

= A Nightmare on Elm Street (2010 film) =

A Nightmare on Elm Street is a 2010 American slasher film directed by Samuel Bayer and written by Wesley Strick and Eric Heisserer as a remake of Wes Craven 's 1984 film of the same name , which revolves around a group of teenagers who are being stalked in their dreams by an enigmatic man named Freddy Krueger .

Michael Bay and Platinum Dunes produced the film for New Line Cinema , as an intention to reboot the Nightmare on Elm Street franchise , with the cast of Jackie Earle Haley , Kyle Gallner , Rooney Mara , Katie Cassidy , Thomas Dekker and Kellan Lutz . This production makes it the ninth installment of the franchise . The film was released by Warner Bros. on April 30 , 2010 with grossing \$ 115 million against a production budget of \$ 35 million .

= = Plot = =

Kris Fowles (Katie Cassidy) goes to the Springwood Diner to meet with her ex @-@ boyfriend , Dean Russell (Kellan Lutz) , who falls asleep at the table and meets a man covered in burn scars , wearing a red and green sweater , a fedora and a clawed glove on his hand . The burned man cuts Dean 's throat in the dream , but in reality it appears that Dean is cutting his own throat as his friend , waitress Nancy Holbrook (Rooney Mara) , looks on with Kris . At Dean 's funeral , Kris sees a photograph of her and Dean as children , but cannot recall ever knowing Dean before high school . Kris begins to dream about the burned man herself and refuses to go to sleep for fear that she will die in her dreams . Jesse Braun (Thomas Dekker) , Kris 's ex @-@ boyfriend , shows up at her house to keep her company while she sleeps , but Kris meets the burned man in her dreams and is murdered . Covered in her blood , Jesse runs to Nancy 's house to try to explain what happened and he learns that Nancy has been having dreams about the same man : Freddy Krueger (Jackie Earle Haley) .

Jesse is apprehended by the police under suspicion of murdering Kris , and is killed by Krueger when he falls asleep in his jail cell . With her friends dying , Nancy begins to question what everyone 's connection is to each other , given that none of them can remember each other before their teenage years . Eventually , Nancy and her friend Quentin Smith (Kyle Gallner) discover that all of them attended the same preschool together . Nancy 's mother , Gwen (Connie Britton) , reluctantly tells Nancy and Quentin that there was a gardener at the preschool , Fred Krueger , who abused Nancy and the rest of the kids . Gwen explains that Nancy was his favorite , and that she came home one day telling her mother about a hidden space in Krueger 's room and the things he did to her there . Gwen claims Krueger skipped town before he was arrested . Nancy does not believe her and attempts to track down the remaining kids from the school . Nancy eventually discovers that all of the other kids have been killed , most of them in their sleep . Meanwhile , Quentin tries to accept that his nightmares are nothing more than repressed memories , but he falls asleep during swim practice and witnesses what really happened to Krueger . Quentin sees everyone 's parents hunt down Krueger , and then burn him alive . Quentin and Nancy confront Quentin 's father , Alan Smith (Clancy Brown) , about murdering Krueger with no evidence that he had committed any crime . Thus , Nancy and Quentin believe that Krueger wants revenge on them for lying as children . As a result of their insomnia , Nancy and Quentin begin sporadically dreaming while they are still awake . To try to stop Krueger , they decide to go to the preschool and learn what they can .

On the way , Nancy falls asleep and is attacked by Krueger , but when Quentin wakes her up they discover she has pulled a piece of Krueger 's sweater out of the dreamworld and into reality . Quentin takes Nancy to the hospital for cuts on her arm ; there , he steals some adrenaline and a syringe to help them stay awake . Nancy and Quentin eventually make it to the preschool . Quentin uncovers Krueger 's hidden room and the evidence that proves Krueger was in fact abusing all of the children ; they realize that Krueger actually wants revenge on them for telling the truth . Nancy decides the only way to end this is to pull Krueger out of their dreams and kill him in reality . Quentin tries to stay awake long enough to pull Nancy out of her dream when she has Krueger , but he falls asleep and is attacked . Krueger then goes after Nancy , and explains that he intentionally left her

