

= The Sponge Who Could Fly =

" The Sponge Who Could Fly " , also known as " The Lost Episode " , is the 19th episode of the third season and the 59th overall episode of the American animated television series SpongeBob SquarePants . It was written by Paul Tibbitt , Kent Osborne , and Merriwether Williams , with Andrew Overtoom and Tom Yasumi serving as animation director and Mark O 'Hare as the director of the walk cycles in the beginning of the episode . The episode was produced in 2002 and aired on Nickelodeon in the United States on March 21 , 2003 .

The series follows the adventures and endeavors of the title character in the underwater city of Bikini Bottom . In this episode , SpongeBob wishes he could fly with the jellyfish . He makes several attempts to do so , but all of these fail . At home , SpongeBob is drying his hair and receives a phone call , he puts the hair dryer in his square pants , and the dryer inflates them , giving him the ability to fly . He goes around helping people , earning their admiration and becoming a superhero of sorts . However , other characters continue to ask increasingly unnecessary favors of him , leaving him no time to fly with the jellyfish .

The episode became available on the VHS of the same name on March 4 , 2003 . Tie @-@ in promotions made with Burger King , which released a series of toys . Upon release , " The Sponge Who Could Fly " gained seven million views receiving mixed reviews from television critics , especially concerning the live action segments . " The Sponge Who Could Fly " was adapted into a musical called SpongeBob SquarePants Live ! The Sponge Who Could Fly ! , which toured selected cities in Asia , in 2007 . The musical was renamed to SpongeBob SquarePants : The Sponge Who Could Fly ! A New Musical when it toured the United Kingdom in 2009 .

= = Plot = =

The beginning opens with Patchy the Pirate , as he has presumably lost the " Lost Episode Of SpongeBob , " prior to the episode . He is hesitant to keep the episode lost , so he sets off to look for the episode , using a treasure map to find . Throughout several difficulties , he eventually finds the episode . He then returns home in glee , and watches the episode , which is revealed to be a series of walk cycles . Patchy gets angry , and throws a " temper @-@ tantrum , " which results in him running away . The real episode then begins to start playing , and Patchy returns , fixes all of his stuff , then enjoys the episode .

In the episode , SpongeBob wishes he could fly with the jellyfish . He makes several attempts to do so , including a biplane , bat wings , a lawn chair with balloons , and a giant kite pulled by a bicycle . All of these attempts fail , and SpongeBob faces ridicule from others . He tells those mocking him that " it is a sad day in Bikini Bottom , when a guy is ridiculed for having dreams ! " They respond that they all have had unfulfilled dreams , and start chasing him . SpongeBob runs off a cliff and falls into a truck of mud , then into a truck of feathers .

Back home , having given up on his dream , SpongeBob dries himself out when he receives an insulting phone call and puts the hair dryer in his pants . While he talks , the dryer inflates his pants , giving him the ability to fly . He goes around helping people , earning their admiration and becoming a superhero of sorts . However , the other characters continue to ask increasingly unnecessary favors of him , leaving him no time to fly with the jellyfish . When he tries to escape to the Jellyfish Fields , a mob forms and chases him , but is unable to catch him . Cannonball Jenkins , formerly a farmer and later on , a sailor , launches himself at SpongeBob , popping the pants and sending him plummeting to the ground . Everyone then hold a funeral for his now @-@ deflated pants . Upset , SpongeBob decides to go home , but the jellyfish help him fly and take him back there . Patrick arrives and asks if they could fly over to the pizzeria , but SpongeBob decides to leave the flying to the jellyfish , only for Patrick to fly off himself .

The story then shifts back to Patchy , who wants to replay the episode , but fails , leading him to destroy the tape .

= = Production = =

" The Sponge Who Could Fly " was written by Paul Tibbitt , Kent Osborne and Merriwether Williams , with Andrew Overtoom serving as animation director . Tibbitt and Osborne also functioned as storyboard directors , and Carson Kugler , Caleb Meurer , and William Reiss worked as storyboard artists . The episode originally aired on Nickelodeon in the United States on March 21 , 2003 , with a TV @-@ Y7 parental rating . " The Sponge Who Could Fly " was one of the few episodes of the third season that aired during the production of the series ' 2004 feature film . In 2002 , series creator Stephen Hillenburg , with his crew , halted production of the show to work on the film , resulting in few airings of new episodes . Nickelodeon announced nine " as @-@ yet @-@ unaired " episodes would be shown . During the break in TV production , " The Sponge Who Could Fly " first aired during a two @-@ hour " Sponge " -a @-@ thon , while the other eight were broadcast subsequently .

