

= Iron Man 3 =

Iron Man 3 (stylized onscreen as Iron Man Three) is a 2013 American superhero film featuring the Marvel Comics character Iron Man , produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures.¹ It is the sequel to 2008 's Iron Man and 2010 's Iron Man 2 , and the seventh film in the Marvel Cinematic Universe . Shane Black directed a screenplay he co -@-@ wrote with Drew Pearce , which uses concepts from the " Extremis " story arc by Warren Ellis . The film stars Robert Downey Jr . , Gwyneth Paltrow , Don Cheadle , Guy Pearce , Rebecca Hall , Stephanie Szostak , James Badge Dale , Jon Favreau , and Ben Kingsley . In Iron Man 3 , Tony Stark deals with posttraumatic stress disorder caused by the events of The Avengers , while investigating the reemergence of the Ten Rings , led by the mysterious Mandarin and comes into a conflict with old enemy ; Aldrich Killian .

After the release of Iron Man 2 in May 2010 , Favreau , who served as director , decided not to return , and in February 2011 Black was hired to write and direct the film . Black and Pearce opted to make the script more character @-@ centric and focused on thriller elements . Throughout April and May 2012 , the film 's supporting cast was filled out , with Kingsley , Pearce , and Hall brought in to portray key roles . Filming began on May 23 , and lasted through December 17 , 2012 , primarily at EUE / Screen Gems Studios in Wilmington , North Carolina . Additional shooting took place at various locations around North Carolina , as well as Florida , China , and Los Angeles . The visual effects were handled by 17 companies , including Scanline VFX , Digital Domain , and Weta Digital . The film was converted to 3D in post @-@ production .

Iron Man 3 premiered at Le Grand Rex in Paris on April 14 , 2013 . It began its release on April 25 , 2013 , internationally , and debuted in the United States one week later on May 3 . The film received generally positive reviews and was commercially successful , grossing over \$ 1 @. @ 2 billion worldwide , the second highest @-@ grossing film of 2013 overall , and the second @-@ highest @-@ grossing film at the domestic box office released in 2013 . It became the sixteenth film to gross over \$ 1 billion and currently ranks as the 10th @-@ highest @-@ grossing film of all time , with its opening weekend ranked as the 12th @-@ highest @-@ grossing opening of all time . The film also received a nomination for Academy Award at the category of Best Visual Effects , and received another nomination for BAFTA Award at the same category .

= = Plot = =

Tony Stark recalls a New Years Eve party in 1999 where he meets scientist Maya Hansen , the inventor of Extremis , an experimental regenerative treatment intended to allow recovery from crippling injuries . Disabled scientist Aldrich Killian offers them a place in his company Advanced Idea Mechanics , but Stark rejects the offer , humiliating Killian .

Years later , six months after the Battle of New York , Stark 's experiences during the alien invasion are giving him panic attacks . Restless , he has built several dozen Iron Man suits , creating friction with his girlfriend Pepper Potts . Meanwhile , a string of bombings by a terrorist known only as the Mandarin has left intelligence agencies bewildered by a lack of forensic evidence . Stark 's security chief Happy Hogan is badly injured in a Mandarin attack , causing Stark to issue a televised threat to the Mandarin , who responds by destroying Stark 's home with helicopter gunships . Hansen , who came to warn Stark , survives the attack along with Potts . Stark escapes in an Iron Man suit , which his artificial intelligence J.A.R.V.I.S. pilots to rural Tennessee , following a flight plan from Stark 's investigation into the Mandarin . Stark 's experimental armor lacks sufficient power to return to California , and the world believes him dead .

Teaming with Harley , a precocious 10 @-@ year @-@ old boy , Stark investigates the remains of a local explosion bearing the hallmarks of a Mandarin attack . He discovers the " bombings " were triggered by soldiers subjected to Extremis , which at this stage of development caused certain subjects to explosively reject the treatment . After veterans started exploding , these explosions were falsely attributed to a terrorist plot in order to cover up Extremis 's flaws . Stark witnesses Extremis firsthand when Mandarin agents Brandt and Savin attack him . With Harley 's help , Stark

traces the Mandarin to Miami and infiltrates his headquarters using improvised weapons . Inside he discovers the Mandarin is actually an English actor named Trevor Slattery , who says he is oblivious to the actions carried out in his image . Killian , who appropriated Hansen 's Extremis research as a cure for his own disability and expanded the program to include injured war veterans , reveals he is the real Mandarin , using Slattery as a cover . After capturing Stark , Killian shows him Potts (whom he had kidnapped) being subjected to Extremis , in order to gain Stark 's aid to fix Extremis 's flaws and thus save Potts . Killian kills Hansen when she has a change of heart and tries to stop him .

Killian has manipulated American intelligence agencies regarding the Mandarin 's location , luring James Rhodes ? the former War Machine , now re @-@ branded as the Iron Patriot ? into a trap to steal the armor . Stark escapes and reunites with Rhodes , discovering that Killian intends to attack President Ellis aboard Air Force One . Stark saves some surviving passengers and crew but cannot stop Killian from abducting Ellis and destroying Air Force One . They trace Killian to an impounded damaged oil tanker where Killian intends to kill Ellis on live television . The vice president will become a puppet leader , following Killian 's orders in exchange for Extremis to cure his young daughter 's disability . On the platform , Stark goes to save Potts , as Rhodes saves the president . Stark summons his Iron Man suits , controlled remotely by J.A.R.V.I.S. , to provide air support . Rhodes secures the president and takes him to safety , while Stark discovers Potts has survived the Extremis procedure . However , before he can save her , a rig collapses around them and she falls to her apparent death . Stark confronts Killian and traps him in an Iron Man suit that self @-@ destructs , but fails to kill him . Potts , whose Extremis powers allowed her to survive her fall , intervenes and kills Killian . After the battle , Stark orders J.A.R.V.I.S. to remotely destroy each Iron Man suit as a sign of his devotion to Potts , while the vice president and Slattery are arrested . With Stark 's help , Potts ' Extremis effects are stabilized , and Stark undergoes surgery to remove the shrapnel embedded near his heart . He pitches his obsolete chest arc reactor into the sea , musing he will always be Iron Man .