for last so she would stay awake long enough that , when she finally fell asleep , she would no longer be able to wake up . While Nancy struggles with Krueger , Quentin uses the adrenaline to wake up Nancy who pulls Krueger into reality . With Krueger distracted by Quentin , Nancy uses a broken paper cutter blade to cut Krueger 's gloved hand off , and then slice his throat . Afterward , Nancy torches the secret room , with Krueger 's body left inside , while she and Quentin leave . Nancy and her mother return home from the hospital ; Krueger suddenly appears in a mirror 's reflection and kills Nancy 's mother before pulling her body through the mirror while Nancy screams .

= = Production = =

A Nightmare on Elm Street was originally going to follow the same design as Platinum Dunes ' other remake , Friday the 13th , with the writers taking what they thought were the best elements from each of the films and creating a single storyline with them . Eventually , they decided to use Craven 's original storyline , and try to create a scarier film . That being , they decided to remove the one @-@ line quipping Freddy , who had become less scary and more comical over the years , and bring him back to a darker nature ; this included developing the character as a true child molester , something that Craven wanted to do originally in 1984 but changed to a child killer instead .

The decision was also made to bring Freddy 's physical appearance closer to that of an actual burn victim , and the use of computer @-@ generated imagery was used in certain sections of Haley 's face to further assist in that vision . A Nightmare on Elm Street was primarily filmed in Illinois because of the positive experience the producers of Platinum Dunes had when filming other films in the same area .

Robert Englund , who portrayed Krueger in the previous eight films , voiced his support of the remake and the casting of Haley in the role . A Nightmare on Elm Street was officially released in North America on April 30 , 2010 , and later released in foreign markets on May 8 , 2010 . The film was met with primarily negative reviews from film critics , as well as audience members who scored the film a C + . Regardless , A Nightmare on Elm Street broke the record for midnight openings for a horror film . The film has brought in over \$ 63 million at the domestic box office , and over \$ 115 million worldwide .

= = = Development = = =

On January 29 , 2008 , Variety reported that Michael Bay and his Platinum Dunes production company would be rebooting the Nightmare on Elm Street franchise with a remake of the original 1984 film . In an interview , producer Brad Fuller initially explained that they were following the same line they did with their Friday the 13th remake , by abandoning the things that made the character less scary ? the film 's antagonist , Freddy Krueger , would not be " cracking jokes " as had become a staple of his character in later films ? and focusing more on trying to craft a " horrifying movie " . Fuller expressed how everyone at the studio loved the concept of being killed if you fell asleep . The producer stated that the film would be a remake of the 1984 film , but clarified that they would be borrowing certain character deaths and dream sequences from the entire Nightmare series .

In February 2009 , The Hollywood Reporter announced that Samuel Bayer was hired to direct the film . According to New Line production chief Toby Emmerich , Michael Bay advocated heavily for Bayer 's hiring , as Bay , Bayer , and director David Fincher came up as commercial directors together . It is Bay 's opinion that Bayer had " the ability to capture the kind of seductive and unsettling imagery that would make Nightmare feel like a fresh , visually arresting moviegoing experience " . Bayer declined Platinum Dunes ' offer ; twice . It was not until Bay sent the director an email " talking about the business " , and explaining what kind of opportunity it would be for Bayer that he finally agreed .

In a June 9 , 2009 interview , Craven expressed his displeasure in the remaking of his 1984 film , primarily because the filmmakers chose not to have him as a consultant to the film , unlike with the 2009 remake The Last House on the Left where he " shepherd [ed] it towards production " . In

contrast , Robert Englund , who portrayed Freddy throughout the film series , felt it was time for A Nightmare on Elm Street to be remade . Englund liked the idea of being able to " exploit the dreamscape " with CGI and other technologies that did not exist when Craven was making the original Nightmare on Elm Street in 1984 . Subsequently , Bayer believed that the film is designed to pay homage to what Craven did in 1984 , but not replicate it entirely . Bayer recognized that Craven attempted to put more meaning into his films , and that the character of Freddy Krueger was one that affected the lives of a certain generation of people . For Bayer , remaking A Nightmare on Elm Street was about bringing that feeling to a new generation , with a new spin on the character and story .

