

Strand Theatre Shelbyville, Inc.

Old Website Article Backup

Articles prior to December 5, 2018

Coda: November 1, 2013

Written by David on November, 2 2013

Filmmaker Abe Purvis brought his new film CODA to the Strand Theatre on November 1, 2013. It was exciting to see this film on the Strand's screen.

Branden Yates, one of the Strand's Friday Night Frights schedulers, wrote a review of this film. The review is below:

"Do not search for answers." That was the first thing I had in my head as the film CODA started at its premier Friday at The Strand Theatre. I found some sort of irony in that since CODA is classified as a found footage film. For those unfamiliar with the term, found footage is a genre of film making, that tells the story as a discovery of something, delivered through personal video recording. This gives the audience the feeling that the story being told to them actually happened.

A big part of what I love about film is cinematography and a proper score to build excitement/fear and the overall atmosphere of each event. With found footage, you sacrifice those elements because they typically don't happen on home recording. That doesn't mean found footage doesn't have cinematography or a way to build excitement/anticipation; it just takes a different approach.

As simple as found footage looks to the naked eye there is no doubt there are plenty of challenges for writer/director Abe Purvis. In order to present a story that is not only scary but also authentic, plenty of things are vital to the concept. The most important being a story that the audience can empathize with. I did connect very well with the three main characters in the story. They had me laughing and I felt like these were real people and not actors.

It may not be my kind of horror but overall I must commend Abe Purvis for his understanding of giving us characters we can relate to and I look forward to seeing what else he's got up his sleeves.

Branden Yates - Reviewer

Images on this post:





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