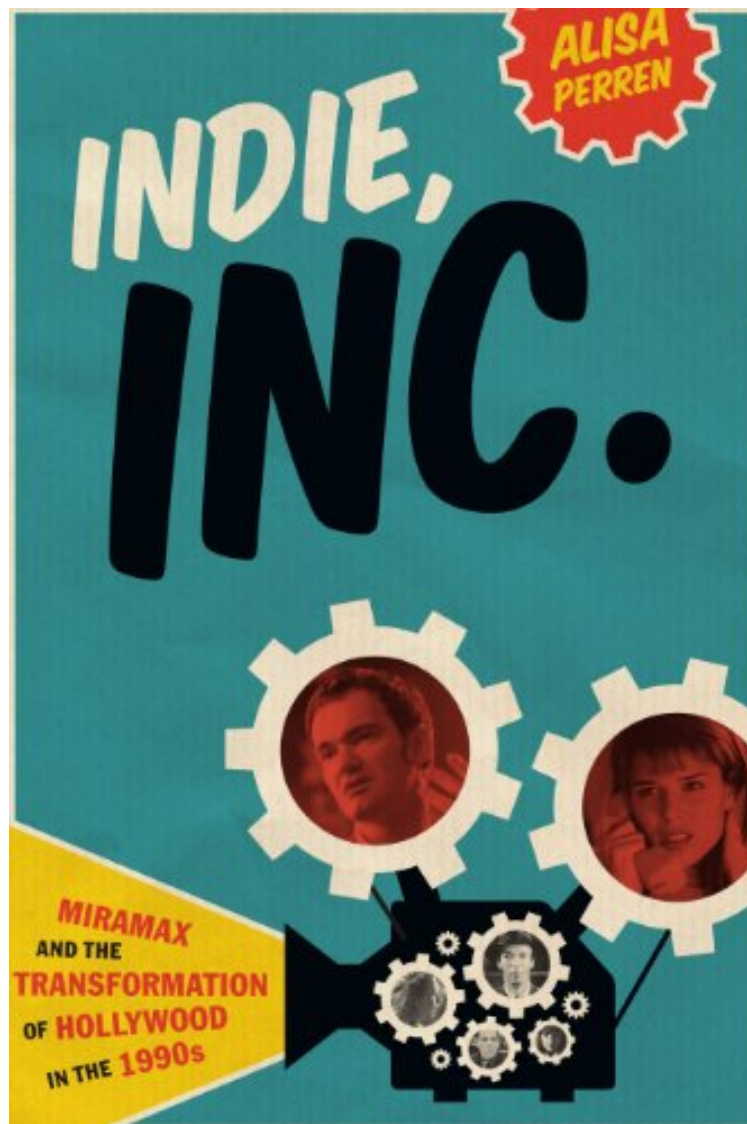


[Library ebook] Indie, Inc.: Miramax and the Transformation of Hollywood in the 1990s (Texas Film and Media Studies)

## Indie, Inc.: Miramax and the Transformation of Hollywood in the 1990s (Texas Film and Media Studies)

*Alisa Perren*

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**Alisa Perren : Indie, Inc.: Miramax and the Transformation of Hollywood in the 1990s (Texas Film and Media Studies)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Indie, Inc.: Miramax and the Transformation of Hollywood in the 1990s (Texas Film and Media Studies):

0 of 0 people found the following review helpful. Not "Down and Dirty" but a Solid Execution NonethelessBy

