

FEATURES

THURSDAY, November 8, 2007

www.thechapelhilltimes.com



What's The BUZZ about?



AP Photo

Jerry Seinfeld records the voice for Barry, pictured left, below. Bee Movie hosts an all-star cast.

A glimpse of the comedian, actor, and now, movie writer

By Dave Itzkoff
The New York Times

In the dressing room of an Atlantic City nightclub, furnished by the request of its current occupant with cheese steaks from the White House Sub Shop and a full array of Tastykake snacks, Jerry Seinfeld was explaining the stand-up comedy ritual of "getting in the bubble": a state of mind that a performer seeks before show time, physical terms: a competition to be won or lost.

A few final moments of calm before the tumult of an unpredictable live audience, a few final moments of calm before the tumult of an unpredictable live audience.

And make no mistake. When Mr. Seinfeld faces his crowd, he is usually thinking of the exchange in raw, physical terms: a competition to be won or lost. "I want to get 'em bad," he said before he got lost in his thoughts.



Minutes later he emerged from the bubble and onto a stage at Resorts Atlantic City, to riff about the banalities of bachelorhood and marriage, Cinnabons and iPhones, burials and cremations, and relentlessly to mock an indiscreet heckler who had made the mistake of announcing that his nickname was Potato Head.

The hourlong routine was a (cont. p.2)

BOX OFFICE SMASH!



DESPITE POOR REVIEWS, "BEE" COMES IN 2ND PLACE

1. "AMERICAN GANGSTER," \$46.3 MILLION.

2. "BEE MOVIE," \$39.1 MILLION.

3. "SAW IV," \$11 MILLION.

4. "DAN IN REAL LIFE," \$8.1 MILLION.

5. "30 DAYS OF NIGHT," \$4 MILLION.

6. "THE GAME PLAN," \$3.85 MILLION.

7. "MARTIAN CHILD," \$3.65 MILLION.

8. "MICHAEL CLAYTON," \$2.9 MILLION.

9. "...WHY DID I GET MARRIED?," \$2.7 MILLION.

10. "GONE BABY GONE," \$2.4 MILLION.

Bee Movie's Marketing tactics



AP Photo

Seinfeld and Rock are actors and promoters By T.L. Stanley Staff Writer

Movie review

By Todd McCarthy
Staff Writer

Amiable but no more, "Bee Movie" puts a hiveful of potent talent at the service of a zig-zigging, back-of-an-envelope story that's short on surprise and originality. Long sought for animation work, producer-writer-star Jerry Seinfeld contents himself with whimsical notions and mild jokes in creating an independent-minded bee who breaks with protocol to forge a relationship with a human, to less than inspired results. Seinfeld's name, a huge push by Paramount/DreamWorks Animation and venture's mainstream innocuousness should combine for sweet if not blockbuster B.O.

Seinfeld's patented quirky humor does lend this cross-pollinating tale a distinctive



personality, one notably less crass and pandering than that found in such other DreamWorks toons as "Shrek" and the "Shrek" sequels. Effort's gentleness and modesty are not unappealing, but these qualities simultaneously provide the picture with an underwhelming impact which, given the deja



Above and left: some analysts have criticized Bee Movie's characters, plot and storyline as being unthoughtful and very predictable vu aspect of certain key elements, contribute to its overall ho-humness.

Opening stretch recalls DreamWorks' first animated venture, "Antz," with its portrait of a highly regimented community and focus on one youngster who'd prefer to go his own way. "We're the most perfectly (cont. p.2)

LOS ANGELES -- Jerry Seinfeld has said in interviews that he has considered advertising as an alternate career, and now he's getting a taste of it with DreamWorks' Bee Movie.

Seinfeld not only co-wrote, produced and stars in the comedy, but assumed a marketing role. Along with McDonald's, Brach's candy—the comedian will contribute tens of millions of dollars in marketing value.