

= Hoodwinked ! =

Hoodwinked ! (alternatively styled Hoodwinked) is a 2005 American computer @-@ animated family comedy film . It retells the folktale Little Red Riding Hood as a police investigation , using flashbacks to show multiple characters ' points of view . It was produced independently by Blue Yonder Films with Kanbar Entertainment , directed and written by Cory Edwards , Todd Edwards , and Tony Leech , and produced by Katie Hooten , Maurice Kanbar , David K. Lovegren , Sue Bea Montgomery , and Preston Stutzman . The film was released by The Weinstein Company in Los Angeles , California , on December 16 , 2005 for a one @-@ week engagement before expanding nationwide on January 13 , 2006 . The cast features Anne Hathaway , Glenn Close , Jim Belushi , Patrick Warburton , Anthony Anderson , David Ogden Stiers , Xzibit , Chazz Palminteri and Andy Dick .

Hoodwinked ! was among the earliest computer @-@ animated films to be completely independently funded . Working apart from a major studio allowed the filmmakers greater creative control , but also restrained them economically . Due to the film 's small budget , its animation was produced in the Philippines , with a less realistic design inspired by stop motion films . The Weinstein Company did not sign on as the film 's distributor until near the end of production , and while the company had many roles recast , it otherwise made few changes to the film .

Structurally , the film was inspired by non @-@ linear crime dramas , such as Rashomon and Pulp Fiction . It was released shortly after the first two installments in the successful Shrek series , which accentuated the fairy tale parody genre of which it is a part . The film however , intentionally deviated from that series in its style of humor and in certain plot elements . This was in part based on Cory Edwards ' concerns over exposing children to the high level of cynicism often found in the genre .

Critical reception to the film was varied ; although its script and cast were praised by many reviews , its animation quality was heavily criticized . The film was a commercial success , earning over thirteen times its budget . A sequel , Hoodwinked Too ! Hood vs. Evil , directed by Mike Disa , and written by the Edwards brothers and Leech , was released in 2011 to negative reviews and financial failure .

= = Plot = =

Little Red Riding Hood discovers that the Big Bad Wolf has disguised himself as Granny . Red 's grandma jumps out of the closet tied up just as the axe @-@ wielding woodsman bursts through the window , startling everyone . The police quickly arrive , and Red , Wolf , Granny , and the Woodsman are questioned by Detective Nicky Flippers about the events leading up to the incident .

Red explains that she was delivering goodies for her grandmother when she discovered a threat from the mysterious Goodie Bandit . Hoping to save her Granny 's recipes , she embarked upon a journey to take them to the top of a nearby mountain where her Granny lives . On her way , she encountered the Wolf , who asked her a series of suspicious questions . She managed to escape and eventually reached her Granny 's house ; however , she found the Wolf already waiting in ambush .

What at first seems to be an open @-@ and @-@ shut case becomes confused though , once it is learned that the Wolf is an investigative reporter . He reveals that he was searching for a lead on the identity of the Goody Bandit and had reason to believe that Red and Granny were the culprits . Locating Red , he questioned her , hoping to get to the bottom of the mystery . When Red escaped , he headed for her Granny 's house and arriving first , went undercover , hoping to trick her into giving him the evidence he needed .

When questioned , the Woodsman reveals that he is in fact an aspiring actor who was only trying out for the part of a woodsman in a commercial . After his schnitzel truck was robbed by the Goody Bandit , he went out into the woods to get in character for his role and spent the rest of the day chopping trees . A large tree rolled after him and pushed him through the window of Granny 's home . The investigation then turns to Granny , who reveals that , unbeknownst to her family , she is an

extreme sports enthusiast . During a ski race earlier that day , she was attacked by the opposing team , but got away safely after learning that they were hired by the Goody Bandit .

Despondent over her Granny 's lack of honesty , Red wanders off alone . Meanwhile , Nicky Flippers realizes that the one commonality between all four stories was a bunny named Boingo and concludes that he is the Goody Bandit . However , Boingo has already sneaked into the home and stolen Granny 's recipes . Red sees Boingo and follows him to his hideout at a cable car station , but the police pursue him in the wrong direction . Granny , the Wolf , and the Woodsman manage to locate Boingo as he is explaining his evil scheme to Red . Boingo plans to add an addictive substance to the stolen recipes and then explode the forest , making way for new real estate for expanding his business .