Fuller and Form likened the new Nightmare film to their 2003 remake of The Texas Chain Saw Massacre , and retracted an earlier statement when they said they did not plan to " cherry pick " the best elements of the franchise , like they did with the reboot of the Friday the 13th franchise they released in 2009 . Instead , the 2010 film is more of a reimagining . The pair also explained that A Nightmare on Elm Street would have a different tone than the Friday the 13th remake . Form states , " I think a Friday the 13th movie like we made was really fun . You know , sex , drugs and rock and roll , and I think a Nightmare movie is not that . "

When asked why New Line was rebooting the Nightmare on Elm Street film series , Emmerich explained , " The Nightmare films are profoundly disturbing on a deep , human level because they 're about our dreams . It 's why we thought that we could reach an especially broad audience with a new film , since the feeling of having your dreams being invaded was something that would translate to any country and any culture . " Overall , Bayer wanted to create a darker Nightmare on Elm Street , one he felt would fit into what he describes as " a darker world " . Bayer said there is subtext within the film , which is designed to get the audience to ask , " What makes a monster ? " Bayer wants the audience to think about whether a monster is something that exists purely from a physical appearance ? someone with a scarred face and a clawed glove on their hand ? or can a monster be something that is deeper , and within the man himself without a scarred face and bladed glove ?

= = = Writing = = =

Wesley Strick was initially hired to pen a script for a new Nightmare on Elm Street , after he impressed Emmerich with a prequel script he wrote for the 1995 film Seven ; the film was never produced . Eric Heisserer was subsequently hired to provide a rewrite of Strick 's script before the film moved into production . When Bayer came on board he received a script that reflected the combined efforts of Strick and Heisserer , and which still " needed to be tinkered with " . Bayer explained that the script goes deeper into " [Freddy] as a person [and] how he became the thing he was " . Bayer expressed that , unlike the Friday the 13th remake that picked the best parts from the first four films , the Nightmare remake is coming straight from the first film . At one point there was a scene in an early draft of the script where some characters were playing Guitar Hero . Fuller explained that the scene was removed to keep the film from feeling dated . To him , if someone watched the film five years later , and Guitar Hero was not as popular as it once was , it would automatically make the film feel more dated upon viewing . At the same time , they wanted the film to feel relevant , and including things like the Internet , mobile phones , and text messaging would give the film a more timeless feel .

For the remake , Freddy was brought back to his darker roots and away from the comical character he had become in later Nightmare on Elm Street sequels . Fuller pointed out that this Freddy does have one @-@ liners , but his comments come from a darker sense of humor and not intended to be as campy as previously seen . In addition , it was decided to follow Craven 's original characterization of Freddy as a child molester . The decision to apply that characteristic was based in part on the idea that there would not be much of a story to tell if he simply killed children for no apparent reason . It would be easy for the teenage characters to figure out , whereas it is easier to hide the idea of children being molested and force the teen characters to seek out the truth of what happened . In an effort to keep the story fresh , Heisserer developed the concept of micro @-@ naps . In the story , as the characters prolong their time without sleeping they begin to experience

micro @-@ naps , which is where a character will unknowingly start dreaming while they are still awake . The micro @-@ naps allowed the filmmakers the chance to blur the lines between reality and the dreamworld by offering an explanation for how the characters could slip so easily into a dream .

