

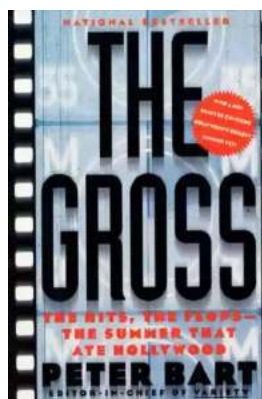
The Summer That Ate Hollywood: Unforgettable Blockbusters and Unexpected Flops

Are you ready to take a nostalgic ride through the golden era of Hollywood?

The Rise and Fall of Summer Box Office Hits

Picture this: the year is 1982, and Hollywood is buzzing with excitement as the summer season approaches. This would become a summer unlike any other, leaving an indelible mark on the film industry that would reverberate for decades to come.

Hollywood has always anticipated the summer season, as it is traditionally the time when theaters experience a surge in ticket sales. Audiences flock to cinemas seeking to escape the mundane realities of life and immerse themselves in cinematic adventures. Over the years, the summer blockbuster phenomenon has become a cultural event, with studios vying to produce the next big hit.



The Gross: The Hits, The Flops: The Summer That Ate Hollywood by Peter Bart(Kindle Edition)

★★★★☆ 4.3 out of 5

Language	: English
File size	: 531 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 360 pages



But the summer of 1982 managed to surpass all expectations, leaving moviegoers in awe and studios counting their profits. It was a season that witnessed the release of iconic films that would go on to define Hollywood for generations.

The Unforgettable Blockbusters

One film that immediately comes to mind when discussing the summer of 1982 is **E.T. the Extra-Terrestrial**. Directed by the legendary Steven Spielberg, E.T. captured the hearts of audiences worldwide, becoming the highest-grossing film of all time at that point. This heartwarming tale of a young boy and his extraterrestrial friend touched the emotions of millions, solidifying Spielberg's reputation as a master storyteller.

Another blockbuster that dominated the summer of '82 was **Blade Runner**. This visually stunning film, directed by Ridley Scott and starring Harrison Ford, transported viewers to a dystopian future like no other. While the film initially faced mixed reviews, it has since attained a cult status and is now hailed as one of the greatest science fiction films ever made.

The summer also saw the release of **Conan the Barbarian**, which introduced Arnold Schwarzenegger to the world as a leading action star. With its epic battles and testosterone-fueled action, this film solidified Schwarzenegger's status as the ultimate '80s action hero.

An Unexpected Turning Point

Not every film released during the summer of '82 soared to great heights. One notable disappointment was **The Thing**, directed by John Carpenter. Despite boasting a talented cast and innovative special effects, this sci-fi horror flick failed

to resonate with audiences, proving that not every film can conquer the summer box office.

The Legacy of '82

The blockbuster summer of 1982 forever changed the landscape of Hollywood. It paved the way for future summer releases to become major events, with studios carefully planning their marketing strategies around this lucrative season.

Following the success of 1982, Hollywood became fixated on delivering bigger, bolder, and more explosive summer films. This led to the rise of franchises like **Star Wars** and **Indiana Jones**, which would dominate subsequent summers with their action-packed adventures.

However, despite the successes, the summer of '82 serves as a reminder that not every film can achieve blockbuster status. It is a testament to the unpredictable nature of the movie industry, where a single season can shape the fortunes of studios and actors alike.

The summer that ate Hollywood remains as a pivotal moment in the history of cinema. It showcased the power of captivating storytelling and innovative filmmaking, leaving an indelible mark on generations of moviegoers.

So next time you find yourself immersed in the magic of a summer blockbuster, remember the summer of 1982, where Hollywood truly came alive.

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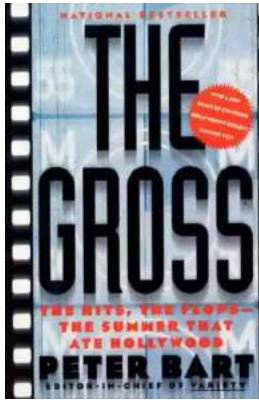
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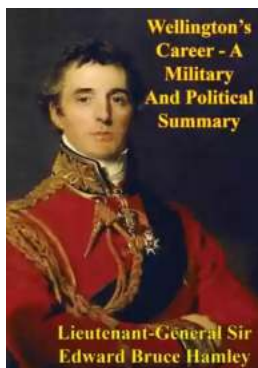
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A look at the new Hollywood by the longtime editor-in-chief of Variety. The ultimate insider follows the winners and losers of Hollywood's 1998 Summer Season.

Welcome to Hollywood, where gambling is a way of life -- and the wagers run into the hundreds of millions of dollars. But in the summer of 1998 all bets are off. The man who knows every mover, shaker, and faker explains why no one can explain the surprising season. Peter Bart goes behind the scenes like no one can to track the summer movies from development through release. He will reveal why "Godzilla" could never live up to its hype; how intense rivals Robert Redford and Warren Beatty saw their worst nightmares come true when they went head-to-head at the box office; how Jim Carrey's "Truman Show" stole the show; and how Steven Spielberg regained his title of king of the summer in a season where sleepers upset would-be blockbusters. While asteroid movies were colliding with each other, a billionaire newcomer was making superhuman attempts to resuscitate a moribund Universal Studios.

With interviews from studio executives, producers, directors, agents, and stars, Peter Bart unveils the winners and losers in the new Hollywood, where creativity and commerce hang in a precarious balance.



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