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Unit 26
Film Studies
same film, different time and place:

Remakes are very popular amongst directors due to the financial benefits that come from producing one. A remake that has been done for a particular purpose is the horror film **Quarantine**, directed by John Eric Dowdle and distributed by Screen Gems in October 2008. This film was a remake of the Spanish film **Rec**, directed by Jaume Balguero Paco Plaza and distributed by Film Flex International in November 2007.

The original film Rec was produced for a foreign audience but John Dowdle thought that Rec had potential however he decided it would be a lot more of a successful and popular film if it was remade in the USA for an English audience as it would be able to target a wider audience range and they knew that people would rather watch a film in their language than sit there reading subtitles, as we know ourselves everyone would prefer not to do that. So even though most remakes are usually done quite a few years after the original, sometimes even a couple of decades after with this specific remake Dowdle saw a film that could potentially be great if they remade it with a larger budget so where Recs budget was 1.5 million, Quarantine times that by 8 and had a budget of 12 million.

The reason Screen Gems decided to get the remake out so fast was because they were aiming to try and earn as much money as they possibly could from it, so because there was still a lot of interest around Rec and they knew that they could make it better they wanted to do it as soon as possible and according to Quarantines director John Eric Dowdle, in an interview he stated that "*the remake wouldn't have been as successful as it was if we had waited*"

The similarities with the films is that they was both shot in handheld documentary style, the reason this was originally done was because director Jaume Balguero was trying to target teenagers with this film as it is a teen horror so he wanted to make the film screen look in a way that was like the experience of playing video games as he knew that's what the majority of his audience was interested in. This also abled the audience to be able to come up close to the horror and feel as though they was a part of the film itself and everything that was happening. This technique always proves to be very successful as when the audience feel like they are involved and everything is happening to them to, it makes the develop a deeper connection for the film they are watching and the characters that are in the film. However not everyone was taken by this idea some people didn't like how shaky the footage had been done and on reviews said that they would have preferred it to be shot differently with camera men using their cameras on tripods however the film was directed at teenagers and this chosen camera style was very popular amongst them like the director had initially hoped for, therefor when it came to John Dowdle creating the remake he decided to continue with that style.

However despite Screen Gems spending more money on making the film they technically didn't earn more money than Rec because even though Rec's box office takings totalled to