In a present day post @-@ credits scene , Stark wakes up Dr. Bruce Banner , who fell asleep listening to his story .

= = Cast = =

Robert Downey Jr. as Tony Stark / Iron Man :

A self @-@ described genius , billionaire , playboy , and philanthropist with mechanical suits of armor of his own invention . Stark now struggles to come to terms with his near @-@ death experience in The Avengers , suffering from anxiety attacks . On making a third Iron Man film , Downey said , " My sense of it is that we need to leave it all on the field ? whatever that means in the end . You can pick several different points of departure for that . " On following up The Avengers , Downey said they " tried to be practical , in a post @-@ Avengers world . What are his challenges now ? What are some limitations that might be placed on him ? And what sort of threat would have him , as usual , ignore those limitations ? " Screenwriter Drew Pearce compared Tony to an American James Bond for both being " heroes with a sense of danger to them , and unpredictability " even if Stark was a " free agent " instead of an authority figure like Bond . He also likened Tony to the protagonists of 1970s films such as The French Connection , where " the idiosyncrasies of the heroes is what made them exciting . "

Gwyneth Paltrow as Virginia " Pepper " Potts :

Stark 's girlfriend , longtime associate , and the current CEO of Stark Industries . Paltrow says of her character 's relationship to Tony , " [She still] adores Tony , but she absolutely gets fed up with him . He gets caught in a feedback loop . " Kevin Feige comments on Pepper 's role in the film : " The love triangle in this movie is really between Tony , Pepper and the suits . Tony , Pepper and his obsession with those suits , and the obsession with technology . " Feige also states that the film uses the character to play with the damsel in distress trope , and posits the question , " Is Pepper in danger or is Pepper the savior ? "

Don Cheadle as Col. James " Rhoddy " Rhodes / Iron Patriot :

Stark 's best friend , the liaison between Stark Industries and the U.S. Air Force in the department

of acquisitions . Rhodes operates the redesigned / upgraded War Machine armor , taking on an American flag @-@ inspired color scheme similar to the Iron Patriot armor from the comics . Feige said of Rhodes and the armor , " The notion in the movie is that a red , white and blue suit is a bold statement , and it 's meant to be . With Rhodey , he 's very much the foil to Tony 's eccentricities , and in this one you get to see this and be reminded of the trust and friendship between them in that great Shane Black buddy @-@ cop fashion . " In the film , the president asks Rhodey to take up the moniker " Iron Patriot , " and don the red , white , and blue suit , in order to be the government 's " American hero " in response to the events in The Avengers .

Guy Pearce as Aldrich Killian :

The creator of the Extremis virus and the founder and owner of the science and development organisation Advanced Idea Mechanics , who adopts the mantle of the Mandarin as his own . Killian develops Extremis to cure his own debilitating disability ; in addition to his regenerative healing qualities , he has superhuman strength and the ability to generate extreme heat . Prolonged exposure to Extremis also grants him the ability to breathe fire . On taking the role , Pearce said , " I feel a little more experimental in what I 'll take on these days , but I still don 't know that I would want to play the superhero myself , since I 'm playing a different kind of character in this film ... The main difference was that , when I did The Time Machine , I was pretty much in all of it , so it was a really grueling experience . Prometheus and Iron Man are really kind of cameo stuff , so the experience of shooting them ... I mean , on some level , it 's tricky because you feel like a bit of an outsider . You don 't really live the experience that you do when you 're there all day every day with everybody . But at the same time , it can be more fun sometimes because you 're just working in concentrated spurts . "

Pearce described his character as a man " who came into this world with a number of physical disabilities . He 's never been able to accept those limitations though and has spent most of his life trying to overcome them in any way he can . His tenacity and blind determination in fighting for a better life are seen by some as irritating , as he often comes across as obnoxious . He just won 't accept the cards he was dealt , and being as intelligent as he is , has real drive to change and become a different person . " Shane Black specified , " Ultimately we do give you the Mandarin , the real guy , but it 's Guy Pearce in the end with the big dragon tattooed on his chest . " He elaborated , " Do they hand me a blank check and say , ' Go break something ! ' Or , ' Go violate some long @-@ standing comic book treaty that fans have supported for years ? ' No , but they 'll say : ' Let 's break something together . ' So it 's okay to come up with these crazy things , these far out ideas ? and they 'll fly . It 's just that the Marvel guys have to be in the room . "

Rebecca Hall as Maya Hansen :

A geneticist whose work helped Killian to create Extremis . Hall said Hansen would be a " strong female character , " and described her decision to take the role , saying , " I decided to do Iron Man 3 because I 've never done the ' hurry up and wait ' movie before . Even the studio movies I 've done have been small studio movies , or indie films that we made on a wing and a prayer . I love those , but Iron Man is refreshing in a way because it 's something out of my realm of experiences . "

Stéphanie Szostak as Brandt :

A war veteran who becomes an assassin after her exposure to Extremis . Describing Brandt , Szostak says , " ... [Extremis] was a second chance at life . We talked about what you feel like and I think it almost makes you a fuller version of who you are , all your weakness and your qualities ? just everything gets enhanced . I saw it as very freeing , almost you become your true @-@ self and your fantasy @-@ self all at once . " The writers originally envisioned Brandt as Killian 's main henchman , which would return throughout the movie to fight Tony , but eventually that role was reassigned to Eric Savin .

