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SURFING THE WAVES OF POPULAR CULTURE
BY MICHAEL GILTZ & FRIENDS

THURSDAY, MARCH 01, 2007

3-D Spreading To Concerts And Videos

The NYTimes has a piece on 3-D being used in music videos by the likes of Gwen Stefani. Fine. But it's odd for them to say that director James Cameron was an "unlikely source" for the suggestion that Stefani employ 3-D. In fact, Cameron may be the likeliest source in the world for such an idea -- he's been touting 3-D for years as the wave of the future for movies and a way to make the theater-going experience special. He's been pushing the technology, urging others to get involved and insisted he was going to wait to make his next film until the 3-D effects were cool enough. And of course Cameron has been working on that massively budgeted sci-fi spectacle "Avatar" for a while now. It would only be odd if Cameron told someone NOT to use 3-D, though presumably there are quiet domestic dramas he might think were ill-suited to such an approach. But then again, you never know.

POSTED BY MICHAEL IN NEW YORK AT 3:10 PM



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