Mark O 'Hare directed and animated the walk cycles in the beginning of the episode . The cycle originated when supervising producer at the time Derek Drymon called O 'Hare . O 'Hare said " Derek would call me out of the blue for freelance , and it was tough to know the context of stuff . " He remembered the crew gave him a " bad " synthesizer song and he was told to do " some kind of weird walk to it . " He said " I animated this bizarre SpongeBob walk and turned it in , and that was that . " Eventually , Drymon saw the cycle and referred to it as " The Lost Episode " walk . O 'Hare had no idea what Drymon was talking about until he learned it was already used in an episode . O 'Hare said " so I just figured that it ended up on the cutting room floor , like a lot of stuff you end up doing in animation . I had no idea that he was referring to the actual name of the show [' The Lost Episode '] . " The live action scenes were directed by Mark Osborne , and were hosted by Tom Kenny in character as Patchy the Pirate , the president of the fictional SpongeBob SquarePants fan club .

" The Sponge Who Could Fly " was released on VHS on March 4 , 2003 . It was included in the DVD compilation called SpongeBob SquarePants : The Complete 3rd Season on September 27 , 2005 . On September 22 , 2009 , the episode was released in the SpongeBob SquarePants : The First 100 Episodes DVD , alongside all the episodes of seasons one through five .

= = Marketing = =

To promote the episode , Nickelodeon launched an on @-@ air campaign called " SpongeBob 's Lost Episode " , which culminated with the premiere of " The Sponge Who Could Fly " . Nickelodeon also partnered with Burger King to release a line of toys as a marketing tie @-@ in to the event . The toy line consisted of eight figures , including SpongeBob Silly Squirter , Swing Time Patrick , Jellyfish Fields , Plankton Bubble Up , Squirt N ' Whistle Squidward , Plush Shakin ' SpongeBob , Karate Chop Sandy and Gravity Defying Gary . The promotion ran for five weeks , during which time one of the popular items on the " Big Kids " menu , Chicken Tender , came " in fun star and lightning bolt shapes . " Craig Braasch , vice president of global advertising and promotions for the Burger King Corporation , said " These eight new , fun , seaworthy toys inside our Big Kids Meals provide hours of aquatic entertainment for our young customers . "

Each of the toys released included a " clue card " containing a SpongeBob SquarePants character riddle . By visiting Nickelodeon 's website , the viewers could answer the riddle in order to win digital SpongeBob trading cards . They could also enter a sweepstakes to win an at @-@ home SpongeBob SquarePants party for 25 people where " The Sponge Who Could Fly " was viewed on the winner 's new large @-@ screen television . Pam Kaufman , senior vice president of marketing for Nickelodeon , said " We are proud of the relationship we have built with Burger King Corporation and excited that SpongeBob is returning for his second Burger King promotion . The promotion is sure to bring the young Burger King customers all of the fun they have come to expect from Nickelodeon and SpongeBob SquarePants . "

= = Reception = =

Upon its release , " The Sponge Who Could Fly " was viewed in seven million households . However , the episode received mixed reviews from critics . David Kronke of the Los Angeles Daily News criticized the special as being a standard episode that has been padded out to an extra length , with the live action Patchy the Pirate segments not being that entertaining . In his review for the DVD Verdict , Bryan Pope criticized " The Sponge Who Could Fly " as a " misstep . " Pope said " Season three remains the high point for the series , producing such classics as ' No Weenies Allowed ' , ' SpongeBob Meets The Strangler ' , and ' Krusty Krab Training Video ' , a hilarious parody of industrial training videos . The one misstep is ' The Lost Episode ' [' The Sponge Who Could Fly '] , which veers too far away from Bikini Bottom and into unfunny live action territory . "

Dana Orlando of the Philadelphia Daily News expressed the opinion that both the cartoon and the live action segments of the episode were funny , and described " The Sponge Who Could Fly " as one of the best episodes to date . In 2003 , the episode received a Hors Concours Honor for Recently Telecast Programs at the Banff Rockie Awards .