James Badge Dale as Savin :

Killian 's Extremis @-@ powered henchman . Dale stated that his character in the film was " loosely based on " the comic version of the character . According to Dale , " Ben Kingsley is the mouthpiece . Guy Pearce is the brain . I 'm the muscle . "

Jon Favreau as Happy Hogan :

Tony Stark 's former bodyguard and chauffeur , and now serves as Stark Industries head of security

department . Favreau , who served as both actor and director on the previous two Iron Man films , said participating in the new film was " like [being] a proud grandfather who doesn 't have to change the diapers but gets to play with the baby . "

Ben Kingsley as Trevor Slattery :

A British actor with substance @-@ abuse problems whom Killian hired to portray the Mandarin , a terrorist persona in jammed television broadcasts , in which he is depicted as the leader of the international terrorist organization the Ten Rings . Kingsley was filming Ender 's Game when he was cast , and said that , " Quite soon I 'll be with everybody and we 'll be discussing the look and the feel and the direction of the character . It 's very early days yet , but I 'm so thrilled to be on board . " On his performance , Kingsley stated : " I wanted a voice that would disconcert a Western audience . I wanted a voice that would sound far more homegrown and familiar ? a familiarity like a teacher 's voice or a preacher 's voice . The rhythms and tones of an earnest , almost benign , teacher ? trying to educate people for their own good . " The Mandarin was initially set to appear in the first Iron Man film , but he was put off for a sequel as the filmmakers felt that he was " too ambitious for a first [film] . "

On the character , Feige stated , " The Mandarin is [Iron Man 's] most famous foe in the comics mainly because he 's been around the longest . If you look , there 's not necessarily a definitive Mandarin storyline in the comics . So it was really about having an idea . " Shane Black explains that Ben Kingsley 's Mandarin is not Chinese in the film as he is in the comics in order to avoid the Fu Manchu stereotype : " We 're not saying he 's Chinese , we 're saying he , in fact , draws a cloak around him of Chinese symbols and dragons because it represents his obsessions with Sun Tzu in various ancient arts of warfare that he studied . " The filmmakers also cited Colonel Kurtz from Apocalypse Now as an influence for the character . The videos where the Mandarin give historical background to the attacks expressed how it emerged as the product of " a think tank of people trying to create a modern terrorist . " Thus the Mandarin " represents every terrorist in a way , " from South American insurgency tactics to the videos of Osama bin Laden .

Paul Bettany reprises his role from previous films as J.A.R.V.I.S. , Stark 's AI system . Ty Simpkins portrays Harley Keener , a boy who becomes Stark 's sidekick , as part of a three @-@ picture deal with Marvel Studios . Ashley Hamilton portrays Taggart , one of the Extremis soldiers . William Sadler plays President Ellis , (named after Warren Ellis , who wrote the " Extremis " comics arc that primary influenced the film 's story) and Miguel Ferrer plays Vice President Rodriguez . Adam Pally plays Gary , a cameraman who helps Stark . Shaun Toub reprises his role as Yinsen from the first Iron Man film in a brief cameo , and Stan Lee makes a cameo appearance as a beauty pageant judge . Dale Dickey plays Mrs. Davis , mother of an Extremis subject that is framed as a terrorist . Wang Xueqi briefly plays Dr. Wu in the general release version of the film . A cut of the film produced for release exclusively in China includes additional scenes featuring Wang and an appearance by Fan Bingbing as one of his assistants . Mark Ruffalo makes an uncredited cameo appearance , reprising his role as Dr. Bruce Banner from The Avengers , in a post @-@ credits scene . Comedians Bill Maher and Joan Rivers and Fashion Police co @-@ host George Kotsiopoulos have cameo appearances as themselves on their respective real @-@ world television programs , as do newscasters Josh Elliott , Megan Henderson , Pat Kiernan , and Thomas Roberts .

= = Production = =

= = = Development = = =

Following the release of Iron Man 2 , a conflict between Paramount Pictures , which had distribution rights to certain Marvel properties , and The Walt Disney Company , Marvel Entertainment 's new corporate parent , clouded the timing and the distribution arrangement of a possible third film . On October 18 , 2010 , The Walt Disney Studios agreed to pay Paramount at least \$ 115 million for the worldwide distribution rights to Iron Man 3 , with Disney , Marvel , and Paramount announcing a May

3 , 2013 release date for the film .

