company in the nation

• Suburbia - Construction & flight from central city

- Architectural wonders: Demise and razing of the benchmark, downtown movie palaces of the 20s
 - The Paramount Theater in Times Square projected its last scheduled film in 1964
 - The RKO (Hill Street) Theatre in LA became a parking garage
 - The RKO Orpheum Theatre in downtown San Diego was demolished to build a bank



Studio Take-Overs

- Insecurities and financial difficulties lead to the studios being taken over by multi-national companies
- The traditional "Hollywood studio era" would be history
- Studios were acquired by other unrelated business conglomerates
- The age of "packaged" films and the independent company and producer was beginning
- In the mid-to-late 60s, a buying/selling frenzy of the major conglomerates who invested and traded in studios and networks occurred

1960



The Apartment

Directed by:

- Billy Wilder



Complete credited cast:

- Jack Lemmon.... C.C. 'Bud' Baxter
- Shirley MacLaine.... Fran Kubelik
- Fred MacMurray.... Jeff D. Sheldrake
- Ray Walston.... Joe Dobisch
- Jack Kruschen.... Dr. Dreyfuss



The Apartment Awards

1961 Academy Awards

1. Best Art Direction-Set Decoration, Black-and-White
2. Best Director
3. Best Film Editing
4. Best Picture
5. Best Writing, Story, & Screenplay-Written Directly for Screen

1961 Golden Globes

1. Best Motion Picture – Comedy
2. Best Motion Picture Actor - Musical/Comedy
3. Best Motion Picture Actress - Musical/Comedy

The Apartment

The Plot



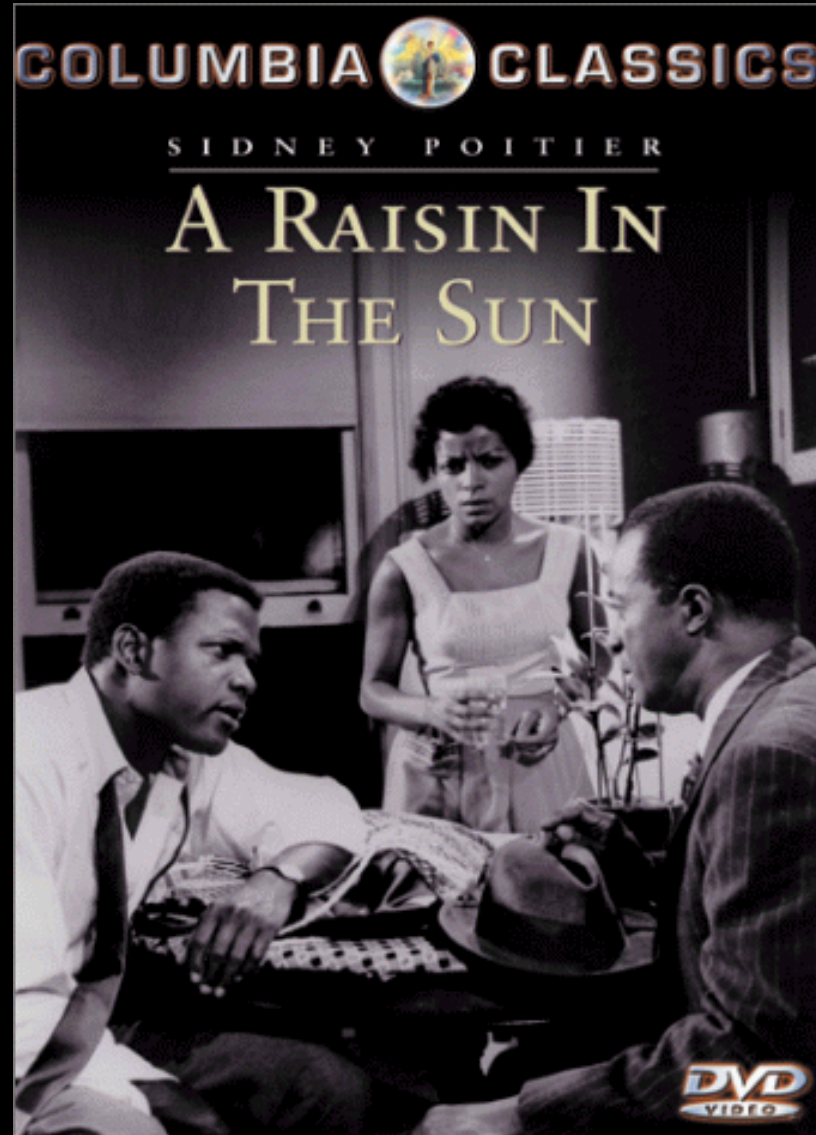
- Bud Baxter is a corporate "YES" man, climbing the internal career ladder
- Bud lets several womanizing (married) middle-aged higher-ups occupy his apartment several times a week so they can shag single women from the office.....
- **WHY????**
- Bud desires to graduate into the prestigious world of middle management and get his own office
- Fran is an elevator operator in the corporate building that Bud has the hots for, but he later learns that Fran is the play-thing of his boss.....
- Oh, Drama.



