

## Director Fred Andrews sounds off on “CREATURE”

Written by Chris Alexander

Friday, 16 September 2011 17:06

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As FANGORIA #306 cover boy and underdog CREATURE unspooled on hundreds of screens across North America, the Sid Sheinberg-funded Southern Gothic monster mash garnered some scathing reviews and a less-than-satisfying box-office take. And director/co-writer Fred Andrews is understandably bummed out by what he sees as the misinterpretation of his maiden cinematic voyage.

The picture was, after all, designed to be an eccentric, sexually charged throwback to straight-faced rubber-monster shockers like THE ALLIGATOR PEOPLE by way of a dead-teenager flick. And hey...the bloody drummer of Bauhaus did the intense electronic score, itself an element worthy of attention. Andrews is a Fango friend, and we decided to give him another platform to riff—warts and all—on his baby and discuss his feelings about its reception.

**FANGORIA:** Have you been disappointed by the largely negative reviews? Did you anticipate them?

**FRED ANDREWS:** Oh no, the negative reviews have been in no way disappointing; in fact, I am impressed with how many different and creative ways people have been able to express their distaste for the film [laughs]. But seriously, of course I anticipated a lot of negative reviews just given the very nature of the film. It's not a film for critics; I mean, come on, it's called CREATURE, for God's sake! But on the other hand, I was happily surprised when the *LA Times*

gave us a good, honest review; they got it. As have a number of other reputable critics and publications like FANGORIA, Nuke the Fridge, Killer Films and Unwinnable. Those lowbrow

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sites that have trashed it and bloggers who harshed on the film were no surprise to me, man. Come on, what kind of critic are you if you use the word “titties” in your review, or you’re still talking about my film when you’re reviewing another one. You can’t take those guys seriously, man; they’re bottom feeders.



**FANG:** What about the fan base—have you felt it surge on even a minor level?

**ANDREWS:** Yes! It’s a trip! That’s been the most positive result among all the negative press surrounding the opening. In fact, due to the infamous reputation the film has acquired, the scales of public opinion have tipped. That’s what I am seeing more and more of every day, man. There are now slightly more positive reviews of the film than negative. It’s like people who had not heard of the film are seeing it before it leaves theaters and posting really positive stuff. It has found a fan base! I love those people, the real people, the ones I made the movie for. They’ve had a good time. If the outpouring of support I’ve received personally for the film is any indication, I think it is well on its way to cult status, regardless of how it started down that road. A very wise friend of mine said, “Cult movies aren’t made, they grow organically,” and that’s true; that’s what I am seeing.

**FANG:** Do you feel that some people missed the point of CREATURE and wrote it off because it didn’t laugh at itself?

**ANDREWS:** I think that some did. A lot of people were very uptight and were kind of left out of the joke or just didn’t get it to begin with. Look, it’s not like it’s too deep; the whole film is one big funny homage to the entire genre. And for me, comedy works best if played dry and straight, like British humor; you can laugh at it as well as with it. I didn’t feel the film needed to laugh at itself. I have all the nudges and winks, clichéd setups, dialogue references to classic

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horror films and horror stars, bad “cat scares,” melodrama; I just didn’t want to spoon-feed it to the audience and say, “Hey, stupid, did you see that? Do you get it?”

**FANG:** In what ways are you fighting for CREATURE, and are Sheinberg and co. supporting this?

**ANDREWS:** Well, I am doing every interview I can, like this one [laughs]. I am putting it out there in every form of social media I can and asking others to do the same. I am calling local radio stations across the country, embracing the fact that we had one of the worst openings ever, being the butt of jokes, so I can plug it. I am also offering to anyone who sends me a picture of themselves with a ticket some signed swag. It’s really me trying to get the word of mouth going before it’s too late and the film is pulled from all the theaters. Having people call their local theater and ask them to keep the film or move it to the midnight show would help. I’ve been able to get some CREATURE parties organized with people, and even some fraternities across the country. The deal is, they throw a party, get a group of 10 or more people together and go see the flick, and I’ll send them stuff. One group wanted me to come hang out with them when the DVD comes out, and I have agreed.

Seriously, I am trying to start a real grassroots effort to get people to see the film, and it’s not about money; I just want people to check it out and have a good time. It was the opening that was screwed; the film itself is a blast.

I haven’t had much contact with the Sheinbergs since last Friday, but I do not take that personally. My relationship with them is very strong. Sid has always been supportive of me and the film, as have Jon Sheinberg and Bill Sheinberg. What they did was, in my opinion, bold and groundbreaking. They took a huge risk and tried something revolutionary, so I am confident that they’re supporting whatever efforts I am making to get people to see my film.