

From Forgotten Classic to Lost Opportunity: John Carter And The Gods Of Hollywood

John Carter, a science fiction epic released in 2012, is a film that unfortunately fell short of its potential and failed to capture the attention of mainstream audiences. Despite its visually stunning landscapes and impressive special effects, the movie struggled at the box office and left many wondering what went wrong. In this article, we will explore the journey of John Carter and delve into the reasons behind its underwhelming reception.

The Story Behind John Carter

John Carter is based on a series of science fiction novels written by Edgar Rice Burroughs, the creator of Tarzan. The first book in the series, titled "A Princess of Mars," was published in 1912. The story follows the adventures of John Carter, a Civil War veteran who finds himself transported to the planet Mars, known as Barsoom by its inhabitants. On this alien planet, Carter becomes involved in a conflict between different Martian civilizations and falls in love with a princess.

The novels gained a cult following over the years and were praised for their imaginative world-building and thrilling adventures. However, bringing John Carter to the big screen proved to be a challenging task.

John Carter and the Gods of Hollywood

by Michael D. Sellers (Kindle Edition)

★★★★☆ 4.1 out of 5

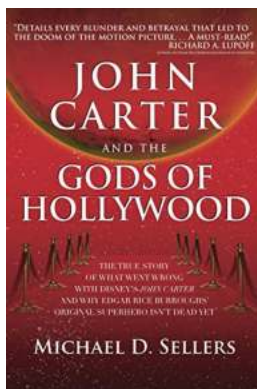
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Development Hell and Studio Interference

The path to bringing John Carter to life was far from smooth. The film spent years in development hell, with multiple attempts to adapt the story falling through. Finally, Disney acquired the film rights in 2007 and entrusted the project to director Andrew Stanton, known for his work on Pixar classics such as Finding Nemo and WALL-E.

However, studio interference became a significant hurdle for the film. Disney executives reportedly meddled with the production, demanding changes to the script and forcing reshoots. These creative differences led to a lack of cohesive vision, ultimately affecting the final product.

The Marketing Misfire

Another crucial factor that contributed to the movie's failure was the marketing misfire. The title itself, "John Carter," lacked the excitement and intrigue needed to attract audiences who were unfamiliar with the source material. It failed to convey the film's imaginative and action-packed nature, leaving potential viewers uninterested.

Additionally, the marketing campaign failed to effectively communicate the film's unique selling points. The breathtaking visuals and epic scope of the story were not adequately highlighted, leaving many potential moviegoers unaware of what the film truly offered.

The Box Office Flop

When John Carter finally hit theaters in March 2012, it faced an uphill battle. The film's lofty production budget, estimated to be around \$263 million, put immense pressure on its box office performance. Unfortunately, the film was unable to meet expectations, grossing only \$73 million domestically in its opening weekend.

The lukewarm critical response further hindered John Carter's chances of success. While some reviewers appreciated the film's grandeur and ambition, others criticized its convoluted plot and lack of emotional depth. The mixed reviews created a sense of confusion among potential viewers, leading to a lack of strong word-of-mouth support.

A Cult Classic in the Making

Despite its initial box office failure, John Carter has slowly gained a dedicated fan base. With the growth of streaming services and the ability to discover films long after their theatrical release, John Carter has found a new audience who appreciates its world-building, visual effects, and adventurous spirit.

The film's lightweight performance in theaters does not diminish its artistic merits. The intricately designed Martian landscapes, the technological wonders of Barsoom, and the thrilling action sequences still captivate viewers today. John Carter may have missed its opportunity to become a box office sensation, but its potential as a cult classic cannot be denied.

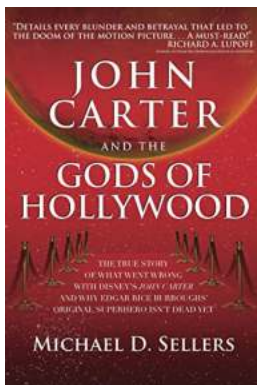
The Legacy of John Carter

John Carter's impact extends beyond its financial performance. The film's struggle represents a cautionary tale for future adaptations, highlighting the importance of cohesive vision and effective marketing. Nonetheless, John Carter

can also serve as an inspiration for filmmakers willing to take risks and push the boundaries of the science fiction genre.

Ultimately, *John Carter and the Gods of Hollywood* serves as a reminder that even with the best intentions and talent involved, a film's reception can be influenced by a multitude of factors. Whether it's studio interference, marketing misfires, or audience preconceptions, the delicate balance required for a film to resonate with audiences can sometimes be elusive.

So, while *John Carter* may have fallen short of its potential during its initial release, the film's journey and its enduring qualities continue to fascinate and intrigue those who appreciate adventure, imagination, and the eternal struggle between gods and men.



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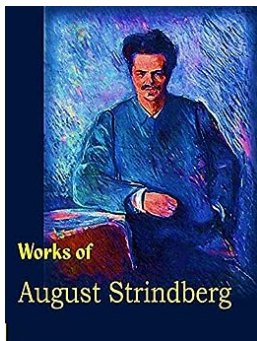


It took 100 years to bring Edgar Rice Burroughs' *John Carter of Mars* to the big screen. It took Disney Studios just ten days to declare the film a flop and lock it away in the Disney vaults. How did this project, despite its quarter-billion dollar

budget, the brilliance of director Andrew Stanton, and the creative talents of legendary Pixar Studios, become a calamity of historic proportions?

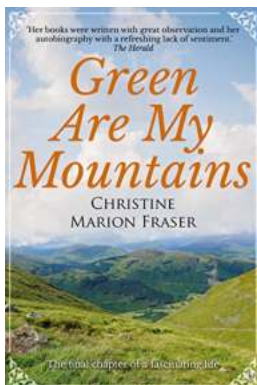
Michael Sellers, a filmmaker and Hollywood insider himself, saw the disaster approaching and fought to save the project – but without success. In *John Carter and the Gods of Hollywood*, Sellers details every blunder and betrayal that led to the doom of the motion picture – and that left countless Hollywood careers in the wreckage.

JOHN CARTER AND THE GODS OF HOLLYWOOD examines every aspect of Andrew Stanton's adaptation and Disney's marketing campaign and seeks to answer the question: What went wrong? it includes a history of Hollywood's 100 year effort to bring the film to the screen, and examines the global fan movement spawned by the film.



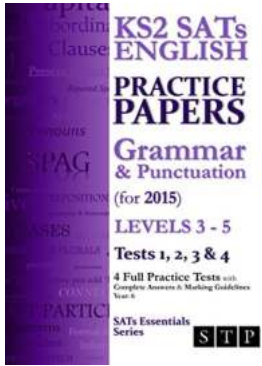
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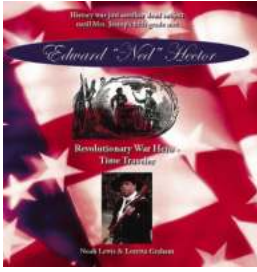
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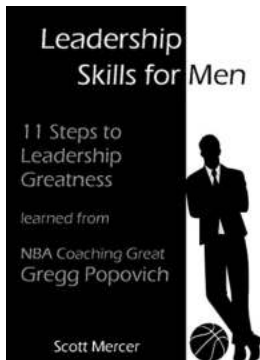
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