The Apartment Scene Selection

- Nice opening montage
- Maniacal chatter of useless facts
- Relevant to today's society
- Depersonalizing / Dehumanizing
- Hollywood slam on the demeaning nature of corporate work-life
- Captures the tone of the entire movie in the first 3 minutes
- Womanizing

1961



A Raisin In the Sun

- **Tagline**

The Prize-Winning Drama That Warms
The Screen With Its People and Passions!



- **Characters**

- **Walter Younger**

(Sidney Poitier)- Protagonist and dreamer. Dreams of wealth at the cost of his family's security. Drinks too much and seems detached from his family.

- **Lena Younger**

(Claudia McNeil)- "Mama" Head of the family. She is religious and concerned with the well-being of the family.

- **Ruth Younger**

(Ruby Dee) - Walter's wife. She is weary and tired, even though she appears fairly young. Plays the role of homemaker, works odd jobs to support her son, and finds out that she is pregnant.

- **Beneatha Younger**

(Diana Sands)- Walter's sister, a college student with dreams of becoming a doctor.. Tired of her family's ways and dreams of escaping to Africa. Being the best educated of her family puts a distance between her and the rest.

A Raisin In the Sun



Plot

- The Younger family has struggled through poverty for decades. The patriarch of the family, Lena's husband, dies and the family is to receive an insurance check for \$10,000. Mama wants to buy a house with the money, moving the family up in the world, but Walter is a dreamer that wants to invest the money in a liquor store. The story is that of the fight between Mama and Walter as well as between Walter and his position in life, along with subplots of a pregnancy and Beneatha's fight to find her identity as an educated black woman in the ghetto.

