

= At the Movies (Rugrats) =

" At the Movies " is the third episode of the animated television series Rugrats . It originally aired on the television network Nickelodeon on August 25 , 1991 , during the series ' first season . In the episode , Didi and Stu take The Rugrats to a movie theatre to see The Dummi Bears and the Land Without Smiles , but Tommy is infatuated with seeing the monster movie Reptar ! . He and the babies sneak out of the theater room to catch a showing of Reptar ! while leaving a wake of accidental mayhem and destruction as they do .

" At the Movies " was written by Craig Bartlett and series co @-@ creator Paul Germain and directed by Dan Thompson . The episode introduced the characters of the Dummi Bears and Reptar . The Dummi Bears were inspired by non @-@ violent children 's characters such as the Care Bears and Disney 's Adventures of the Gummi Bears , whereas Reptar was heavily inspired by the Japanese monster Godzilla and satirized the ever growing domination of Japanese culture into children 's society . The character appeared in countless media tie @-@ ins for the series , including a cereal brand , t @-@ shirts , and video games , and would be reused in several other episodes of the series throughout its run .

Author Jan Susina gave a generally positive review of " At the Movies " in the book , The Japanification of Children 's Popular Culture : From Godzilla to Miyazaki . In 1997 , it became available on the VHS Rugrats : Return of Reptar , which was nominated for Video Software Dealers Association 's Home Entertainment Award in the " Outstanding Marketing Campaign for a Major Direct @-@ to @-@ Video Release " category in 2000 .

= = Plot = =

Didi and Stu decide to take Tommy and co. to go see The Dummi Bears and the Land Without Smiles at West Side Octaplex . The kids really want to see their first movie Reptar , which was rated MGR : Minor Guidance Recommended . When they go to the theater and the movie starts , the kids sneak off to try to find the room showing Reptar at the theater . The first room they attempt to get into is showing a romance film , so they move on and end up accidentally creating a huge mess at the concession stand . They look in the popcorn popper , eating candy bars , and playing with the orange and grape soda dispensers , ketchup and mustard pumps , and straws . They also find hot dogs , hot dog buns , popcorn tubs , lids , napkins , and cups . They find their way up to the projection booth and finally find the room where Reptar is playing . As they are watching the film through the booth window , they fall down on some film , and they decide to ride on the projectors for fun . In the process , though , all of the projectors in the room become unraveled , and various films break so they exit the room . They soon run into Grandpa , who is getting popcorn at the concession stand and are led back into the theater . As they arrive , The Dummi Bears and the Land Without Smiles is about to reach its climax ; however , the film burns as a result of the kids ' earlier tomfoolery , and everyone leaves the Octaplex disgruntled .

= = Production = =

" At the Movies " was written by Craig Bartlett and Paul Germain ? creator of Rugrats along with Arlene Klasky and Gábor Csupó ? and directed by Dan Thompson . Germain additionally served as animation director , a role he played for all early episodes of the series . Recording sessions for the episode , located in Hollywood , California , for each actor individually took one day to complete , taking anywhere from fifteen minutes to four hours depending on the scene or role .

The episode marked the first appearance of the character Reptar . Reptar was modeled visually to resemble a Tyrannosaurus rex , but his mannerisms and actions were meant to parody that of the fictional monster , Godzilla , who first appeared in the 1954 film Godzilla , released in Japan as Gojira . Though he is portrayed comically , his name was based on a child 's mispronunciation of Velociraptor , a ferocious dinosaur made iconic for its appearance in the Steven Spielberg film Jurassic Park . As noted by W. J. T. Mitchell in his book The Last Dinosaur Book , children generally

begin fascination with dinosaurs between ages four and seven , while at other times during pre @-@ school and elementary school . This demographic was the general age of Rugrats ' viewers , and likely the reason behind Reptar 's species .

" At the Movies " became available on the VHS release entitled Rugrats : Return of Reptar in 1997 . The release included several other Reptar themed episodes , including " Reptar 2010 " and " Reptar on Ice . " It was released both as part of a special promotional deal between Paramount Home Entertainment and Oral @-@ B and as a re @-@ promotion of Rugrats videos during the holiday season .

= = Cultural impact and references = =

" At the Movies " introduced characters such as Reptar and the Dummi Bears ? each of whom would become recurring characters throughout the series ? and marked the first time in the series that the rugrats had seen a movie . Reptar , in particular , would appear in several episodes throughout the series in different manifestations . During different episodes , he has appeared as a topline , a focal point in a marketing campaign , cereal brands , and a character in television series . In The Rugrats Movie , released in 1998 , Reptar appears as a mechanical wagon built by Stu , voiced by rapper Busta Rhymes . In its sequel , Rugrats in Paris : The Movie , released in 2000 , the central setting is located at a vast Reptar theme park in France called " EuroReptarland , " similar to Disneyland Paris , which features a stage production with a robotic Reptar created by Stu .

Reptar himself become an actual merchandising piece and became the basis of several Rugrats promotional works . Several videos , books , toylines , and clothing have been marketed by Nickelodeon , serving as both a high @-@ profit margin and a parody of the character 's fictional success in the series . Bed sheets , lamps , and a cereal brand have all become available in stores and feature Reptar . A Rugrats video game entitled Rugrats : Search for Reptar , followed Tommy looking for missing pieces of a Reptar puzzle . The game was widely successful and become a part of PlayStation 's " Greatest Hits " label in 1999 .

The Dummi Bears are parodies of the Care Bears franchise , and the film they are featured in , The Land Without Smiles , is a parody of the feature length 1985 film The Care Bears Movie based on the franchise , while the title of the film is a reference to the Care Bears ' first TV special from 1983 , The Care Bears in the Land Without Feelings . The Dummi Bears ' name is a reference to the TV series Disney 's Adventures of the Gummi Bears . One scene in The Land Without Smiles details the Dummi Bears firing valentines from the clouds for all the sad , bullied and lonely , teased children in the world references a similar scene from The Care Bears Movie .

= = Reception = =

" At the Movies " was originally broadcast on the television network Nickelodeon on August 25 , 1991 . It was paired with the episode " Slumber Party . " In 2000 , Rugrats : Return of Reptar , in which the episode featured , was nominated for Video Software Dealers Association 's Home Entertainment Award for " Outstanding Marketing Campaign for a Major Direct @-@ to @-@ Video Release . In 2001 , Nickelodeon allowed viewers to vote for their favorite Rugrats episode on Nick.com as part of the series 10th anniversary . When the poll results were announced , " At the Movies " ranked at number 39 .

The episode received a generally positive response . In the book The Japanification of Children 's Popular Culture : From Godzilla to Miyazaki , Jan Susina opted that it was " appropriate " to introduce Reptar in the episode via a television commercial , as " Throughout the series , Reptar 's power and popularity increases , so that by Rugrats in Paris a Euro @-@ Reptarland exists . " Susina also noted that his existence in the series was " one of the more unexpected " treatments of Japanese culture in " contemporary American children 's culture . "