



Film books written for people who have a passion about Cinema Exhibition!

‘The Making of ...’

Books by author Brian Hannan reviewed by Mark Trompeteler

I discovered two books by author Brian Hannan at a book signing by him about 18 months ago. I now notice his activity has developed into making his books available in easily affordable Kindle editions on the Amazon book website, as well as some of his books in paperback form. “The Making of Lawrence of Arabia” and “The Making of the Guns of Navarone” were my introduction to his work. (see www.baroliant.com)

Brian impresses me very much as a man with a mission. He convincingly argues and underlines the obvious but sometimes overlooked facts that the box office success and subsequent reputation of a film can be so very dependent on the casting process and dependency on star names or not, contractual issues, advance publicity and press work, marketing strategies, box office strategies and campaigns, box office sales and all kinds of contextual issues in around the release and re-issue of films. He even considers such things as the weather in a particular country and competing films for box office sales at the time. His “Lawrence” & “Navarone” books are full of detail about box office statistics and he

uses quotes from “Variety” a lot. We are often drawn to the more satisfying and rewarding aspects of a film’s reputation, the art and craft of its production and the “artistry” of the film makers and actors. He reminds us of the obvious very important commercial strategies and imperatives around a film, and he does this extremely well.

His take on the idea of “The Making of...” is very much about the the making of the reputation of a film as opposed to the making/production stage of a film. In the Lawrence book there is only one short chapter about the actual production stage of Lawrence which

contains or re-iterates well known information.

So my first introduction into Brian’s books via these two titles was an easy and fascinating read. As stated they are not like the traditional concept of “The Making of...” books and they do not contain any illustrations – no criticism of the books for that intended. His examination of these films through the publicity, marketing and exhibition contexts is both forensic and fascinating. They are so very relevant to people with a background in cinema exhibition.

At a time when publicity, box office sales and global income are as important as ever, and can these days be accepted as a measure of a film’s global reputation as much as by the public as the industry - the emergence of Brian’s slant on film and reputation is particularly timely. These two books were a whole new type of film book for me - a whole new very relevant approach.

The Making of’ - all books by Brian Hannan

The Making Of Lawrence Of Arabia (The Magnificent 60s) £7.20 Kindle Edition

The Making Of The Guns Of Navarone (The Magnificent 60s) £7.20 Kindle Edition

Darkness Visible: Hitchcock’s Greatest Film £1.99 Kindle Edition

Hitchcock’s Hollywood Hell £2.05 Kindle Edition

Out of this World: Spielberg’s Greatest Film £1.99 Kindle Edition

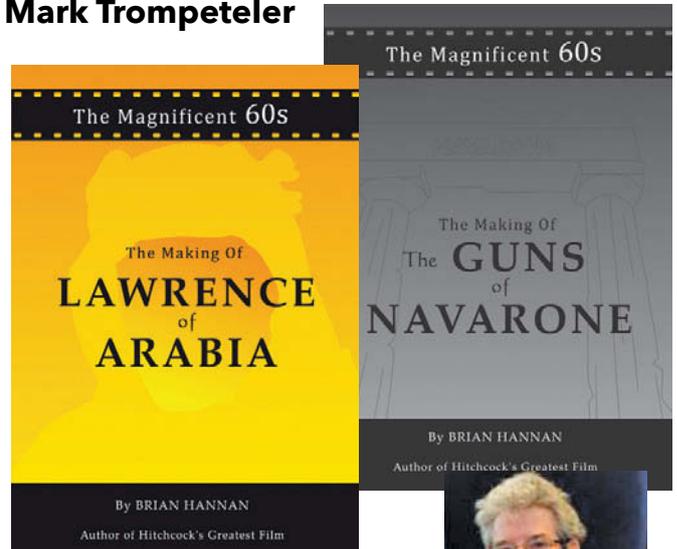
Hitchcock At The Box Office Vol 1

The Man Who Knew Too Much, The 39 Steps and The Lady Vanishes £6.12 Kindle Edition

Hitchcock At The Box Office Vol 2

Jamaica Inn and Rebecca £6.12 Kindle Edition

The Making Of Butterfield 8 (The Magnificent 60s) £0.95 Kindle Edition



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