

Harold and the Purple Crayon (film)

Harold and the Purple Crayon is an upcoming American live-action/animated fantasy comedy film directed by Carlos Saldanha from a screenplay by David Guion and Michael Handelman, based on the 1955 children's book of the same name by Crockett Johnson. It will star Zachary Levi in the titular role, with Lil Rel Howery, Benjamin Bottani, Jemaine Clement, Tanya Reynolds, and Zooey Deschanel in supporting roles. The film serves as a sequel to the original book, where, after the adventurous Harold grows up with his magical purple crayon and draws himself off the book's pages and into the physical world, he finds that he has a lot to learn about real life.

Produced by Columbia Pictures in association with producer John Davis through Davis Entertainment, *Harold and the Purple Crayon* is scheduled to be released in the United States by Sony Pictures Releasing on August 2, 2024.

Cast

- Zachary Levi as Harold, a man who has had a magical purple crayon since his childhood which makes whatever he draws come to life^{[1][2]}
- Lil Rel Howery as Moose, a moose who is one of Harold's friends and becomes human in the real world^[3]
- Benjamin Bottani as Mel
- Zooey Deschanel as Terri^[4]
- Jemaine Clement as Gary^[5]
- Tanya Reynolds as Porcupine, a porcupine who is one of Harold's friends and becomes human in the real world^[6]
- Alfred Molina
- Ravi Patel^[7]
- Camille Guaty^[8]
- Pete Gardner^[9]
- Seth Robbins

Production

Early attempts

Harold and the Purple Crayon



Teaser poster

Directed by	Carlos Saldanha
Screenplay by	David Guion <div>Michael Handelman</div>
Based on	<i>Harold and the Purple Crayon</i> by Crockett Johnson
Produced by	John Davis
Starring	<div>Zachary Levi<div>Lil Rel Howery<div>Benjamin Bottani<div>Jemaine Clement<div>Tanya Reynolds<div>Alfred Molina<div>Zooey Deschanel</div></div></div></div></div></div></div>

In 1992, John B. Carls formed the family-film production company, Wild Things Productions, with [Maurice Sendak](#), writer and illustrator of *Where the Wild Things Are*. They acquired rights to other children's books, including *Harold and the Purple Crayon* and whose author [Crockett Johnson](#), was a mentor to Sendak. Sendak and [Denise Di Novi](#) were producers.^[10] About 1994, [Michael Tolkin](#) was brought in to write the script and [Henry Selick](#) was to direct, but Selick moved on to *James and the Giant Peach* for [Walt Disney Pictures](#). Carls picked [Spike Jonze](#) to develop the film, a combination of live action and animation. [David O. Russell](#) was brought in to help with rewrites.^[11] Multiple screenplays, casting, storyboards, and animation work started but Jonze had to abandon the project after more than a year working on it when new management at [TriStar Pictures](#) stopped it, two months before principal photography was to begin.^{[12][13][14][15][16]}

Cinematography	Gabriel Beristain
Edited by	Tia Nolan
Music by	Batu Sener
Production companies	Columbia Pictures Davis Entertainment
Distributed by	Sony Pictures Releasing
Release date	August 2, 2024
Country	United States
Language	English

In February 2010, it was reported that [Columbia Pictures](#), [Sony Pictures Animation](#), [Steven Spielberg's Amblin Entertainment](#) and [Will Smith's Overbrook Entertainment](#) were developing a [CGI-animated](#) film adaptation of *Harold and the Purple Crayon*, to be produced by Smith and [James Lassiter](#), and written by [Josh Klausner](#).^{[16][17]} In December 2016, it was reported that the film would also be written by [Dallas Clayton](#).^[18]

Resurgence

On February 1, 2021, it was reported that [Zachary Levi](#) would star in the film,^[1] though it was initially not stated what role he would play at that time, except that the film would now be a combination of live-action and animation. It was also announced that [Carlos Saldanha](#) was attached to direct the new film, and that [David Guion](#) and [Michael Handelman](#) replaced Klausner and Clayton as screenwriters, with [John Davis](#) producing under his [Davis Entertainment](#) banner. [Lil Rel Howery](#) was announced as part of the cast on January 11, 2022.^[3] [Zooey Deschanel](#) and [Ravi Patel](#) were added in February 2022.^{[4][7]} [Camille Guaty](#) was cast on March 1, 2022.^[8] [Tanya Reynolds](#) and [Pete Gardner](#) joined in May 2022.^{[6][9]} In January 2024, it was revealed that [Jemaine Clement](#) had joined the cast, uniting with Saldanha after having previously voiced Nigel in *Rio* (2011) and its sequel *Rio 2* (2014).^[5]

Around the beginning of 2022, [live-action](#) filming took place in the [Atlanta, Georgia](#) area.^{[19][20][21]} [Gabriel Beristain](#) served as the cinematographer.^[22]

Post-production

[Tia Nolan](#) serves as an editor on the film.^[23]

Music

In February 2023, Batu Sener, who previously provided additional music to films composed by Saldanha's frequent collaborator John Powell, was announced to be composing the film's score.^[24]