= = = Casting = = =

In February 2009 , The Hollywood Reporter revealed Robert Englund would not reprise the role of Freddy Krueger for the remake ; Englund had performed the role for the eight previous films . On April 3 , 2009 Entertainment Weekly reported that Jackie Earle Haley was cast to take over Englund 's most well @-@ known role . Initially , the studio wanted to cast an unknown for the role of Freddy Krueger , but it was Haley 's performance in Little Children that impressed Emmerich enough to cast the actor against the original intentions . Emmerich explained , " Freddy is this incredible stew of malevolence and anger , but he also has a hint of vulnerability , and Jackie really has all of that and more . He just seemed completely right for the part . " Bayer stated that he and producers Form and Fuller managed to acquire the screen test Haley gave as Rorschach for Watchmen ; after viewing it , Bayer said it " blew [his] mind " , and that he knew Haley would be able to go deep and create a believable character who was a " [psychopath] with a burned face and a claw " .

Haley said the first time he heard his name mentioned in conjunction with the character was from people suggesting his casting on the internet , which he appreciated , and then later learned that his agents were already in talks with Brad Fuller . Haley stated that he was apprehensive about taking on the role of a character with such a dark past ? that of a child murderer ? for about a " minute and a half " . Knowing the Freddy Krueger in the remake would be even darker , Haley came to the realization quickly that at the end of the day he is doing a horror film , and this is just a fictional character . Haley said that once he embraced the idea of Freddy just being a " mythical boogeyman " , it became " very freeing " for him as an actor .

Haley is contracted for three films , which includes the remake and two sequels . Englund stated he agreed with the casting of Haley , noting that he feels Haley 's physical size works for him in this role . Explaining why they chose to take away the comical aspect of Freddy 's personality , Form and Fuller stated , " We 've never been attracted to a jokey antagonist because it feels less scary and less real " . Even though the character is closer to how he was portrayed in the original film , Haley has stated that he does not intend to have Englund 's performances influence his own . Haley stated that he used the frustration of having to sit in the make @-@ up chair for three and a half hours as his motivation to get into character .

Rooney Mara plays the role of Nancy Holbrook ; Mara is also contracted for a sequel . Bayer describes Nancy as " the loneliest girl in the world " . Mara stated that her Nancy is different than the role of Nancy Thompson , performed by Heather Langenkamp , and described her character as " socially awkward and timid and really doesn 't know how to connect with people " . Kyle Gallner was cast as Quentin , who forms a connection with Nancy . Gallner described his character as " a mess , more jittery and more ' out there ' than Nancy is " . Gallner pointed out that his character is like this because of the amount of pharmaceuticals he ingests to stay awake . Producer Brad Fuller commented that Gallner brought a sense of " humanity and relatability " to the role with his compassion and intellect . Other cast members include Katie Cassidy , Thomas Dekker , and Kellan Lutz . Cassidy performed the role of Kris . According to Cassidy , Kris becomes an emotional wreck throughout the film . Cassidy described her character 's ordeal : " She is literally dragged through hell , having to crawl through dark , claustrophobic tunnels . She 's always crying and freaking out as her nightmares of Freddy bleed into her everyday life . Kris suspects there 's something that connects her with the others ; she even confronts her mother about it , but no one 's talking . "

Dekker portrays Jesse , Kris 's ex @-@ boyfriend . According to Dekker , " Jesse kind of knows what 's going on but refuses to believe it . " Dekker explained that Jesse spends so much time trying to convince himself that Freddy is not real , that by the time he does meet Freddy face @-@ to @-@ face , " he 's just a mess .. [...] There 's no bravado about it . His terror is very real . " Lutz plays Dean , Kris 's current boyfriend and " a well @-@ liked , well @-@ off high school jock " .

Connie Britton and Clancy Brown also star . Gallner and Mara explained that the teenagers in the remake are " a little more aware " of Freddy and their situation , whereas in the original Gallner and Mara characterized Nancy and her friends as " more mellow " and " nonchalant " about their situation until they were finally killed .

