

= Clover (creature) =

Clover is the production name given to the giant monster and the main antagonist in the 2008 film *Cloverfield* . The creature was originally conceived by producer J. J. Abrams and was designed by artist Neville Page . In the film , the monster 's name is never mentioned ; the name " *Cloverfield* " is only given to the US Department of Defense case file of the incidents depicted in the film . The Department of Defense names the creature " LSA " for Large @-@ Scale Aggressor in the film 's Blu @-@ ray special feature called " *Cloverfield Special Investigation Mode* " . The name *Clover* was the nickname affectionately given to the monster among the production staff .

= = Appearances = =

The monster was first referred to in the viral marketing campaign for the 2008 film including a recording of its roar , foreign news clips about a monster attack and sonar images .

A similar monster appears in a four @-@ part manga series *Cloverfield / Kishin* by Yoshiki Togawa , which serves as a spin @-@ off to the film . The monster made a first full appearance in *Cloverfield* , where it was seen rampaging through New York City and being attacked by the United States military .

= = History = =

In the film , it is mentioned that the brand *Tagruato* belongs to the oil company where Rob was hired as vice president and is the company that owns the platform that is being destroyed by the monster . *Tagruato* produces a drink called *Slusho !* and in the movie , some guests at a *Tagruato* party can be seen wearing shirts with the *Slusho !* brand . However , *Tagruato* and *Slusho !* have two different official websites .

= = Concept and creation = =

J. J. Abrams conceived of a new monster after he and his son visited a toy store in Japan while promoting *Mission : Impossible III* . He explained , " We saw all these *Godzilla* toys , and I thought , we need our own [American] monster , and not like *King Kong* , *King Kong* 's adorable . But I wanted something that was just insane and intense " .

The monster was designed by artist Neville Page . He sought a biological rationale for the creature , though many of his ideas would not show up on screen . Page designed the creature as immature and suffering from " separation anxiety " . He compared the creature to a rampaging elephant , saying " there 's nothing scarier than something huge that 's spooked " . Page said of the creature 's backstory , " For me , one of the most key moments in our collective brainstorming was the choice to make the creature be something that we would empathize with . It is not out there just killing . It is confused , lost , scared . It 's a newborn . Having this be a story point (one that the audience does not know) , it allowed for some purposeful choices about its anatomy , movement and , yes , motivations " . The creature was developed by visual effects supervisor Kevin Blank and Phil Tippett 's company *Tippett Studio* . Blank described the intended goal of the creature , " Rather than the monster having a personality [like *Godzilla* or *King Kong*] , it 's more of an entity or an event " .

Reeves described the creature 's reaction to its surroundings thus : " It ? s this new environment that it finds frightening " . To indicate this , Reeves suggested the addition of white in the creature 's eyes so it would look similar to a spooked horse . The filmmakers generated and used the idea of parasites because the film could not realistically have scenes between the human protagonists and the enormous creature .

= = = Creature design = = =

Although conceived by the film 's creators as infantile , the creature is 25 stories tall (compared as

240 ? 300 feet , or 70 ? 90 meters) and withstands missiles , artillery shells , and bombs with minimal injury .

It is vaguely quadrupedal , though capable of standing upright over short distances . The limbs are comparatively long and thin compared with the body core , and according to creator Neville Page , this , coupled with its quadrupedal stance , is meant to imply that it is a newborn : he speculates that the adults may be bipedal . The forelimbs are large in proportion to the body , and the hind legs stubby . The creature 's head at first glance appears to be a solid sphere ; but it can open its mouth extremely wide . Above the eyes on either side of the head are fleshy pouches which it inflates when agitated .

The creature 's design includes appendages on its underbelly , described by Neville Page as an " elongated , and articulated external esophagus with the business end terminating in teethlike fingers " . They were designed to relate the scale of human prey to the huge scale of the creature . The scenes from the film where people were consumed by these appendages were cut from the final edit , but the fourth and final chapter of Cloverfield / Kishin shows this .