Release

Harold and the Purple Crayon is scheduled to be released in theaters on August 2, 2024.^[25] It was originally scheduled to be released on January 27, 2023,^[26] and June 30, 2023.^[27]

Marketing

The first teaser posters were released on March 13, 2024, confirming that Harold will be played by Levi and that the character, originally a kid, will be portrayed as a grown man in the film.^[2] A trailer for the film was released on March 20, 2024.^[28]

References

1. Pearson, Ben (February 2, 2021). "'Harold And The Purple Crayon' Movie Will Star Zachary Levi" (<https://www.slashfilm.com/579176/harold-and-the-purple-crayon-movie/>). *Film*. Retrieved April 12, 2022.
2. Peralta, Diego (March 13, 2024). "Harold Is All Grown Up in the First Posters for 'Harold and the Purple Crayon' " (<https://collider.com/harold-and-the-purple-crayon-posters/>). *Collider*. Retrieved March 13, 2024.
3. Kroll, Justin (January 11, 2022). "Lil Rel Howery Joins Zachary Levi In Sony's Adaptation Of 'Harold And The Purple Crayon' " (<https://deadline.com/2022/01/lil-rel-howery-zachary-levi-sonys-harold-and-the-purple-crayon-1234907804/>). *Deadline*. Retrieved April 12, 2022.
4. Galuppo, Mia (February 9, 2022). "Zooey Deschanel Joins Sony's Live-Action 'Harold and the Purple Crayon' (Exclusive)" (<https://www.hollywoodreporter.com/movies/movie-news/zooey-deschanel-harold-and-the-purple-crayon-sony-film-1235090065/>). *The Hollywood Reporter*. Retrieved April 12, 2022.
5. D'Alessandro, Anthony (January 18, 2024). "Kate McKinnon & Jemaine Clement Join Jason Momoa 'Minecraft' Gang At Warner Bros" (<https://deadline.com/2024/01/minecraft-kate-mckinnon-jemaine-clement-1235796568/>). Retrieved January 30, 2024.
6. Grobar, Matt (May 2, 2022). "Tanya Reynolds Joins 'Harold And The Purple Crayon'; 'The Throwback' Adds Gregg Sulkin" (<https://deadline.com/2022/05/tanya-reynolds-joins-harold-and-the-purple-crayon-gregg-sulkin-casting-1235014457/>). *Deadline*. Retrieved May 2, 2022.
7. Kroll, Justin (February 23, 2022). "Ravi Patel Joins Sony's Adaptation Of 'Harold And The Purple Crayon' " (<https://deadline.com/2022/02/ravi-patel-sonys-harold-and-the-purple-crayon-1234958774/>). *Deadline*. Retrieved April 12, 2022.
8. Grobar, Matt (March 1, 2022). "Louise Lombard Joins 'Oppenheimer'; 'Harold And The Purple Crayon' Adds Camille Guaty" (<https://deadline.com/2022/03/louise-lombard-joins-oppenheimer-harold-and-the-purple-crayon-camille-guaty-1234968424/>). *Deadline*. Retrieved April 19, 2022.
9. Grobar, Matt (May 9, 2022). "*Crazy Ex-Girlfriend*'s Pete Gardner Joins *Harold and the Purple Crayon*; Paramount+'s *Finestkind* Adds Charlie Thurston" (<https://deadline.com/2022/05/pete-gardner-joins-harold-and-the-purple-crayon-finestkind-charlie-thurston-1235019572/>). *Deadline Hollywood*. Retrieved May 9, 2022.
10. "The Philadelphia Inquirer from Philadelphia, Pennsylvania on July 23, 1995 · Page 138" (<http://www.newspapers.com/newspage/178432920/>). *Newspapers.com*. July 23, 1995. Retrieved April 20, 2022.