The Wolf and the Woodsman go undercover to distract Boingo as Granny sneaks into his lair , but open conflict ensues . Boingo sends a bound and gagged Red down the mountain in a cable car loaded with explosives and Granny goes after her , with Boingo and his henchmen in pursuit . Red manages to free herself , and escapes with Granny , while the police , who have been located by the Wolf 's assistant Twitchy , are waiting at the bottom of the mountain to arrest Boingo and his henchmen . Some time later , the Woodsman finds success as part of a yodeling troupe , and Red , Granny , the Wolf , and Twitchy are enlisted by Nicky Flippers to join a crime solving organization called Happily Ever After Agency .

= = Cast = =

= = Production = =

Hoodwinked ! was one of the first independent computer @-@ animated films to be produced without the aid of a distributor . It was produced on a budget of less than \$ 8 million , significantly less than a typical computer @-@ animated film 's budget . The costs of computer @-@ animation software had only recently decreased to a price that was accessible to more than just major studios , and according to producer David Lovegren , " Six or seven years ago , the idea of doing Hoodwinked ! as an independent [animated] feature would have been impossible . "

The filmmakers only made the film independently by necessity , and Cory Edwards has said , " It ? s not a model to be followed . It was a once @-@ in @-@ a @-@ lifetime , seat @-@ of @-@ your pants kind of thing that just barely came off . " However , he added that the process was worth going through to get the film made , and encouraged aspiring filmmakers to be willing to follow it .

= = = Development = = =

Brothers Cory and Todd Edwards founded Blue Yonder Films after a number of years spent producing commercials and music videos in Tulsa . Joined by their friend Preston Stutzman , who was put in charge of marketing for the company , they released their first feature film , Chillicothe , at the 1999 Sundance Film Festival . The three then moved to Los Angeles in pursuit of new opportunities , but did not find the amount of success that they had expected . Sue Bea Montgomery , who had served as an associate producer on Chillicothe , also tried to interest studios in working with them , but was met with indifference . She determined that they would have to find greater success in independent filmmaking before anyone would take interest in them and introduced the three to Maurice Kanbar , a successful entrepreneur who had made a minor investment in Chillicothe . They pitched a number of live @-@ action ideas to Kanbar and proposed that he invest in a development division of their company , paying them and covering their rent in exchange for a significant portion of the rights to any scripts that they might sell . Kanbar however , was interested in a more direct approach , and preferred to focus on trying to produce a single film . He had always been a great admirer of animation and was impressed after being shown a direct @-@ to @-@ DVD computer @-@ animated short film that Cory had made called Wobots . He suggested the possibility of producing an animated feature with them that would tell a familiar story with a twist ,

and gave them a month to come up with a story idea . Kanbar had expressed interest in Cinderella or Pinocchio , but the Edwards brothers did not like these ideas as they had already been done by Walt Disney . A few days after the brothers ' initial meeting with Kanbar , Todd found inspiration in non @-@ linear crime dramas , such as Rashomon , Pulp Fiction , Run Lola Run , and Memento and came up with the idea of telling the fairy tale Little Red Riding Hood as a police investigation , using multiple points of view . Kanbar was taken with the idea and agreed to fully finance the film before even seeing a finished script , with the initial intent of releasing the film directly to DVD . In 2002 , Kanbar and Montgomery founded Kanbar Entertainment and Kanbar Animation for the production of the film .

Cory served as the film 's main director , as he had more experience with animation , comedy , and children 's entertainment , while Todd served as co @-@ director . Montgomery and Stutzman were joined by Disney animation veteran David Lovegren as producers on the film , and Cory 's and Todd 's sister Katie Hooten joined as an associate producer . Tony Leech , who had worked with the Edwards brothers on Chillicothe , was initially hired as an editor , but gained story input as well . He eventually proved to be so valuable to the production that he was given a role as co @-@ director .

= = = Pre @-@ production = = =

The filmmakers found independently producing the film to have both benefits and challenges . Although they were given a great amount of creative control by their executive producer Maurice Kanbar , their small budget kept them from making potentially beneficial changes to the story once production was underway . Todd Edwards related that " Money doesn 't just buy you more talent and more machinery , it also buys you flexibility on a story level . At Disney , if they don 't like the third act , they just throw the whole thing out and re @-@ animate the whole thing , even if it 's finished ... We had no such luxury , and so in a way , you 're watching our first version of the movie . " Knowing ahead of time their inability to alter the film 's script once animating had begun , an effort was made by the filmmakers to finalize the script as much as possible before the start of production , which is not a common practice for studio @-@ produced animated films .