= = = Krueger 's design = = =

Discussing his physical appearance , Form and Fuller explained that Freddy would be more similar to a real burn victim . Form later clarified that there was a fine line they did not want to cross when it came to making Freddy look like a true burn victim . According to the producer , the crew had many reference photos of actual victims , which detailed how white the skin would appear after healing . Form did not want the audience to turn away in disgust every time Freddy was on the screen , so they opted to hold back on some of the realism . Fuller noted how horrific the images were , and how difficult they were to look at . The special effects crew that worked on The Dark Knight , creating the computer @-@ generated images (CGI) for Two @-@ Face 's face , were brought in to work on the minimal CGI used for Freddy 's face . The CGI is used in conjunction with the special effects make @-@ up that Haley wears . The prosthetics used to create Freddy 's physical look were designed by Andrew Clement . Haley described the experience of wearing all of the prosthetics and make @-@ up as " pretty encumbering " .

When production first started , Clement and his crew would spend six hours applying Haley 's make @-@ up ; eventually , the crew was able to streamline their process . According to Haley , the make @-@ up crew would apply individual prosthetics to him , from his head all the way down his back , which were glued to his body . The appliances were then blended together to create a seamless appearance . Haley spent approximately three hours and twenty minutes in the make @-@ up chair to apply the prosthetics , each day ; on occasion , it would take almost four and a half hours when the crew needed to apply the prosthetic skull cap , which Haley did not need to worry about most days as he was able to wear the fedora hat on top of his head . Haley also had to wear contact lenses , one that was bloody and another that was cloudy , with the latter one making it difficult for the actor to see out of . Haley also had to work on developing Freddy 's " voice " for the film . According to Haley , the process of coming up with the perfect voice for Freddy is " this organic process of embodying the character " , and not about just " sitting around the table and going , ' Let me try this voice and this voice ' " . Haley and Bayer admitted that some of the voice would be digitally enhanced in the end to give it a " supernatural quality " and get it away from the voice Haley used as Rorschach in Watchmen .

= = = Filming = = =

With a budget of \$ 35 million , principal photography began on May 5 , 2009 and officially wrapped on July 10 , 2009 . Platinum Dunes chose to film in Illinois because of pleasurable filming experiences in the state when the company produced The Amityville Horror and The Unborn . Platinum Dunes also received a thirty percent tax break for filming in the state . For a representation of human version of Krueger , the producers were looking for locations that were " old and decaying " . They settled on the Ryerson Steel warehouse on the West Side of Chicago . The warehouse became the central location for the scenes involving the townspeople burning Krueger alive .

New Line contracted with two high schools in Illinois , Elk Grove High School and John Hersey High School , to use their location for scenes in the remake . According to Principal Nancy Holman , of Elk Grove High , the studio contacted schools across the nation looking for one that had a swimming pool . Although filming took place at both schools , neither was identified by name . The studio also cast 200 extras for various school scenes , including one in the pool , but required that all auditioning students be at least 16 years old . School board President Lenore Gonzales Bragaw was initially apprehensive about the deal , as she disliked the idea of the studio filming " scenes of violence " at the schools ; Bragaw agreed to the filming after being assured that no one would be killed during the swimming scenes .

On May 22 , 2009 , the Nightmare on Elm Street film crew went on location to the city of Gary , Indiana to film scenes at a Methodist church . The studio negotiated with the city for months before finally settling on a deal . According to Ben Clement , the executive director of the Gary Office of Film and Television , the studio was looking for " an architectural style that would fit the storyline of the film " . The film crew returned to Gary in June to film a dream sequence that takes place on Elm Street in one of the local streets , and in December some new scenes were shot in a diner , with new characters .

According to Fuller and Form , Warner Bros. suggested A Nightmare on Elm Street be released in 3 @-@ D , with the recent surge in 3 @-@ D films showing increased box office revenue . In the opinion of the Platinum Dunes producers , if a film is not initially conceived as 3 @-@ D then it should not be converted to 3 @-@ D. In other words , given that the original Nightmare on Elm Street was not a 3 @-@ D film , Fuller and Form fought with the studio to keep the remake from being converted to 3 @-@ D. The producers note that at the end of the day , Warner Bros. and Platinum Dunes came to the agreement that presenting the film in 3 @-@ D would not be presenting " the best version of the movie " .

