

Bijou features 3-D movies in an homage to '50s film

Bijou Art Cinemas returns to retro with 3-D films that range in theme from horror to murder and romance

By **Natasha Chilingirian**
Pulse Reporter

Going to the movies is exciting when there's an engrossing plot and buttery popcorn, but how about turning the excitement up a notch by sporting a pair of colored paper glasses and watching the film's images practically jump into your lap?

3-D films — once a short-lived craze in the early 1950s — are making a comeback in Eugene. Bijou Art Cinemas, located on East 13th Avenue, will have its final showing of the 1954 horror flick "Creature From the Black Lagoon," tonight at 11 p.m. The film hadn't played in Eugene for 15 years before the Bijou started screening it again, and Bijou manager Louise Thomas said it has been a huge success.

"Our late-night films were on the decline during the summer, but 'Creature From the Black Lagoon' has boosted the success of our late-night films," Thomas said.

3-D films began as an attempt to revive the movie industry when television became its direct competitor in the early 1950s. It can be shown using two processes. The first is the anaglyph process, where the film is printed in two colors and layered into the same projector while viewers watch through two-toned glasses. This allows for each eye to be drawn to a different color of film.



Eric Layton Illustrator

Bijou Art Cinemas' new 3-D films follow the success of "Creature from the Black Lagoon."

The second process is the Polaroid process, which involves light waves passing in perpendicular planes between two projectors.

"It was one of those quirky little moments in film history," University English Professor Kathleen Karlyn said. "It was created to exploit the spectacular aspects of cinema that television didn't have."

The first 3-D film shown using the anaglyph process was 1922's "Power of Love," an adventure flick about a sea captain in California.

The first 3-D film projected using the Polaroid process was "Bwana Devil," which was about lions who preyed on railroad workers. The height of 3-D cinema came in 1953 with the thriller "House of Wax," which was followed by a fall in 3-D popularity, partly because viewers often would leave the theater with pounding headaches.

But 3-D returned to the mainstream with last July's film "Spy Kids 3-D:

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make a couple of dollars by selling a song, I guess I can support that decision. They probably know what they're doing better than I do. For example, look at the song The Shins

sold to McDonald's. It contains the lyrics "dirt in your fries" and "the bakers at dawn may they cut their thumbs and bleed into the buns." This doesn't exactly inspire one to go out and buy a Happy Meal. The band probably thought it was hilarious that the fast food chain wanted

to use their song.

In fact, they probably laughed all the way to the bank.

Contact the Pulse columnist at helenschumacher@dailymerald.com. Her opinions do not necessarily represent those of the Emerald.

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