Turning away from the well @-@ known archetypes of the Little Red Riding Hood characters , the filmmakers continued to look towards non @-@ linear crime dramas for inspiration instead . Producer Preston Stutzman explained that " The whole film is about surprises and secret lives . " Not wanting Red to be " boring " or " too innocent " , she was patterned on James Dean and given the desire of leaving home to find her way in the world . Todd Edwards had the idea of basing the Wolf on Chevy Chase 's character in Fletch , feeling that it would be fun to apply the character 's dry , deadpan style of humor to an animated wolf , while Cory Edwards created the hyperactive character of Twitchy to serve as the Wolf 's foil . Going against types , Red 's Granny was written as a thrill @-@ seeking action hero , while the strong Woodsman was written as being childishly incompetent .

The police officers were written to come across as everyday guys and Cory Edwards has explained that the decision to make three of them pigs was not politically motivated . Nicky Flippers was not a part of the story as it was initially conceived and prior to his creation , the investigation was going to be led by Chief Grizzly . After producer Sue Bea Montgomery and her husband pointed out similarities between the film and the 1950s television series The Thin Man , the Edwards brothers and Leech decided to introduce the character and his dog into the film as an homage . They considered several different types of animals before settling on making him a frog .

Cory Edwards chose to approach the film predominately as an action / comedy , instead of as a typical animated film , and wrote the script to appeal to audiences of any age like many of the films produced by Pixar or Disney . Road Runner , Rocky and Bullwinkle , and The Muppets have all been cited as inspirations for the film . An attempt was made to distance the film from Shrek and other similar themed films that had been recently released , by excluding magic , wizards , and fairies from the film . Cory Edwards also strived for a different style of humor than Shrek , choosing to make his film more family friendly and less of a satire .

Working out of Tony Leech 's apartment , Cory Edwards sketched the film 's storyboards , Todd

Edwards wrote the script while simultaneously writing the songs , and Leech edited the story reel on his Mac computer . Producer Sue Bea Montgomery showed test screenings of the story reel to children in her neighborhood , and gained input from their reactions . The filmmakers had been considering removing Japeth , but chose not to when he proved popular at these screenings . The children also particularly liked Twitchy , which led to the expansion of the character 's role .

In an effort to save costs , the film 's cast was originally going to be composed mostly of friends and family members of the filmmakers . Cory and Todd brought in their cousin Tye Edwards to play Dolph and turned to their friend Joshua J. Greene to play Jimmy Lizard . Japeth was written specifically for Benjy Gaither , the son of gospel music singers Bill and Gloria Gaither . He had been a friend of the Edwards brothers since childhood and Cory 's short film Wobots had been produced through his animation studio Live Bait Productions . Cory 's wife Vicki was given the role of a skunk reporter , and while some consideration was initially given to having an adult play the child woodpecker Quill , the role was instead given to producer David K. Lovegren 's daughter Kathryn . The Edwards brothers , Leech , and producer Preston Stutzman all took on roles as well . Cory took on the role of Twitchy , and Pro Tools was used to speed up the recording of his dialogue by 50 percent . Todd played Sandwich Man , Leech played both Det . Bill Stork and Glen , and Stutzman played Timmy .

As the producers gained greater confidence in the film however , larger name actors were brought in . Patrick Warburton was the first celebrity actor to join the film and did so purely out of a love for the script . Though Cory Edwards had originally envisioned the Wolf as sounding like a mixture between a young Chevy Chase and Bill Murray , he praised Warburton 's performance , saying that he " made the Wolf his own character . " Andy Dick also joined the cast early on , to voice Boingo . He used improvisation and approached the role differently from how it had been written , interpreting the character as victimized and unstable . The filmmakers were enthusiastic over Dick 's angle on the character , and Todd Edwards said , " What we had written was kind of stock , to be honest , but Andy Dick , well , where he was supposed to laugh , he 'd be crying . Where he was supposed to yell , he 'd be laughing . He just mixed it up ! " Prolific voice performers Tara Strong , David Ogden Stiers , and Tom Kenny were cast in multiple roles . Strong was cast as Red and Zorra , Stiers was cast as Kirk , the Woodsman and Nicky Flippers , and Kenny was cast as Tommy and Woolworth the Sheep . Emmy @-@ winning actress Sally Struthers was brought in to play Granny Puckett and Joel McCrary was cast as Chief Grizzly .