== = Music == =

The score to A Nightmare on Elm Street was composed by Steve Jablonsky , whom he produced with Steve Durkee and recorded the film 's music with a 60 @-@ piece string ensemble of the Hollywood Studio Symphony at the Sony Scoring Stage . Jablonsky 's musical score was released by WaterTower Music on April 27 , 2010 .

== Release ==

A Nightmare on Elm Street was released on April 30 , 2010 to 3 @,@ 332 theaters and approximately 4700 screens , making it the twelfth widest opening for an R @-@ rated film in the United States . Comparatively , the original Nightmare on Elm Street was only released to 165 theaters on its opening , November 9 , 1984 ; its widest release by the end of its box office run was 380 theaters . The 2010 remake holds the record for widest Nightmare on Elm Street release , beating out Freddy vs. Jason by 318 theaters . A Nightmare on Elm Street was released on DVD and Blu @-@ ray on October 5 , 2010 . The DVD 's only feature is a featurette , " Freddy Krueger Reborn " . The Blu @-@ ray special features include the DVD 's featurette along with a deleted scene , an alternate opening and ending , and the " Maniacle Movie Mode " .

== = Box office == =

Early estimates put Nightmare on Elm Street 's opening day gross at approximately \$ 15 million , with a projected opening weekend of \$ 35 million . Included in the \$ 15 million is the \$ 1 @.@ 6 million the film made from midnight showings on Thursday night from 1 @,@ 000 theaters . As a result , Nightmare on Elm Street broke the record for midnight openings for a horror film , which was previously held by the Friday the 13th remake in 2009 that grossed \$ 1 million . Ultimately , the film finished its opening with \$ 32 @,@ 902 @,@ 299 , placing first for the weekend ahead of How to Train Your Dragon (6th week in release) , Date Night , (4th week in release) The Back @-@ up Plan (2nd week in release) , and Furry Vengeance ; the latter film was also in its opening weekend . A Nightmare on Elm Street dropped 72 percent in its second weekend , earning \$ 9 @,@ 119 @,@ 389 ; dropping to second place for the weekend behind Iron Man 2 . The film dropped an additional 54 percent in its third week , bringing in \$ 1 @.@ 5 million , though it remained in the Top 10 rankings for the weekend , placing sixth overall . The film remained in the top ten for the fourth weekend in a row , grossing approximately \$ 2 @,@ 285 @,@ 000 and finishing eighth for the week . In its fifth weekend , the 2010 remake fell out of the box office top ten , finishing eleventh with an estimated \$ 910 @,@ 000 .

As of July 6 , 2010 , A Nightmare on Elm Street has earned \$ 63 @,@ 071 @,@ 122 at the

domestic box office . With its \$ 63 million in domestic box office , A Nightmare On Elm Street is the second highest @-@ grossing film among the recent slasher remakes , like When a Stranger Calls (2006) , Black Christmas (2006) , Halloween (2007) , Prom Night (2008) , and My Bloody Valentine 3D (2009) but behind Friday The 13th with \$ 65 million . The film was officially released overseas on May 8 , 2010 . In its opening weekend , it took in approximately \$ 6 @. @ 5 million throughout ten foreign territories . It also secured first place for the weekend at the Russian box office , with \$ 3 million . Since its opening , the film has taken in approximately \$ 52 @, @ 332 @, @ 285 in the overseas box office , giving it a worldwide total gross of \$ 115 @, @ 407 @, @ 296 .