Iron Man and Iron Man 2 director Jon Favreau said in December 2010 that he would not direct Iron Man 3 , opting to direct Magic Kingdom instead . He remained an executive producer of director Joss Whedon 's crossover film The Avengers and also served as an executive producer of Iron Man 3 . In February 2011 Shane Black entered final negotiations to direct and write the screenplay . In March it was announced that Black would have co @-@ writer Drew Pearce , who Marvel had originally hired for a Runaways script , work with him . Downey , who had previously starred in Black 's film Kiss Kiss Bang Bang , said , " Bringing in Shane Black to write and direct Iron Man 3 to me is basically the only transition from Favreau to a ' next thing ' that Favreau and the audience and Marvel and I could ever actually sign off on . "

= = = = Writing = = = =

Shane Black described his take on the film as not being " two men in iron suits fighting each other , " and more like a " Tom Clancy thriller , " with Iron Man fighting real @-@ world type villains . Drew Pearce added that they would avert magic and space , with Iron Man 3 being " a techno @-@ thriller set in a more real world than even The Avengers . " The duo spent some time discussing themes and images and ideas before starting the script . While writing , the focus was to avoid scenes of pure exposition , making every moment propel other narrative points forwards . Some elements from the comics were used even if in different connotations , such as making Rhodes wear Norman Osborn 's Iron Patriot armor , and naming some characters with names from unrelated people in the Marvel Universe , such as Eric Savin and Jack Taggart .

The film 's plot is influenced primarily from " Extremis , " the 2005 @-@ 2006 Iron Man comics storyline written by Warren Ellis . The first two acts would remain character @-@ centric , albeit in Shane Black 's words " more hectic , frenetic , and large scale " to fulfill its sequel obligations , with the third act going for more over @-@ the @-@ top action to what Drew Pearce described as " giving a sense of opera . " The middle act was compared to Sullivan 's Travels in having Tony meeting various people on his journey , and the writers made sure to not make the characters too similar . The initial draft had Maya Hansen herself leading the villainous operation , with the Mandarin and Killian emerging as antagonists in later versions of the script . During one of the writing sessions , Pearce suggested that the Mandarin was a fake , and Black agreed by going with making him an actor , which in turn Pearce detailed as an overacting British stage performer . Black explained : " Who would be fool enough to declare that is an international terrorist ? If you 're smart , whatever regime you 're part of , you 'd put a puppet committee and remain your house . " In turn Killian would hide Slattery in " his own frat house , in kind of a drug @-@ related house arrest " to keep the secret alive .

According to Black , the reveal of the actual villain being Hansen was " like Remington Steele , you think it ? s the man but at the end , the woman has been running the whole show . " The role was eventually shifted to Killian because of objections by Marvel Entertainment executives , who were concerned with apparent merchandising losses that could come with having a female villain . The roles of several other major female characters were also made smaller in the final film compared to earlier drafts .

Both the opening and the ending of the film were reworked in various ways . First it would begin with a flashback to Tony 's childhood . Then like Iron Man it would begin in medias res , with Tony crashing in Tennessee before a voiceover that would lead to how he got there , until it got changed to the final version . For the climactic tanker battle , it was originally considered that Brandt would show up in the James Bond tradition of the henchman coming back for the heroes . Instead they chose to use Killian himself , and have Pepper , whom he abused earlier , cause his downfall as a way of poetic justice . The final dialogue was originally written as " I am Tony Stark " to be a response to the first film 's ending , but eventually it changed to " I am Iron Man " to enhance the mythical qualities .

= = = Pre @-@ production = = =

In September 2011 , Marvel Studios reached an agreement to shoot the film primarily out of EUE / Screen Gems Studios in Wilmington , North Carolina . Michigan was also in contention to land the production , but the Michigan Film Office could not match North Carolina 's tax incentives . In April 2012 , Ben Kingsley entered into negotiations to play a villain in Iron Man 3 . The film 's fake working title was revealed to be Caged Heat , and Marvel Studios worked with the Tona B. Dahlquist Casting company to hire extras in the North Carolina area . The following week , producer Kevin Feige revealed that Iron Man 3 would begin shooting in North Carolina " in five weeks , " and said that it " is a full @-@ on Tony Stark @-@ centric movie ... very much inspired by the first half of Iron Man ... [H] e 's stripped of everything , he 's backed up against a wall , and he 's gotta use his intelligence to get out of it . He can 't call Thor , he can 't call Cap , he can 't call Nick Fury , and he can 't look for the Helicarrier in the sky . " A few days later , The Walt Disney Company China , Marvel Studios and DMG Entertainment announced an agreement to co @-@ produce Iron Man 3 in China . DMG partly financed , produced in China with Marvel , and handled co @-@ production matters . DMG also distributed the film in China in tandem with Disney .

The next week , Guy Pearce entered into final talks to play Aldrich Killian , a character who is featured in the " Extremis " comic book story arc . Chinese star Andy Lau became involved in negotiations to join the film , as a Chinese scientist and old friend of Stark 's who comes to his aid . Lau would later turn down the role , and Wang Xueqi was cast instead . Jessica Chastain entered into discussions for a role in the film , but bowed out due to scheduling conflicts . In May , Rebecca Hall was cast in her place , and her role was described as " a scientist who plays a pivotal role in the creation of a nanotechnology , known as Extremis . " Over the next few weeks , James Badge Dale was cast as Eric Savin , Ashley Hamilton was cast as Firepower , and Favreau returned to reprise his role as Happy Hogan from the first two films . Stephanie Szostak and William Sadler were also cast in the film , with Sadler playing the President of the United States . Despite erroneous early reports that Cobie Smulders would reprise her role as Maria Hill from The Avengers in the film , Smulders wrote on her verified Twitter page that this was not so .

