

## "Predictions of Six Most Popular Hollywood Trends in 2010 Movies."

by Kathleen Spring

(Copyright Kathleen Spring 2010)

2010 will see a lot of 3-D heroes and fantasy on the movie screen. Hollywood studios are experiencing changes from within. The year began with Disney Studios having several shifts in leadership, and MGM on the verge of bankruptcy. The studios like Lionsgate's and Fox Searchlight that produce smaller movies are getting bigger returns on their investments. This means Hollywood will be watching their pennies and focusing on the guaranteed money makers. Below is a list of the biggest selling trends, with several movies hitting more than one category, thereby doubling the studios' chances for profits.

### **==More 3-D Movies**

In 2009, 3-D movies made the shift from "things jumping out at ya" to using the 3-D effect to make the movie seem more lifelike, such as in "Coraline". Then "Avatar" took it one step further by including believable animation side-by-side with live human action. The quality and success of "Avatar" is also encouraging more studios to make 3-D movies that can be shown in I-MAX theaters. The 3-D techno-pic "Avatar" had the widest 3-D release to date, showing in 3,452 North American theaters. Not only will 3-D be used in animation, but some live action movies like "Iron Man 2" will be shown in 3-D in 2010.

### **==More IMAX Versions**

With the rollout of a digital equipment system, IMAX is able to bring more Hollywood movies into their theaters. Through the use of IMAX DMR technology "Iron Man 2," with a limited IMAX release, is digitally re-mastered into the image and sound quality that is required for IMAX screening. Due to the popularity of "Avatar," the worldwide IMAX theaters had to add shows to keep up with the demand. Releasing films simultaneously in IMAX and regular theaters is a growing trend for distribution. In March, Tim Burton's "Alice in Wonderland" uses a technique combining live action and motion capture, and it will be released by Walt Disney Pictures in 3-D and IMAX 3-D

### **==More Legendary Heroes**

Maybe it's the bad economic times, but everyone seems to be looking for a super hero to save them from their misery. Epic stories releasing in March include Warner Brothers "Clash of the Titans," loosely based on the Greek myth of Perseus, and Disney's "Prince of Persia." And, who isn't curious to see what Russell Crowe does for "Robin Hood"? Also, with the movie "2012" last year, we will be seeing a lot more movies about the world ending or the post-apocalyptic America. The first movie of this genre hits theaters in January. "Legion." It is the story of the archangel Michael who is the only one who can save mankind from the apocalypse after God loses faith in humanity. There is a 4-part graphic comic prequel to this storyline.

### **==More Graphic Novel incarnations**

Another trend that is growing even bigger is converting graphic comic books into movies. Some of the comic heroes had their starts in Greek legions, like Paramount's "Thor"(delayed to May 2011). Some comics were written after the movie was made, like the prequels to the movie "Legion." Some

like “Spiderman” have fed multiple sequels (“Spiderman 3” delayed till 2012).. The sequel to Marvel’s iconic super hero “Iron Man Two” comes out in May. “Tron Legacy” and “Green Hornet” come out in December, and “Green Lantern” comes out in 2011. Those going into production in 2010 include the graphic novel “Cowboys and Aliens,” the supernatural action thriller “The Lost Patrol,” and the new version of “The First Avenger: Captain America.”

### **==More Improved Animation Movies**

Twenty great animation movies in 2009 are fighting for the few Oscar slots open to animations. Pixar brings out “Toy Story 3” in 2010. When part one came out, there wasn’t even an Animation Category for the Oscars. And, to take it one step further, the Golden Globes has nominated “Avatar” in the best drama category. Who would have imagined this just a decade ago? The hot focus now is making the characters’ eyes realistic, as reflected in Disney’s “A Christmas Carol,” with Jim Carrey, to “Avatar.” This is in contrast to previous films, like “Polar Express” which were accused of having “dead eyes.” The best of the upcoming animation movies come from proven talents in the business: “How to Train Your Dragon” comes out in March, “Shrek Forever Affair” in May, “Around the World in 50 Years” in June, “Despicable Me” in July, and “Rapunzel” in December.

### **==More Non-Traditional Military Movies**

With America getting out of the Iraq war, making war movies is getting back in favor. But, don’t expect movies about Americans fighting on the battle fields of the Middle East. This generation of movies is about the ancillary parts of war. Expect unusual movies like 2009’s “Hurt Locker,” about men who may be a bit crazy defusing bombs, and “Inglourious Basterds,” about men who seem half crazy going after Nazis. They were both nominated for Oscars and other critics’ awards. The emotional “Brothers” and “The Messenger,” which focus on soldiers in American, start off the year, with the romantic “Dear John” coming out in February, followed by two Asian warrior epic movies “Veer” and “War Lords.”

For more information on upcoming animation movies

<http://www.animationmagazine.net>

New movies for 2010 [www.reelmovienews.com](http://www.reelmovienews.com)