= = = Animation = = =

The film 's animation was created on Maya software , and in an effort to save costs , was produced in Manila , Philippines . Producers Sue Bea Montgomery and David K. Lovegren founded the animation studio Digital Eyecandy for the purpose of the film 's production and stationed it in a 5 @,@ 000 @-@ square @-@ foot rented house . Cory Edwards traveled to this studio a total of fifteen times over the course of the film 's three @-@ year production and has explained that although the house was located in an expensive part of Manila , the rent was no more than that of his two @-@ bedroom apartment in Los Angeles . When Cory was not able to be on site , Todd took over directing duties . " Along with Tony , we were kind of a ' three headed monster , ' " Cory explains . " We all knew what movie we were making , and I trusted those guys to make creative calls when I couldn 't be there . " Lovegren had attempted to start an independent animation studio in the Philippines before in 2001 , but the studio , called ImagineAsia , was closed after it failed to attract business . Digital Eyecandy hired approximately twenty animators that had previously been employed by ImagineAsia and at one point , the studio reached fifty employees .

The film 's animators had little experience with computer @-@ animation and feature @-@ length films , and had to be trained by the producers over the course of the film 's production . Since none of the animators were specialists , they were not divided into specific teams , but instead each worked on all areas of the animating process . The filmmakers found this to be a poor method though , because it kept the individual skills of the animators from being optimized . Due to their independent backgrounds , the animators were accustomed to working at fast paces , and despite

their small numbers , each phase of production was able to be completed within a short period of time . Still , schedule and budget restraints led the filmmakers to enlist Prana Studios in Mumbai , India to perform lighting and compositing .

The filmmakers found that the most difficult aspect of producing the film independently was their inability to fix all of the mistakes made in the film 's animation . Todd Edwards explained that " it becomes an equation : ' I have 10 things that I would like to change in this shot . I have the time and the budget to do three . Pick those three and then let 's move on . ' And that was hard to do . "

Knowing that they could not match the quality of other computer @-@ animated films , the film was instead designed to imitate the look of stop motion . Cory Edwards cited Rankin @-@ Bass as an inspiration and explained , " If we approach our look like that ? photographed miniatures in stop @-@ motion ? and if that nostalgia resonates with our audience as far as that look , then we ? re not going to shoot ourselves in the foot trying to put every freckle and hair on photoreal creatures . " Edwards contrasted the technically innovative , but critically panned 1986 film Howard the Duck with the simple , but beloved puppet character Kermit the Frog to illustrate to his crew the importance of well @-@ written , likeable characters over technical quality .

Distancing the film from what producer Preston Stutzman called the " candy @-@ coated , brightly colored pastel world [s] " of other CG animated films , an attempt was made to bring an organic look to the film , and dirt was rubbed into the colors . The Nightmare Before Christmas was cited as an inspiration for the filmmakers to try to bend the characters ' shapes into extremes , and many other choices unconventional to computer @-@ animated films were also made . For example , one of the Woodsman 's eyes was made bigger than the other , and Red was given only four fingers , so as to make her look more like a doll . Producer Katie Hooten explained that " CG in the past has been pushing the envelope to make things look more realistic , but Hoodwinked takes things back to where CG looks a lot more like a cartoon . "

= = = Music = = =

The film 's score was composed by John Mark Painter , who along with his wife Fleming McWilliams , constituted the rock duo Fleming and John in the 1990s . The Edwards brothers were fans of the group and first met Painter while Cory was performing in an animated film on which Painter served as the composer . The score was inspired by music from the 1960s and the soundtracks to Planet of the Apes , Dark Shadows , and The Untouchables have been cited as influences , as well as the works of Henry Mancini . It was recorded in Nashville , Tennessee , where Kristin Wilkinson served as the orchestrator and conductor .