= = = Filming = = =

Filming began in Wilmington , North Carolina on May 23 , 2012 at EUE / Screen Gems Studios . Cinematographer John Toll opted to for the first time in his career work with digital cameras , as he found them more convenient for a visual effects @-@ heavy production . Toll shot the film primarily on the Arri Alexa camera . From June 4 through June 6 , 2012 , filming took place in Cary , North Carolina at the Epic Games headquarters and SAS Institute , with a large Christmas tree set up on the front lawn . A scene was also shot at the Wilmington International Airport . The Port of Wilmington served as a location for the oil tanker in the climactic battle , along with a soundstage recreation of the dock . The crumbling house itself was filmed in a hydraulic @-@ powered giubo platform that could bend and split into two pieces . All the interior footage had practical effects , including debris and explosions , with computer graphics used only to add exteriors and Iron Man 's armor .

From July 19 to August 1 , 2012 , filming took place on Oak Island , North Carolina , to " film aerial drops over the Atlantic Ocean . " They were done for the scene where Iron Man rescues the people falling from the Air Force One over Miami , which were originally envisioned done with green screen effects , but were changed to using actual skydivers as second unit director Brian Smrz knew the Red Bull skydiving team . Computer graphics were only employed to add clouds , the destroyed plane and matte paintings of the Florida coastline in the background , replace a stand @-@ in with the Iron Man armor , and some digital compositing to combine different takes of the skydivers together . Filming took place in Rose Hill , North Carolina in early August 2012 , and the town 's name was incorporated into the script as the Tennessee city Stark visits . On August 14 , actress Dale Dickey said she had been cast in the film , and was currently shooting her scenes . The following day , production was halted when Downey suffered an ankle injury . During the break , Black and Pearce made more script revisions before shooting resumed by August 24 .

Cast and crew began arriving in Florida on October 1 , to shoot scenes on Dania Beach and around South Florida . That same day , Downey returned to the set after his ankle injury . In early October , scenes were shot at a replica of the Malibu restaurant Neptune 's Net , and filming took place on location at the Vizcaya Museum and Gardens . Scenes were shot during the daytime inside the Miami Beach Resort at Miami Beach on October 10 and 11 . The production returned to Wilmington in mid @-@ October for additional filming . On November 1 , scenes were shot at the Vizcaya Museum and Gardens . Filming in the United States wrapped on November 7 in Wilmington .

Filming began in Beijing , China on December 10 . Filming was scheduled to wrap a week later on December 17 , 2012 . The China filming did not include the main cast and crew . In January 2013 , it was reported that a film crew led by Shane Black would begin location scouting in Hyderabad , India and Bengaluru , India between January 20 and 24 . Also in January , Cheadle confirmed that reshooting was taking place in Manhattan Beach . Shooting also took place on the week of January 23 , 2013 at TCL Chinese Theatre in Hollywood . A major part of the content filmed in the reshoots regarded the Mandarin , with Drew Pearce saying that in early cuts , the character " didn 't feel real enough ? there wasn 't a sense of him being [part of] the real world , mostly because he was just looking down a lens and threatening the world . "

= = = Post @-@ production = = =

Chris Townsend served as visual effects supervisor for the film , which featured over 2 @,@ 000 visual effects shots and was worked on by 17 studios , including Weta Digital , Digital Domain , Scanline VFX , Trixter , Framestore , Luma Pictures , Fuel VFX , Cantina Creative , Cinesite , The Embassy Visual Effects , Lola , Capital T , Prologue and Rise FX . Townsend said that from January 2013 through the end of filming in April , the collective crew had one day of downtime , otherwise working seven days a week and 14 to 18 hours a day .

Digital Domain , Scanline VFX and Trixter each worked on separate shots featuring the Mark 42 armor , working with different digital models . The studios shared some of their files to ensure consistency between the shots . For the Mark 42 and Iron Patriot armors , Legacy Effects constructed partial suits that were worn on set . Townsend explained that " Invariably we 'd shoot a soft @-@ suit with Robert then we 'd also put tracking markers on his trousers . He would also wear lifts in his shoes or be up in a box so he 'd be the correct height ? Iron Man is 6 ' 5 " . During shooting we used multiple witness cams , Canon C300s , and we had two or three running whenever there was an Iron Man or Extremis character . " The artists studied time lapse photography of decaying fruit and vegetables and actual phenomena such as the aurora borealis as reference for the effect of the glowing Extremis characters .

The film 's production was delayed following Downey 's leg injury , and for certain shots they were forced to create a double for Downey . Townsend explained that " The collective VFX [supervisors] and unit leads ran into a room as soon as the incident happened to try to ascertain what sequences could they shoot . " Certain shots were filmed with a body double on set , and Weta Digital created a digital body double for others .

A total of three hours and 15 minutes of footage were shot before editing , where it was brought down to 130 minutes (119 without the credits) , marking the longest stand @-@ alone Iron Man film . Post @-@ production also had a 3D conversion and a digital remaster for the IMAX release . Todd @-@ AO mixed the sound in Dolby Atmos to enhance the immersive experience .

= = Music = =

In October 2012 , Brian Tyler signed on to score the film . According to Tyler , he was approached more for his " thematic " scores such as The Greatest Game Ever Played , Annapolis and Partition rather than his " modern " action scores such as The Fast and Furious films , with Kevin Feige asking a theme that was recognizable and featured those dramatic tones . To employ the " deeply thematic component with a strong melody , " the score employs mostly orchestra sounds . The main theme for Iron Man focuses on horns and trumpets , to be " both a march and anthem . " Tyler

mentioned that John Williams ' work in Raiders of the Lost Ark was the first thing he thought as an influence , and the cue for the Well of Souls in Raiders influenced the Extremis motif , as Tyler felt it should enhance an spiritual side for having a " technology so advanced that nears magic . " Echoing the Mandarin 's amalgamated personality , his theme was religious music " that borrows from many cultures , " from " Monastic , Gothic , and Christian chants to music from the Middle @-@ East . " The score was recorded with the London Philharmonic Orchestra at Abbey Road Studios . Tyler is the third primary composer to score an Iron Man film , following Ramin Djawadi of Iron Man and John Debney of Iron Man 2 .