11. Waxman, Sharon (February 19, 2013). *Rebels on the Backlot: Six Maverick Directors and How They Conquered the Hollywood Studio System* (<https://books.google.com/books?id=TuYQez3UvXkC&q=Harold+and+the+Purple+Crayon>). Harper Collins. ISBN 978-0-06-228750-2.
12. *Premiere. [American Ed.]* 1995-05: Vol 8 Iss 9 (http://archive.org/details/sim_premiere_1995-05_8_9). Hachette Filipacchi Magazines. May 1995.
13. Fleming, Charles (October 23, 2005). "A Wild Rumpus in the Hollywood Jungle" (<https://www.nytimes.com/2005/10/23/movies/a-wild-rumpus-in-the-hollywood-jungle.html>). *The New York Times*. ISSN 0362-4331 (<https://www.worldcat.org/issn/0362-4331>). Retrieved April 18, 2022.
14. Knafo, Saki (September 2, 2009). "Bringing 'Where the Wild Things Are' to the Screen" (<http://www.nytimes.com/2009/09/06/magazine/06jonze-t.html>). *New York Times*. Retrieved April 18, 2022.
15. "Spike Jonze's abandoned movie 'Harold & The Purple Crayon'" (<https://faroutmagazine.co.uk/spike-jonze-abandoned-movie-harold-the-purple-crayon/>). June 3, 2021. Retrieved April 14, 2022.
16. "Shrek the Third Screenwriter Adapting Harold and the Purple Crayon?" (<https://www.slashfilm.com/507839/shrek-the-third-screenwriter-adapting-harold-and-the-purple-crayon/>). *Film*. February 25, 2010. Retrieved May 10, 2022.
17. Rowles, Dustin (February 25, 2010). "Exclusive: Harold and the Purple Crayon Headed to the Big Screen" (https://www.pajiba.com/trade_news/harold-and-the-purple-crayon-heading-to-the-big-screen.php). *Pajiba*. Retrieved April 12, 2022.
18. Emily J (December 7, 2016). "Dallas Clayton Tapped to Pen 'Harold and the Purple Crayon' Adaptation (Exclusive)" (<https://www.tracking-board.com/dallas-clayton-tapped-to-pen-harold-and-the-purple-crayon-adaptation-exclusive/>). *The Tracking Board*. Retrieved July 23, 2019.
19. Cho, Winston (March 16, 2022). "Hollywood Silent So Far on Georgia's 'Don't Say Gay' Bill Proposal" (<https://www.hollywoodreporter.com/business/business-news/hollywood-silent-on-georgia-version-of-dont-say-gay-bill-so-far-1235112261/>). *The Hollywood Reporter*. Retrieved April 18, 2022.
20. "Amy Adams Gets Into Character While Filming in the U.K., Plus Camila Cabello, Jared Leto and More" (<https://people.com/celebrity/star-tracks-wednesday-march-30-2022/>). *PEOPLE*. March 30, 2022. Retrieved April 18, 2022.
21. Ho, Rodney. "What's filming in Georgia in January 2022?" (<https://www.ajc.com/life/radiotvtaik-blog/whats-filming-in-georgia-in-january-2022/TKRJ2MHYCFGMFJLD4HMIXKKHQE/>). *Atlanta Journal-Constitution*. Retrieved April 18, 2022.
22. Bentz, Adam (February 2, 2021). "Harold and the Purple Crayon (2024)" (<https://screenrant.com/tag/harold-and-the-purple-crayon/>). *Screen Rant*. Retrieved January 15, 2024.
23. "Tia Nolan, ACE" (<https://production.apa-agency.com/wp-content/uploads/resumes/NOLAN,%20Tia%20-%20E.pdf>) (PDF). Retrieved April 26, 2023.
24. "Batu Sener Scoring Carlos Saldanha's 'Harold and the Purple Crayon'" (<http://filmmusicreporter.com/2023/02/10/batu-sener-scoring-carlos-saldanhas-harold-and-the-purple-crayon/>). *Film Music Reporter*. February 10, 2023. Retrieved February 11, 2023.
25. Grobar, Matt (May 16, 2023). "Sony Pushes 'Harold And The Purple Crayon' And 'They Listen' To 2024, Sets Dates For 'My Ex-Friend's Wedding,' 'HorrorScope' And 'Psycho-Pass: Providence'" (<https://deadline.com/2023/05/my-ex-friends-wedding-horrorscope-set-release-dates-with-sony-1235369357/>). *Deadline*. Retrieved May 17, 2023.
26. Pedersen, Erik (September 10, 2021). "Sony Sets Dates For Whitney Houston & George Foreman Biopics, Two Others; 'Lyle, Lyle, Crocodile' On The Move" (<https://deadline.com/2021/09/whitney-houston-biopic-release-date-george-foreman-lyle-lyle-crocodile-sony-1234830193/>). *Deadline*. Retrieved April 12, 2022.

27. Grobar, Matt (October 20, 2022). "'Harold And The Purple Crayon' Release Date Pushed Back By Sony" (<https://deadline.com/2022/10/harold-and-the-purple-crayon-release-date-pushed-back-by-sony-1235150913/>). *Deadline*. Retrieved October 20, 2022.
28. Hipes, Patrick (March 20, 2024). "'Harold And The Purple Crayon' Trailer: The Kid Doesn't Stay In The Picture In Movie Version Of Classic Children's Book" (<https://deadline.com/video/harold-and-the-purple-crayon-trailer-zachary-levi/>). *Deadline*. Retrieved March 21, 2024.

External links

- [Official Site \(https://www.haroldandthepurplecrayon.movie\)](https://www.haroldandthepurplecrayon.movie)
- *Harold and the Purple Crayon* (<https://www.imdb.com/title/tt1609486/>) at [IMDb](#)
- *Harold and the Purple Crayon* (<https://www.metacritic.com/movie/harold-and-the-purple-crayon>) at [Metacritic](#)

Retrieved from "[https://en.wikipedia.org/w/index.php?title=Harold_and_the_Purple_Crayon_\(film\)&oldid=1225227887](https://en.wikipedia.org/w/index.php?title=Harold_and_the_Purple_Crayon_(film)&oldid=1225227887)"

▪