SHARK NIGHT 3D, as directed by FINAL DESTINATION 2’s David Ellis is currently under the tentative name, UNTITLED 3D SHARK THRILLER. But really, just how tentative is it?

Speaking with Vulture , Ellis revealed he has an affinity for the working title, citing its point blankness (something he obviously shot for with SNAKES ON A PLANE) as the reason.

Here’s what he had to say: "I hated the original title [SHARK NIGHT 3D], too, so at our weekly production meetings, I made everyone on the crew come up with names — CHUMS, FINS, TERROR ON THE LAKE — but they all seemed kind of cheesy. And so until I hear a better name, I like what we’ve got right now: UNTITLED 3D SHARK THRILLER The title says everything you need to know: 'We’ve got sharks.' 'It’s in 3D.' and, 'It’s a thriller.'"

The site even reached out to an unnamed studio executive, who was inclined to agree: "These days, there are two routes to take. It’s either titles like SNAKES ON A PLANE or HOT TUB TIME MACHINE — or you can try for highbrow and say, 'From the people who brought you AVATAR, comes … ' — but neither seems to have any real effect; I don’t think anything matters anymore, so why not UNTITLED 3D SHARK THRILLER?"

I’m torn between thinking this is terribly stupid or terribly cheeky. Either way, Ellis better bring back the magic of FD2 and not the insipid, dullness of SNAKES.

UNTITLED 3D SHARK THRILLER stars LAST HOUSE ON THE LEFT's Sara Paxton and sees vacationing friends contend with the titular aquatic beast. It hits September 2nd.

{jcomments on}