Along with Tyler 's soundtrack album , Hollywood Records released a concept album inspired by the film , Heroes Fall . It features twelve original alternative rock and indie rock songs , with only one appearing in the film itself , Awolnation 's " Some Kind of Joke . "

= = Release = =

Iron Man 3 was distributed worldwide by Walt Disney Studios Motion Pictures¹ with the exception of China , where it was released by DMG Entertainment , and Germany and Austria , where it was released by Tele München Group . The Chinese version of the film offers specially prepared bonus footage made exclusively for the Chinese audience . This version features a four @-@ minute longer cut of the film , with a scene showing Dr. Wu on the phone with Iron Man visible on a television screen behind him , as well as a longer scene of Dr. Wu operating on Stark . The extra material also features product placement for various Chinese products .

The film 's premiere happened at Le Grand Rex in Paris , on April 14 , 2013 , with Robert Downey , Jr. and Gwyneth Paltrow in attendance . While the UK premiere of the film was originally set for April 17 , the funeral of former British Prime Minister Margaret Thatcher taking place in that date made the event be pushed to the following day . Downey , Ben Kingsley and Rebecca Hall were present for the advance screening at London 's Odeon Leicester Square . The El Capitan Theatre in Los Angeles hosted the United States premiere of Iron Man 3 on April 24 . The film opened in 46 countries through April 22 ? 24 , with the United States release , in 4 @, @ 253 screens , happening one week later . Regal Cinemas , AMC Theatres and Carmike Cinemas put presale tickets on hold , two weeks before the US premiere . The cinemas were in a contract dispute with Disney , who wished to receive more of the ticket sale profit than they currently did , largely based on the projected premiere @-@ weekend intake Iron Man 3 was expected to have . Carmike was the first to come to terms with Disney . It was later reported that Cinemark Theatres had also stopped selling presale tickets , and Regal Cinemas had removed all marketing material for the film from its locations . On April 25 , 2013 , Regal , AMC and Disney ended their dispute , which allowed Regal and AMC to proceed with selling presale tickets again .

IMAX screenings began on April 25 , 2013 internationally and May 3 in the United States . The film was shown in the 4DX format , featuring strobe lights , tilting seats , blowing wind and fog and odor effects in selected countries . In Japan , the technology opened its first room at the Korona World theatre in Nagoya , Japan with the release of the film .

= = Marketing = =

In July 2012 , at the San Diego Comic @-@ Con International , a new Iron Man armor from the movie , the Mark XLII , was on display on the convention floor , along with the Marks I @-@ VII from the first two Iron Man movies and The Avengers . A panel was held , during which Shane Black , Robert Downey , Jr . , Don Cheadle , Jon Favreau and Kevin Feige discussed making the film , and several minutes of footage from the movie were shown . The first television advertisement aired during Super Bowl XLVII on the CBS network in the United States . On March 25 , 2013 , Marvel and Disney revealed on the official Iron Man Facebook page , " Iron Man 3 : Armor Unlock , " to reveal suits Stark has made before the events of the film . In January 2013 , Marvel Comics released a two @-@ issue comic book prelude by writers Christos Gage and Will Corona Pilgrim with art by Steve Kurth and Drew Geraci . The story set between the second and third Iron Man films

centers on War Machine , revealing why he was absent during the battle in New York of The Avengers .

Like with the first two films , Audi again provided product placement with various vehicles . Oracle also returned from Iron Man 2 , showcasing both the Oracle Cloud and the Oracle Exadata server . Verizon FiOS and TCL 's flat panel televisions and Alcatel One Touch smartphones are also featured in the film , and the Chinese cut also shows a Zoomlion crane and Yili milk . Promotional deals were arranged with Subway and the Schwan Food Company , and tie @-@ ins included Lego sets , Hasbro action figures , and a mobile phone game by Gameloft .

Disney also promoted the film at its domestic theme parks . Disneyland 's Innoventions attraction received a Stark Industries exhibit beginning April 13 , and Monorail Black of the Walt Disney World Monorail System was given an exterior Iron Man scheme . The exhibit , entitled Iron Man Tech Presented by Stark Industries , features the same armor display that was shown at the 2012 San Diego Comic @-@ Con , with the Marks I @-@ VII and the new Mark XLII . In addition , there is a simulator game , titled " Become Iron Man , " that uses Kinect @-@ like technology to allow the viewer to be encased in an animated Mark XLII armor and take part in a series of " tests , ? in which you fire repulsor rays and fly through Tony Stark 's workshop . The game is guided by J.A.R.V.I.S. , who is voiced again by Paul Bettany . The exhibit also has smaller displays that include helmets and chest pieces from the earlier films and the gauntlet and boot from an action sequence in Iron Man 3 .