In an effort to appeal to older audience members , Todd Edwards chose to replace parts of Painter 's score with original rock music . From this came the song " Little Boat " , written and sung by Daniel Rogers , who had composed Edwards ' first film Chillicothe . " Runaway " was written by Joshua J. Greene , a friend of the Edwards brothers , who also provided the voice of Jimmy Lizard in the film . " The Real G " , sung by Cory Edwards and " Bounce " , sung by Todd Collins were both written by Painter and Cory Edwards . " Blow Your House Down " was performed by the Filipino band Pupil and written by their lead singer Ely Buendia .

Todd Edwards wrote nine original songs for the film and sung four of them : " Critters Have Feelings " , " Tree Critter " , " Eva Deanna " , and " Glow " . " Eva Deanna " was written about a day that he and his wife spent at the zoo with their niece , the daughter of associate producer Katie Hooten . " Great Big World " was sung by Anne Hathaway and replaced another song called " Woods Go @-@ Round " , which Edwards considered too childish and described as being " in the vein of Saturday morning cartoons . " This change required the scene to be re @-@ animated and re @-@ cut . " Be Prepared " was sung by Benjy Gaither and developed out of a practicality ; the filmmakers wanted to introduce Japeth while the character is rocking back and forth on his horns , as though the horns are a rocking chair . However , they realized that this would make the horns too big to fit in a minecart later on in the film . As a solution , they came up with the gag of having the character switch his horns several times , and this led to the song 's concept . McWilliams joined Jim Belushi to sing " The Schnitzel Song " and Painter asked his longtime friend Ben Folds to sing " Red is Blue " , a

selection strongly advocated for by Edwards . Folds was working on a new album at the time , but a year after the proposal , found the opportunity to record the song and compose a piano arrangement for it as well . " Top of the Woods " was sung by Andy Dick and was originally composed to be slow paced . The recording of Dick 's performance was sped up though at the suggestion of Ralf Palmer , a prolific animator and friend of producer Sue Bea Montgomery .

= = = Distribution = = =

Hoodwinked ! was shown to potential distributors throughout various stages of its production . Though a distribution offer was made by DreamWorks , it was turned down as the filmmakers did not feel that it was a good deal . As the film neared the end of production , it was screened at the Cannes Film Festival . Harvey and Bob Weinstein were also at the festival at the time , screening Robert Rodriguez 's film Sin City , which they were distributing through their then newly formed studio , The Weinstein Company . They decided to pick Hoodwinked ! up for distribution after it was brought to their attention by Rodriguez 's wife , whose attorney also happened to work for Blue Yonder Films . The Weinsteins had recently left the Walt Disney Company and according to Cory Edwards , they " loved the idea of picking up an animated film and giving Disney a run for their money . " The involvement of the Weinstein Company encouraged Kanbar enough to enlist Skywalker Sound . The film was nearly complete by the time that the Weinsteins became involved , and Edwards has stated that nothing was done by them to ruin " the original vision of the movie . " However , a few edit suggestions were made to quicken the film 's pace which Edwards felt were good ideas , as he considered the first twenty minutes to be dragging .

The Weinstein Company also heavily recast the film with bigger @-@ name actors in the hopes of attracting a larger audience . Anne Hathaway replaced Tara Strong in the lead role of Red ; Jim Belushi replaced David Ogden Stiers in the role of Kirk , the Woodsman ; Anthony Anderson replaced Tony Leech in the role of Det . Bill Stork ; Glenn Close replaced Sally Struthers in the role of Granny Puckett ; Xzibit replaced Joel McCrary in the role of Chief Grizzly ; and Chazz Palminteri replaced Tom Kenny in the role of Woolworth the Sheep . Despite these recastings , Tara Strong retained the much @-@ smaller role of Zorra , David Ogden Stiers retained the role of Nicky Flippers , Tom Kenny retained the role of Tommy , and Tony Leech retained the role of Glen . Many high @-@ profile country singers were considered to replace Benjy Gaither in the role of Japeth , but none of them were available and Gaither retained the role . The Weinsteins also wanted to replace Joshua J. Greene in the role of Jimmy Lizard with a more famous actor such as Albert Brooks , but the role was ultimately not recast . Edwards appreciated the reason for the recastings and attributed a large part of the film 's financial success to them . He expressed disappointment about the amount of recasting however , saying , " At a certain point it became Recast @-@ o @-@ Rama , everybody got recast @-@ happy . My feeling is , you get two or three names on that poster , you 're fine . Our Hoodwinked poster has like a paragraph of names on it . After a certain point , I don 't think you need more than two , three celebrities ? give it to the voice actors . It sweetens the pot . " Since the film 's animation had already been mostly completed by the time the recastings were made , the new actors had to deliver their lines exactly as the old actors had done , giving them no opportunity to improvise . Edwards expressed disappointment with the fact that the original actors would not get any credit for their improvisations in the film , which were copied by the replacement actors .