Christian Rosselli  
Regardless of what I think of this book, Alisa Perren did her homework on two of the most important and celebrated figures in Hollywood Independent Movie history and I commend her on a very thorough effort. Everything you want to know about the Weinsteins in their partnership with Disney during the 1990s, the landmark films they acquired and developed, their relationships with other studios and furthermore, how they changed the face of independent film from both a creative and economic stand-point, can be found in this in-depth analysis. While Perren dissects each period in the Miramax regime flawlessly and articulately, this book reads more like an academic dissertation and is no where near as fun a read as the notorious "Down and Dirty Pictures" by Peter Biskind. No matter how exaggerated the individual first-hand experiences may seem in Biskind's book, it was without a doubt, a page turner and entertaining. What "Indie" lacks in amusing anecdotal juiciness, it makes up for in factual accuracy and doesn't distract the reader with dramatic recounts of the constant "freak outs" and "intimidation tactics". This book is strictly business. My only issue is that too often it comes off as somewhat verbose, dry and professorial which honestly is why I couldn't give it my undivided attention. On the contrary, as someone who worked in the film industry for a few years, I will say that anyone who wants to explore a career in film production, acquisition or finance should definitely pick this one up. 1 of 1 people found the following review helpful. Smart, thoughtful analysis of Miramax and the Indie movement  
By JL-SPerren does a good job providing a kind of "corrective" to Peter Biskind's scathing (if enjoyable) critique of Miramax, *Down and Dirty Pictures: Miramax, Sundance, and the Rise of Independent Film*. The tone in "Indie, Inc." is measured, as Perren works hard to provide readers with a more complete picture of the history and values of the Weinsteins. This book is both a history of Miramax--the company that more or less created and defined the "Indie" era--as well as an account of how the popular press and Hollywood wrote and talked about Miramax and indie films in the 90s and 00s. Prior to and immediately following its acquisition by Disney, most mainstream media accounts of Miramax often celebrated its "authentic" artistic vision. Then, among some other key events, "Shakespeare in Love" dubiously won the Best Picture Oscar for 1998, at which point the popular press turned its back on Miramax, saying that the Weinsteins buy Oscars, Disney-fy independent films, and are all-around tyrannical control freaks. Perren positions Biskind's book as both a catalyst and maybe the major illustration of this turning tide of public perception. "Indie Inc." goes far identifying how Miramax--even prior to its acquisition by Disney--was always in the business of exploiting the niche-market of "quality cinema." The book provides a good deal of production and exhibition history of key Miramax films. My favorite sections are on "Pulp Fiction" and "Life is Beautiful." Perren does not interpret these films or perform close-readings. Her aim is to historicize the industrial setting, and she does it well. "Indie Inc." is dense, but it's not jargony or overly academic, though scholars of independent cinema and/or 90s/00s Hollywood can take a lot from it. If you enjoy reading about film and have an interest in 90s/00s Hollywood then I highly recommend this title.

During the 1990s, films such as *sex, lies, and videotape*, *The Crying Game*, *Pulp Fiction*, *Good Will Hunting*, and *Shakespeare in Love* earned substantial sums at the box office along with extensive critical acclaim. A disproportionate number of these hits came from one company: Miramax. *Indie, Inc.* surveys Miramax's evolution from independent producer-distributor to studio subsidiary, chronicling how one company transformed not just the independent film world but the film and media industries more broadly. As Alisa Perren illustrates, Miramax's activities had an impact on everything from film festival practices to marketing strategies, talent development to awards campaigning. Case studies of key films, including *The Piano*, *Kids*, *Scream*, *The English Patient*, and *Life Is Beautiful*, reveal how Miramax went beyond influencing Hollywood business practices and motion picture aesthetics to shaping popular and critical discourses about cinema during the 1990s. *Indie, Inc.* does what other books about contemporary low-budget cinema have not: it transcends discussions of American indies to look at the range of Miramax-released genre films, foreign-language films, and English-language imports released over the course of the decade. The book illustrates that what both the press and scholars have typically represented as the rise of the American independent was in fact part of a larger reconfiguration of the media industries toward niche-oriented products.

"Perren's account is a corrective to the juicier journalistic record, particularly the gossipy standard narrative, Peter Biskind's *Down and Dirty Pictures* (Simon and Schuster, 2004). Biskind's popularity is probably safe: Perren's style is that of someone turning on the lights at a party, and her informative, eye-opening argument is intentionally deflating and unromantic. She busts myths, and persuasively so..." (Film Quarterly 2012-10-01)  
"In her book *Indie, Inc.*, Alisa Perren masterfully explores the myths and realities behind the Weinsteins' rise, their cunning self-mythologizing of their enterprise, and the subsequent decline of the company's cultural influence and commercial viability." (Journal of Popular Culture)  
About the Author  
Alisa Perren is Associate Professor in the Department of Radio-TV-Film at the University of Texas at Austin. She is the coeditor of *Media Industries: History, Theory, and Method* and Coordinating Editor of *In Media Res*, a Media Commons project that experiments with new forms of online scholarship. Her work has appeared in a range of publications, including *Film Quarterly*, *Journal of Film and Video*, *Journal of Popular Film*

Television, and FlowTV.