= = = Home media = = =

Iron Man 3 was released by Walt Disney Studios Home Entertainment in digital download form on September 3 , 2013 . This was followed by the film 's release on Blu @-@ ray disc , 3D Blu @-@ ray , DVD , digital copy , and on demand on September 24 , 2013 . The home video release includes a Marvel One @-@ Shot short film titled Agent Carter starring Hayley Atwell as Peggy Carter from Captain America : The First Avenger . It debuted atop the DVD and Blu @-@ ray charts in the United States , and second in the rental charts behind World War Z. As of January 31 , 2014 , Iron Man 3 is the eighth best @-@ selling DVD of 2013 , earning more than \$ 79 million in sales in the U.S.

The film was also collected in a 13 @-@ disc box set titled " Marvel Cinematic Universe : Phase Two Collection " , which includes all of the Phase Two films in the Marvel Cinematic Universe . It was released on December 8 , 2015 .

= = Reception = =

= = = Box office = = =

Iron Man 3 grossed \$ 409 million in North America and \$ 806 @. @ 4 million in other countries for a worldwide total of \$ 1 @. @ 2 billion . Worldwide , it is the 10th highest @-@ grossing film , the second highest @-@ grossing film of 2013 , the third @-@ highest @-@ grossing film of the Marvel Cinematic Universe (behind Marvel 's The Avengers and Avengers : Age of Ultron) , the highest @-@ grossing film of the Iron Man film series , the fifth highest @-@ grossing film distributed by Disney , and the highest @-@ grossing threequel . It achieved the sixth @-@ largest worldwide opening weekend with \$ 372 @. @ 5 million . On the weekend of May 3 ? 5 , 2013 , the film set a record for the largest worldwide weekend in IMAX with \$ 28 @. @ 6 million . On its 23rd day in theaters , Iron Man 3 became the sixth Disney film and the 16th film overall to reach \$ 1 billion . It is the first Iron Man film to gross over \$ 1 billion , the second Marvel film to do so after The Avengers , and the fourth @-@ fastest film to reach the milestone . As part of the earlier distribution agreement made with Disney in 2010 , Paramount Pictures received 9 % of the box office gross generated by Iron Man 3 . Deadline.com calculated the net profit of the film to be \$ 391 @. @ 8 million , when factoring together all expenses and revenues for the film .

===== North America =====

Iron Man 3 is the 18th highest @-@ grossing film , the second highest @-@ grossing 2013 film , as well as the fourth highest @-@ grossing comic @-@ book and superhero film . By the end of its opening day , Iron Man 3 made \$ 68 @.@ 9 million (including \$ 15 @.@ 6 million from late Thursday shows) , achieving the seventh highest @-@ grossing opening day . By the end of its opening weekend , the film earned \$ 174 @.@ 1 million , making it the fourth @-@ highest opening weekend of all time (behind Jurassic World , The Avengers , and Avengers : Age of Ultron) . Of the opening @-@ weekend audience , 55 % was over 25 years old , and 61 % were males , while only 45 % of the gross originated from 3 @-@ D screenings . Opening @-@ weekend earnings from IMAX amounted to \$ 16 @.@ 5 million . It topped the box office during two consecutive weekends and achieved the fifth largest second @-@ weekend gross with \$ 72 @.@ 5 million .

===== Outside North America =====

Iron Man 3 is the 10th @-@ highest @-@ grossing film , the second highest @-@ grossing 2013 film , the second @-@ highest @-@ grossing superhero and comic @-@ book film , and the fifth @-@ highest @-@ grossing film distributed by Disney . The film earned \$ 13 @.@ 2 million on its opening day (Wednesday , April 24 , 2013) from 12 countries . Through Sunday , April 28 , it earned a five @-@ day opening weekend of \$ 198 @.@ 4 million from 42 countries . The film 's opening @-@ weekend gross included \$ 7 @.@ 1 million from IMAX venues . It set opening @-@ day records in the Philippines (surpassed by Man of Steel) , Taiwan , Singapore , Vietnam , Malaysia , China , Ukraine , Russia and the CIS , both single and opening day records in Thailand and South Africa , as well as a single @-@ day record in Hong Kong . It also scored the second @-@ biggest opening day in Argentina (only behind Harry Potter and the Deathly Hallows ? Part 2) . The film set opening @-@ weekend records in the Asia Pacific region , in Latin America , and in individual countries including Argentina (first surpassed by Fast & Furious 6 , when including weekday previews) , Ecuador , Hong Kong , Indonesia , Vietnam , Taiwan , the Philippines , Malaysia , Singapore , Thailand , South Africa , and the United Arab Emirates . It also achieved the second @-@ largest opening weekend in Mexico , Brazil , and Russia and the CIS . In India , it had the second @-@ best opening weekend for a Hollywood film after The Amazing Spider @-@ Man . IMAX opening @-@ weekend records were set in Taiwan , the Netherlands , Brazil , and the Philippines . It is the highest @-@ grossing film in Indonesia , Malaysia and Vietnam and the second highest @-@ grossing film in Singapore and the Philippines (behind The Avengers) . It topped the weekend box office outside North America three consecutive times .

In China , where part of the production took place , the film set a midnight @-@ showings record with \$ 2 @.@ 1 million , as well as single @-@ day and opening @-@ day records with \$ 21 @.@ 5 million (on its opening day) . Through its first Sunday , the film earned an opening @-@ weekend total of \$ 64 @.@ 1 million , making China 's opening the largest for the film , followed by a \$ 23 @.@ 1 million opening in Russia and the CIS , and a \$ 21 @.@ 2 million opening in the UK , Ireland and Malta . With total earnings reaching \$ 124 million , it was the highest @-@ grossing American film in China in 2013 , and the country is the film 's highest @-@ grossing market after North America , followed by South Korea (\$ 64 @.@ 2 million) and the UK , Ireland and Malta (\$ 57 @.@ 1 million) .