Tom Maurstad of The Dallas Morning News responded negatively to " The Sponge Who Could Fly , saying " it 's not a very good episode . " He described the episode as " another SpongeBob @-@ and @-@ his @-@ love @-@ of @-@ jellyfish story " that does " not [have] enough laughs " and having " too much drippy sentimentality . "

= = Musical adaptation = =

" The Sponge Who Could Fly " was adapted into a musical called SpongeBob SquarePants Live ! The Sponge Who Could Fly ! . It was launched in Singapore at The Singapore Expo Hall on May 31 , 2007 , and was the first customization of SpongeBob into a live musical event , joining a list of TV @-@ inspired live offerings from Nickelodeon that includes Blue 's Clues and Dora the Explorer . The musical also marked the first time Nickelodeon premiered a live tour outside the United States . The show is a story of courage and coming of age which tells of SpongeBob 's desire to fly with the jellyfish of Jellyfish Fields . It traveled to five cities across Asia , including Singapore , Kuala Lumpur , Jakarta , Bangkok , and Manila , before it toured cities of Australia and New Zealand . A Mandarin @-@ language version toured China and Hong Kong in the fall .

The script was written by Steven Banks , head writer for the series , with songs by Eban Schletter . Gip Hoppe served as director , with choreographer and associate director Jenn Rapp , and the set was designed by Rialto vet David Gallo . The musical was produced by Nickelodeon and MTVN Kids and Family Group , partnered with Broadway Asia Entertainment .

In 2009 , the show toured the United Kingdom and Ireland with the name of SpongeBob SquarePants : The Sponge Who Could Fly ! A New Musical . It opened at the Hackney Empire in London , England on February 3 , 2009 . The musical toured the UK from March 2009 for six months with performances at the Hammersmith Apollo , Southend , Edinburgh , Birmingham , Reading , Salford , Sunderland , Nottingham , Liverpool , High Wycombe , Plymouth , Bristol , Cardiff , Oxford , Killarney and Dublin .

Alison Pollard choreographed and directed the UK adaptation and said that the episode already had a few songs in it , which helped with the conversion to a musical . She said " The episode chosen for the show already had four or five really catchy tunes in it , and the idea that he wants to fly with jellyfish is nice for the stage as well . " The adaptation includes twelve songs of various styles .

English actor Chris Coxon played the role of SpongeBob . Coxon was a fan of the series and said " If I 'd been told a year ago that I would be playing SpongeBob today I would have loved it , although I 'm not sure I would have believed it . " Coxon admitted it was difficult to adapt the show into a musical . He remarked " It is difficult because you are trying to recreate this character that is so fluid on screen . For example I 'm just getting used to my square costume , although it does have an incredible design , so that , although I am restricted , I can do a lot of the things he does in the cartoon . "

= = Critical reception = = =

The musical was well received by most critics . In his review for The Sentinel , Chris Blackhurst brought along a seven @-@ year @-@ old child called Dylan Brayford , and his 34 @-@ year @-@ old godfather , James Humphreys , from Nantwich to watch the musical . The two " weren 't disappointed . " Blackhurst said " The fast @-@ paced tale of courage and dreams kept both entertained with plenty of hilarious moments for the children and a sprinkle of gags which flew over younger fans ' heads but brought a wry smile to mums and dads ' faces . " Brayford summed it up , saying " It was good , but not quite as good as the TV show . "

Gordon Barr and Roger Domeneghetti of the Evening Chronicle described the show as " a silly riot of colour [...] as you 'd have to expect from an adaptation of a cartoon TV show . " They lauded the song called " Ker Ching " performed by Mr. Krabs , saying " [It] stands out above the rest . " Viv Hardwick of the The Northern Echo said " Younger ones are just pleased to see a colourful collection of characters , vaguely resembling the ten year @-@ old TV show cast , cavorting around the stage . " Hardwick praised the role of Charles Brunton as Squidward Tentacles while John Fricker (Patrick Star) and Martin Johnston (Mr. Krabs) were said to " win the biggest costume contest . "