The 2010 remake 's opening weekend puts it ahead of the box office grosses for A Nightmare on Elm Street 2 : Freddy 's Revenge (\$ 29 @, @ 999 @, @ 213) , A Nightmare on Elm Street (\$ 25 @, @ 504 @, @ 513) , A Nightmare on Elm Street 5 : The Dream Child (\$ 22 @, @ 168 @, @ 359) , and Wes Craven 's New Nightmare (\$ 18 @, @ 090 @, @ 181) . When adjusting the opening weekend for the 1984 original for the 2010 inflation , the remake out grossed Wes Craven 's film \$ 32 @, @ 902 @, @ 299 to \$ 2 @, @ 736 @, @ 653 . When breaking the grosses down by per theater capita , the 1984 film averaged \$ 16 @, @ 585 per cinema compared to the remake 's \$ 9 @, @ 874 . Comparing the film to other Platinum Dunes remakes , A Nightmare on Elm Street is second in opening weekend gross , only behind Friday the 13th with \$ 40 @, @ 570 @, @ 365 . The film sits ahead of the other Platinum Dunes remakes , which includes 2003 's The Texas Chainsaw Massacre (\$ 28 @, @ 094 @, @ 014) , 2005 's The Amityville Horror (\$ 23 @, @ 507 @, @ 007) , and 2007 's The Hitcher (\$ 7 @, @ 818 @, @ 239) . A Nightmare on Elm Street currently sits as the sixth highest opening for an April weekend .

The remake is currently the eighth all @-@ time highest grossing slasher film in unadjusted dollars . It is also ninth all @-@ time among horror remakes , dating back to 1982 , in unadjusted dollars . When comparing its opening weekends to other slasher films and horror remakes , A Nightmare on Elm Street sits in fifth spots for both categories . The 2010 remake currently sits as the second highest grossing Nightmare on Elm Street film in the franchise in North America , just behind Freddy vs. Jason (\$ 82 @, @ 622 @, @ 655) , in unadjusted dollars .

= = = Critical response = = =

Based on 170 reviews collected by Rotten Tomatoes , A Nightmare on Elm Street holds a 15 % overall approval rating from critics , with an average score of 3 @. @ 7 out of 10 . The consensus at Rotten Tomatoes was that the film was " visually faithful but lacking the depth and subversive twists that made the original so memorable , the Nightmare on Elm Street remake lives up to its title in the worst possible way . " By comparison , Metacritic , which assigns a weighted average rating out of 100 to reviews from mainstream critics , calculated an average score of 35 , based on 25 reviews . CinemaScore polls reported that the average grade cinemagoers gave the film was a " C + " on an A + to F scale , with exit polls showing that audiences were evenly divided between males and females , with 40 % between 18 ? 24 years of age and 20 % under 18 . Owen Gleiberman of Entertainment Weekly gave it a " B ? " and concluded that , " I did jump a few times , and I liked Haley 's dour malevolence , but overall , the new Nightmare on Elm Street is a by @-@ the @-@ numbers bad dream that plays a little too much like a corporately ordered rerun . One , two , Freddy 's coming for you . Three , four , we 've been there before " . Michael Rechtshaffen of The Hollywood Reporter criticized the acting calling it " lethargically lifeless " and criticized Haley 's portrayal of Krueger , saying , " Even with his electronically deepened voice and a pointless amount of backstory , there 's just no replacing Englund " . Roger Ebert of the Chicago Sun @-@ Times gave the film 1 star out of 4 , writing in his review , " I stared at A Nightmare on Elm Street with weary resignation . The movie consists of a series of teenagers who are introduced , haunted by nightmares and then slashed to death by Freddy . So what ? Are we supposed to be scared ? Is the sudden clanging chord supposed to evoke a fearful Pavlovian response ? " .

On January 5 , 2011 , the film won the People 's Choice Award for " Best Horror Film " .

= = = Marketing = = =

In March 2010 , the National Entertainment Collectibles Association (NECA) released two new Freddy Krueger action figures ; one pre @-@ burned Freddy with Jackie Earle Haley 's likeness , and one based on the new burn design from the Nightmare on Elm Street remake . In addition , NECA also released a replica of Freddy 's clawed glove . In conjunction with the film , an online game was released where the user attempted to keep a young girl awake ? through the use of coffee , cold showers , self @-@ mutilation , and other various means ? so as to keep her safe from Freddy .