===== Critical response =====

The review aggregator website Rotten Tomatoes reported a 79 % approval rating with an average rating of 7 / 10 based on 286 reviews . The website 's consensus reads , " With the help of its charismatic lead , some impressive action sequences , and even a few surprises , Iron Man 3 is a witty , entertaining adventure and a strong addition to the Marvel canon . " Metacritic gave a score of 62 out of 100 , based on 44 critics , indicating " generally favorable reviews " .

In an early review by the trade magazine The Hollywood Reporter , Todd McCarthy said that , " After nearly crashing and burning on his last solo flight in 2010 , Iron Man returns refreshed and ready for action in this spirited third installment ... [that] benefits immeasurably from the irreverent quicksilver humor of co @-@ writer and director Shane Black . Calling the film " darker and more serious than its predecessors , " Kenneth Turan of the Los Angeles Times credited Black for " chang [ing] this billion @-@ dollar @-@ plus franchise 's tone for the better while keeping the same actor as Tony Stark There is quite a bit of Black 's trademark attitude and humor here as well , things like a throwaway reference to the sci @-@ fi classic Westworld and a goofy character who has Tony Stark 's likeness tattooed on his forearm . Black and company throw all kinds of stuff at the audience , and though it doesn 't all work , a lot of it does and the attempt to be different and create unguessable twists is always appreciated . " Rafer Guzman of Newsday characterized Iron Man as " the anti @-@ Batman , all zip and zingers . He 's also , suddenly , rather family @-@ friendly . Some of the movie 's best moments are shared by Stark and latchkey kid Harley (Ty Simpkins) , who mock their budding father @-@ son relationship while acting it out . " Psychology Today concluded that the film presented an accurate portrayal of Tony Stark 's posttraumatic stress disorder symptoms .

Nick De Semlyen of the UK film magazine Empire had criticisms , even while giving the film four of five stars . Finding it " a swinging caper with wit , balls , heart and exploding baubles , " he said the villainous " super @-@ soldiers who can regenerate body parts and survive astounding damage [are] visually interesting ... but their motivation is murky and unconvincing . " Likewise Joshua Rothkopf of Time Out New York bestowed 3 of 5 stars , saying , " Black has massively upped the verbal sparring and kept the broad inventiveness of comic @-@ book malleability in mind The most wonderful of Black 's surprises harkens back to his ' 80s reputation for character revision and is simply too good to ruin here . " But , he asked , " [W] hy , finally , are we down at the docks ? in the dark , no less ? for one of those lumbering climaxes involving swinging shipping cranes ? The energy bleeds out of the film ; it 's as if the producers were scared the crowd would riot over not enough digital fakeness . "

Reacting more negatively , Stephen Whitty of The Star @-@ Ledger found the film " slickly enjoyable " for the visual effects , but said , " [T] here 's something empty about the film . Like Tony 's suits , it 's shiny and polished . But this time , there 's nobody inside ... This movie has neither the emotionalism of the first film , nor the flashy villains of the second ... Tony 's relationship with girlfriend Pepper Potts is in inexplicable jeopardy ? and then simply fixes itself . A supposedly cute kid sidekick ? a true sign of authorial desperation ? is introduced , and then dropped . " Michael Phillips of the Chicago Tribune echoed this , saying , " [I] n a gleefully cynical bid for a preteen audience (a few years too young for the violence in Iron Man 3 , I 'd say) , Stark befriends a bullied 8 @-@ year @-@ old [sic] (Ty Simpkins) who becomes his tag @-@ along and sometime savior ... Stark no longer needs to be in the Iron Man suit . He 's able to operate the thing remotely when needed . The movie 's like that too . It 's decent superhero blockbusting , but rather remote and vaguely secondhand . At this point , even with Black 's flashes of black humor , the machinery is more or less taking care of itself , offering roughly half of the genial wit and enjoyment of the first Iron Man . "

= = = Accolades = = =

= = Future = =

= = = Possible sequel = = =

In March 2013 , Black stated that Downey 's original contract with Marvel Studios , which expired after the release of Iron Man 3 , may be extended in order for the actor to appear in a second Avengers film and at least one more Iron Man film . He said : " There has been a lot of discussion

about it : ' Is this the last Iron Man for Robert [Downey , Jr .] ? ' Something tells me that it will not be the case , and [he] will be seen in a fourth , or fifth . " In April 2013 , Cheadle stated that Iron Man 3 could be the final film in the series , saying , " The door is always left open in these kinds of movies especially when they do as well as they have done . I know there was talk of making sure we did this one right , and if it worked it could be the last one . There 's room for more to be done with these characters . We 're getting to a sweet spot with Tony and Rhodey , anyway . " In September 2014 , in regards to a fourth film , Downey said , " There isn 't one in the pipe ... No , there 's no plan for a fourth Iron Man . " Despite this , in April 2016 , Downey stated that he was open to reprising his role in a potential fourth Iron Man film , saying " I feel like I could do one more . "

= = = Marvel One @-@ Shot = = =

In February 2014 , Marvel released the One @-@ Shot film , All Hail the King , on Thor : The Dark World 's home media , featuring Kingsley reprising his role as Trevor Slattery , and continues Slattery 's story from the end of the film .