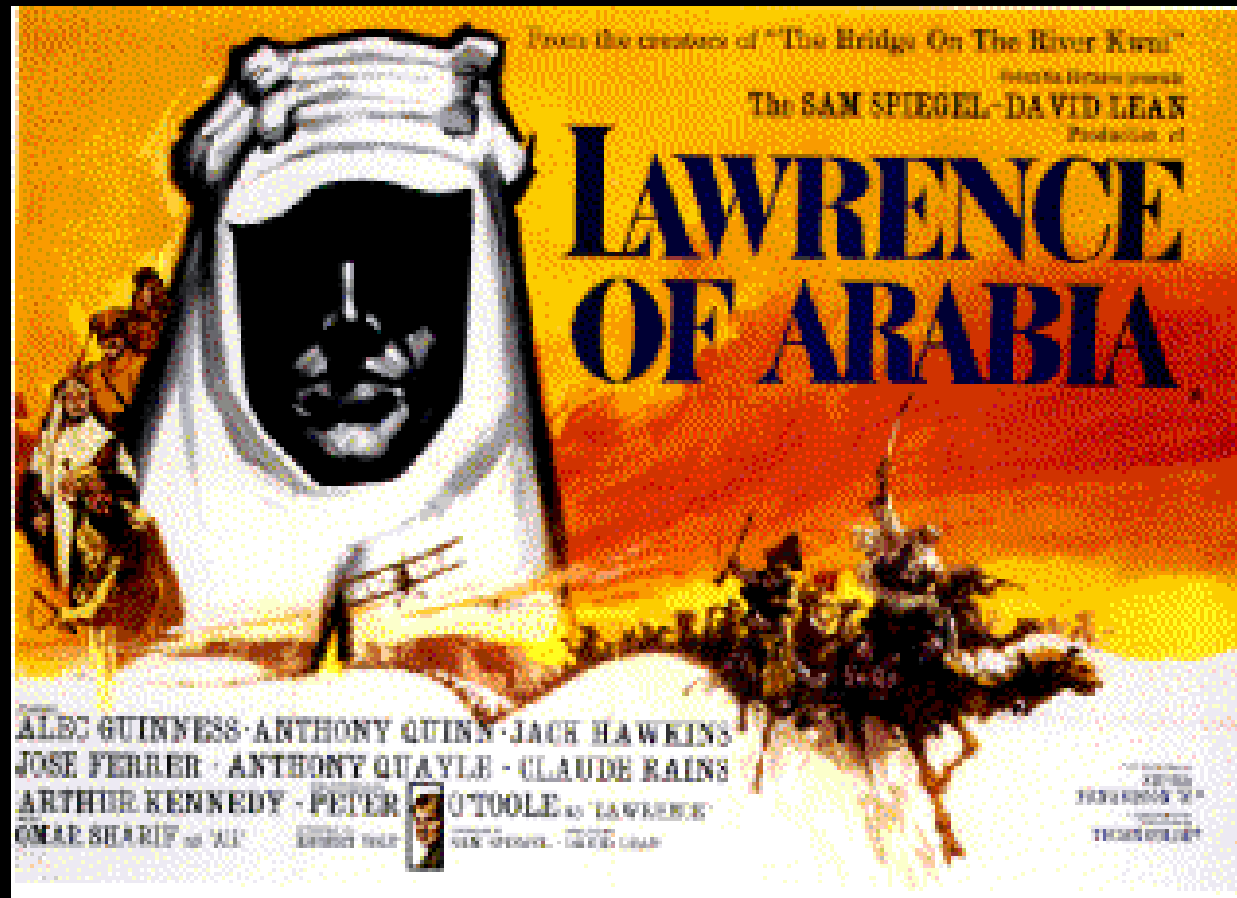


A Raisin In the Sun

Level One

- **Good Production Values:** The movie is shot entirely in one room, which becomes extremely familiar to the viewer. Simplicity is key in the movie's production.
- **Allows Viewer to Invest:** While slow at times, the familiarity gained from the set and few characters allows the viewer to feel as a part of the movie.
- **There is a definite message in the movie.** Through both the production and the actual plot one is reminded that simplicity can be quite soothing and fulfilling.

1962





Lawrence of Arabia

Cast

<u>Peter O'Toole</u>	T.E. Lawrence
<u>Alec Guinness</u>	Prince Feisal
<u>Anthony Quinn</u>	Auda abu Tayi
<u>Jack Hawkins</u>	General Lord Edmund Allenby
<u>Omar Sharif</u>	Sherif Ali
<u>José Ferrer</u>	Turkish Bey (as Jose Ferrer)
<u>Anthony Quayle</u>	Colonel Brighton
<u>Claude Rains</u>	Mr. Dryden
<u>Arthur Kennedy</u>	Jackson Bentley
<u>Donald Wolfitt</u>	General Sir Archibald Murray
<u>I.S. Johar</u>	Gasim
<u>Gamil Ratib</u>	Majid
<u>Michel Ray</u>	Farraj
<u>John Dimech</u>	Daud
<u>Zia Mohyeddin</u>	Tafas



Lawrence of Arabia

Director, Writers, & Information

- Directed by David Lean
- Based on the writings of T.E. Lawrence
- Screenplay adapted by Robert Bolt and Michael Wilson
- Peter O'Toole's first starring role Director David Lean originally wanted Albert Finney for the title role. Katharine Hepburn urged producer Sam Spiegel to cast 'Peter O'Toole' instead. Nominated for 10 Academy Awards (won 7: including best picture)
- Although 227 minutes long, this film has no women in speaking roles.
- Budget \$15,000,000 (estimated) Opening Weekend \$20,846 (USA) As of January 2004 \$70,000,000 Worldwide