The creature is covered with parasites , which it sheds as part of a " post @-@ birth ritual " . Abrams described the parasites as " horrifying , dog @-@ sized creatures that just scatter around the city and add to the nightmare of the evening " . Reeves added that " The parasites have a voracious , rabid , bounding nature , but they also have a crab @-@ like crawl . They have the viciousness of a dog , but with the ability to climb walls and stick to objects . " The top half of the parasite 's head is the mandible . The top and lower jaws end in serrated edges and have four pairs of eyes each . The rest of the parasite consists of a crustacean @-@ like carapace , several pairs of claws , and arms . A deep blue @-@ purple muscular membrane stretches between the top and lower jaws . When a human is bitten , the victim becomes ill and bleeds profusely , mainly from the eyes , and shortly after this , the torso expands and explodes . They are called HSPs (Human Scale Parasites) on the Blu @-@ ray Special Investigation Mode .

Artist Neville Page , in response to claims that the design of the creature was similar to that of the 2006 South Korean film The Host , said , " They are [similar] in that they ravage and seem to originate from the water , but the end results are quite different . However , when I finally saw some of the concept art , there were some very obvious similarities . But then again , I think that we were both channeling similar biological possibilities . "

= = Merchandise = =

Based on the success of Cloverfield , which earned over \$ 40 million over its opening weekend in the United States and Canadian box office , the toy company Hasbro began accepting orders for a 14 @-@ inch limited edition toy figure of the monster to be shipped to fans starting December 24 , 2008 . It also comes with several accessories , including the disembodied head of the Statue of Liberty , two changeable heads (one with an open mouth , one with a closed mouth) , and 10 static figures of the monster 's parasites .

= = Critical analysis = =

Reviewing the film Cloverfield , the San Jose Mercury News described the creature as " a monster for the MySpace generation " . Reviewer James Berardinelli noted , " The movie follows the Jaws rule that monsters are usually more intimidating when they are shown infrequently and only in brief glimpses " . Amy Biancolli of the Houston Chronicle described the creature as retaining " an air of mystery ? a monstrous je ne sais quoi that makes him all the freakier . " Richard Corliss of Time complained of the recycled elements of the creature , such as its emergence mimicking the original Godzilla film and its parasites being similar to the " toy meanies " from the 1984 film Gremlins .

Roger Ebert of the Chicago Sun @-@ Times expressed acceptance of the lack of explanation for the creature 's origin , explaining that it " is all right with me after the tiresome opening speeches in so many of the 30 or more Godzilla films " . Peter Howell of the Toronto Star thought that the " main " creature was disappointing , while he considered the " mutant spider crabs " that came from it as "

way scarier " . Lawrence Person of Locus Online describes it as " like a cross between a truly giant mantis and Johnny the Skeletal Torso . " Todd McCarthy of Variety found that the creature was more reassuring as it appeared more in the film , explaining , " Its very nature as a walking , stalking being suggests it can somehow be killed by conventional means " . Chris Vognar of The Dallas Morning News applauded the creature 's appearance as cinematic :

= = Popular culture = =

The monster appears in the Robot Chicken episode " Especially the Animal Keith Crofford " . It rampages through New York until it reaches the future site of the Freedom Tower where it builds it in its own vision .

The monster is parodied in the South Park season 12 episode " Pandemic 2 : The Startling " . The episode is a parody of the Cloverfield , with the monster replaced by giant guinea pigs .

In Sam & Max Season 3 , at the end of " Beyond the Alley of the Dolls " , Max is transformed into a creature similar to the monster (or more rather Cthulhu) , and smashes off the Statue of Liberty 's head , and goes on to rampage through New York .

In a strip from Starslip by Kris Straub (# 705 - Jan 28 , 2008) , one of the main characters makes a reference to a supposed " Cousin Cloverfield " , " a member of [their] Behemoth class " who escaped and laid waste to one of Earth cities .

On September 12 , 2010 , the strip Lio by Mark Tatulli featured Lio trying to lure the Cloverfield monster into a giant hamster cage as a pet .

An episode of Mad parodies the movie with stars from The Disney Channel and Nickelodeon in New York being attacked by Clifford the Big Red Dog .