= = Soundtrack = =

The soundtrack was released in December 2005 . Owing to legal disputes , the CD was pulled off of the market a month after its release and was not available again until November 2009 . It was re @-@ released on iTunes in January 2010 .

= = Release = =

Hoodwinked ! received a one @-@ week , limited release in Los Angeles on December 16 , 2005 to qualify for Oscar consideration . A nationwide U.S. release was scheduled for Christmas Day , 2005 , but it was moved to January 13 , 2006 to avoid competition with other films released during the holiday season .

= = = Box office = = =

In its opening four @-@ day weekend , Hoodwinked ! grossed \$ 16 @,@ 879 @,@ 402 in 2 @,@ 394 theaters in the United States , ranking # 2 at the box office and averaging \$ 7 @,@ 050 per venue . It fell \$ 50 @,@ 000 short of Glory Road , which took the box office 's number one spot that week . The film maintained its number @-@ two spot in the box office for its second weekend , dropping 16 @.@ 1 percent , and placed in the top ten for a total of five weeks . At the end of its theatrical run it had grossed a total of \$ 110 @,@ 013 @,@ 167 worldwide ? \$ 51 @,@ 386 @,@ 611 in the United States and \$ 58 @,@ 626 @,@ 556 in other territories .

= = = Critical reception = = =

Hoodwinked ! received mixed reviews from critics . On Rotten Tomatoes , the film has a rating of 47 % , based on 123 reviews . The site 's consensus reads , " This fractured fairytale doesn 't have the wit or animation quality to compete with the likes of the Shrek franchise . " On Metacritic , it received a score of 45 out of 100 , based on 29 critics , indicating " mixed or average reviews " .

James Berardinelli of ReelViews gave the film two and a half stars out of four , and claimed that many of the film 's ideas for altering its familiar storyline " sound better on paper than they turn out in execution . " Finding it tedious to view the film 's story told multiple times , he wrote that the film " slips into boredom . " Bruce Westbrook of the Houston Chronicle also gave the film two and a half stars , and although he praised its " snappy dialogue and fresh characterizations " , he considered the film ? s plot underdeveloped and characters lacking in motivation . Peter Rainer writing for The Christian Science Monitor gave the film a C + and called it " a moderately enjoyable escapade that isn 't quite clever enough for adults and not quite imaginative enough for children . " He was not overly critical of the film , but felt that it was a disappointment in comparison to the high standards for computer @-@ animated films set by Pixar . Jami Bernard of the New York Daily News suggested that timelessness is a necessary component of an animated classic , and faulted the film for its attempt to be hip and current . While Ty Burr of The Boston Globe praised the film ? s vocal performances , he wrote , " Hoodwinked never builds to a level of sustained comic mania ... One aches to think what the great Looney Tunes directors could have done with this material . "

Several critics however , were more enthusiastic about the film . Owen Gleiberman of Entertainment Weekly gave Hoodwinked ! an A- and praised the zaniness of its humor . Calling the filmmakers heroes , he compared them to Quentin Tarantino and Steven Soderbergh due to their potential for bringing independent filmmaking to prominence in animation . Although Nancy Churnin of the Dallas Morning News considered the film inferior to those of Pixar and DreamWorks , she still gave it a B and wrote , " it 's got an upstart charm , a clever premise , appealing characters voiced by a terrific cast and a script that should make you laugh out loud more than once . " In his review for the Chicago Tribune , Michael Wilmington praised the film 's voice cast , music , and script , and wrote , " it packs more verbal wit and surprise than the usual cartoon . " Kevin Thomas of the Los Angeles Times gave it three and a half stars out of five calling it " high @-@ energy , imaginative entertainment " .