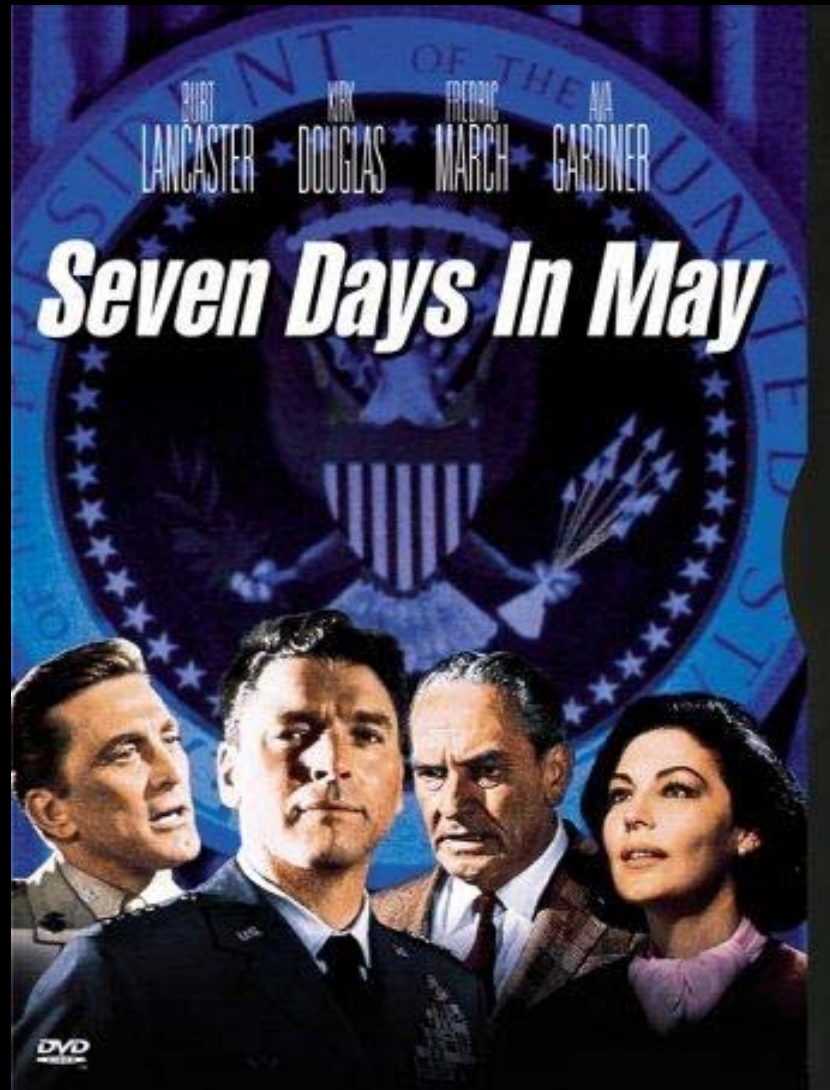


Lawrence of Arabia

Plot

- It is a historical epic that depicts T.E. Lawrence's view of the Allies' campaign in the Middle East during World War I. Most of the movie is composed of flashbacks. He befriends Sherif Ali Ben El Kharish and draws up plans to aid the Arabs in their rebellion against the Turks. "Using a combination of diplomacy and bribery, Lawrence unites the rival Arab factions of Prince Feisal and Auda Abu Tayi" (IMBD). Lawrence then becomes the MVP of the Allied forces and is forced to continue utilizing Arab cooperation to fight against their enemies. He is then captured and torture, but ends up fight a "no prisoners" battle in the end.

1964





SEVEN DAYS IN MAY

- Director: John Frankenheimer

Main Cast

- Burt Lancaster
- -Gen. Janes Mattoon Scott
- Kirk Douglas-Col. Martin "Jiggs" Casey
- Fredric March-The U.S. President Lyman
- Ava Gardner-Eleanor "ellie" Holbook



SEVEN DAYS IN MAY

- MADE IN: 1964
- GENRE: THRILLER/DRAMA
- CINEMATOGRAPHY: BLACK AND WHITE



SEVEN DAYS IN MAY

- **The Plot**

An unpopular U.S. President (Fredric March) manages to get a nuclear disarmament treaty through the Senate, but finds that the nation is turning against him. Jiggs Casey, a Marine Colonel (Kirk Douglas), finds evidence that General Scott (Burt Lancaster), The wildly popular head of the Joint Chiefs and certain Presidential Candidate in 2 years is not planning to wait. Casey goes to the president with the information. Each side is unsure of who can be trusted.