Japeth was praised amongst both positive and negative reviews . Gleiberman and Churnin both felt that the character was one of the best parts of the film , and Westbrook and Wilmington both described him as " a hoot " . In a mostly positive review for the Orlando Sentinel , Roger Moore called the character hilarious , while in a mostly negative review for Variety , Justin Chang wrote that the character " steals the show every minute he 's onscreen . "

One of the main criticisms of the film was the poor quality of its animation . Berardinelli called it some of the worst CGI animation in memory . He felt that the characters looked plastic , considered

the backgrounds dull , and wrote , " On more than one occasion , I thought I was watching something made for TV . When compared to today 's visual standards for animated films , Hoodwinked is far below the curve . " Burr considered the film 's surfaces poorly rendered and compared them to " Teletubbieland reupholstered with Naugahyde . " Westbrook felt that the animation worked well for the animal characters , but wrote , " the humans have a glassy sheen and brittle hardness , much like work done in the early days of CG ... That art has come too far to embrace a throwback like Hoodwinked as lovably quaint . It 's simply dated . " Stephen Hunter of The Washington Post compared the characters to rubber toys , and wrote , " their faces are without nuance or vividness ... In movement , especially , do they lack grace and conviction . It seems like the recent breakthroughs in computerized magic have bypassed the poor Edwards fellows , as it looks stuck somewhere in the 1970s , or maybe even earlier . "

Many reviews negatively compared the film to the Shrek series . Liam Lacey of The Globe and Mail considered the film to be " a sort of discount Shrek " , while Burr called it " Shrek with added drek . " Westbrook wrote that " Echoing such a popular predecessor as Shrek is not a good thing ? especially when the echo is so faint . " Berardinelli felt that the fairy tale references were not as smartly done as in the first Shrek film , while Bernard felt that Hoodwinked ! took fairy tale revisionism too far . He felt that the humor in Shrek worked due to the fairy tale characters remaining in character throughout the film , and wrote , " It 's pointless to scold them for behaving the way fairy tales intended , and that 's far funnier than turning them into breakdancing anachronisms . " Bill Muller of The Arizona Republic , considered Red 's kung fu abilities to be overly similar to Princess Fiona 's " Matrix agility . " Gleiberman also noted the similarities between the film and Shrek , but he was positive in the comparison , feeling that its independent production gave the filmmakers " the freedom to follow their flakiest corkscrew whims . " While Wilmington did not find Hoodwinked ! as impressive or beguiling as Shrek , he wrote that " when it 's cooking , it does make you laugh . "

Retrospectively , several critics noted that the film was considerably better than the 2007 computer @-@ animated fairy tale parody film Happily N 'Ever After . Although Burr had given Hoodwinked ! a negative review , he likened the film to Citizen Kane in comparison to Happily N 'Ever After . Wilmington also considered Hoodwinked ! the superior of the two films , and Lou Lumenick of the New York Post felt that the film was far wittier than Happily N 'Ever After . While Christy Lemire of Associated Press likened Hoodwinked ! to a poor man 's Shrek , she went on to call Happily N 'Ever After a poor man 's Hoodwinked !

Hoodwinked ! received a Saturn Award nomination for Best Animated Film at the Academy of Science Fiction , Fantasy & Horror Films , but lost to Corpse Bride . Entertainment Weekly ranked the film as number ten on " The Must List " for its January 27 , 2006 issue , calling it a " genre @-@ busting indie animated gem . "

= = = Home media = = =

Hoodwinked ! was released on DVD on May 2 , 2006 and on Blu @-@ ray and DVD on February 15 , 2011 . The film was the best @-@ selling DVD in its initial week of release , selling over 700 @ , @ 000 copies and making over \$ 13 @ . @ 5 million . A twenty @-@ two @-@ minute behind the scenes video podcast is available for free on iTunes .

= = Analysis = =

In February 2006 , author Timothy Sexton wrote an article titled " Hoodwinked : A Postmodern Examination of the Dangers of Runaway Capitalism " for Associated Content , in which he posited that Hoodwinked ! was one of the first postmodern animated films and also carried political undertones . He argued that the relative nature of truth was shown by revealing deviations from the original fairy tale as the film explored the story from each of the central characters ' points of view . Calling Hoodwinked ! " the most subversive movie released nationwide since Fahrenheit 9 / 11 " , Sexton went on to interpret the film as a critique on the free enterprise system . He drew comparisons between the film 's villain and the typical American business owner , going so far as to

say that the character was " clearly based on people like Bill Gates and Sam Walton " . In Sexton 's view , the film exposed the flaws of capitalism , showing that if left unregulated , business owners will establish monopolies and eliminate competition .

The film 's director and co @-@ writer Cory Edwards was surprised by Sexton 's interpretation and denied that the film intentionally carried any political messages . He explained that he and the other filmmakers were simply drawing from the evil schemes common of James Bond films , Bugs Bunny cartoons , and The A @-@ Team , and wrote " If Mr. Sexton sees my movie as a sermon against mega @-@ corporations monopolizing America , that ? s fine . But our villain is just as easily the face of every dictator in history , or every schoolyard bully who is compensating for low self @-@ esteem , or any Mafia boss who dominates by either absorbing or wiping out his competition . Hey , if you look at an abstract painting and see the devil in a red splotch , that ? s your prerogative ... I guess a movie ? s message is only partially supplied by the filmmaker . "

In May 2007 Time magazine ran an article by James Poniewozik titled " Is Shrek Bad for Kids ? " which considered the negative effects on children of being raised with fairy tale satires , instead of the original stories . Poniewozik mentioned Hoodwinked ! writing , " I thought Hoodwinked ! and most of the Shrek series were hilarious ... But even if you ultimately reject their messages , old @-@ school fairy tales are part of our cultural vocabulary . There 's something a little sad about kids growing up in a culture where their fairy tales come pre @-@ satirized , the skepticism , critique and revision having been done for them by the mama birds of Hollywood . " Cory Edwards wrote into the magazine , expressing his similar sentiments and writing , " As the writer @-@ director of Hoodwinked , it may surprise you that I couldn ? t agree more with James Poniewozik ? s article . Even as I was making the film , I asked myself the same question : Are we parodying something that kids should have the chance to experience first , ' un @-@ parodied ? ' We went to great lengths to distance our film from Shrek ? s humor (and no , I don ? t think Shrek considers kids) . I would hope that Hoodwinked and its sequels will be seen as trying to do something genuine with its characters , rather than look for the next joke at the expense of innocence . We ALL need the real folklore of fairytales , whether we admit it or not . "

= = Sequel = =

A sequel , Hoodwinked Too ! Hood vs. Evil , was released on April 29 , 2011 . It was first announced in January 2006 and in February , Cory Edwards , Todd Edwards , and Tony Leech explained that although they would be writing the screenplay , they would not return to direct . Cory Edwards later elaborated on this decision , explaining that he had a negative experience working with some of the first film 's " key players " and felt that he had been poorly treated by them . He also cited concerns over being confined to animation , and stated that he felt it would be a lateral move to direct a sequel to his first film as his second film . In March 2007 , Edwards announced that Mike Disa had been hired to direct the sequel and expressed enthusiasm over his involvement , saying that he " has a real passion for the film and a devotion to maintaining the Hoodwinked world . He wants to do the sequel justice and he really gets what we ? re trying to do . " Although much of the first film 's cast returned for the sequel , Anne Hathaway was replaced by Hayden Panettiere in the role of Red and Jim Belushi was replaced by Martin Short in the role of Kirk , the Woodsman .

Kanbar Entertainment initially intended to finance production of the sequel independently as it had done with the first film , but entered into a co @-@ financing agreement proposed by The Weinstein Company . The film was initially scheduled to be released on January 15 , 2010 , but in December 2009 , The Weinstein Company postponed the film 's release date indefinitely . In April 2010 , Kanbar Entertainment brought a lawsuit against The Weinstein Company . In addition to claiming that the postponement of the film 's release date breached an agreement between the two companies , the lawsuit accused the Weinstein Company of not contributing to monthly production accounts after February , 2009 , neglecting to consult Kanbar Entertainment of a release strategy , and not responding to proposed changes to the film , even though Kanbar Entertainment held " final authority on production decisions " .

The film was a financial failure , earning \$ 16 @. @ 9 million worldwide ; only about half of its budget

. Critical reception to the film was almost universally negative , with a Rotten score of 11 % across 61 reviews on Rotten Tomatoes and a score of 20 / 100 on Metacritic . Cory Edwards expressed disappointment with the finished film , indicating that it was heavily altered from the original script and saying that it was " deflating to give this thing away and watch others run with it in ways I would not . "