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Julie Vatain-Corffdir, Anne Martina

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Foreword

Anne Martina & Julie Vatain-Corfdir

The history of American musicals is that of constant, complex, and fruitful media interaction. And yet, media crossovers long escaped enquiry. Artists themselves were often to blame for a biased perception of their work, particularly in film. In the many interviews they gave, Busby Berkeley or Gene Kelly were keen to present their work, and the history of film musicals in general, as a growing emancipation from stage models. Following their lead, early film critics showed a tendency to analyze Hollywood musicals produced in the 1930s, '40s, and early '50s as *cinematographic* achievements, characterized by a refined use of the codes of classical Hollywood cinema. When increasing economic difficulties arose in the mid-fifties – due to the collapse of the old studio system, the rise of television, and gradual shifts in public tastes – Hollywood was compelled to devise a set of strategic responses, leading to the evolution of the film musical (some would say its decline). The first, and most conspicuous reaction was to limit financial risk by increasingly foregoing original works in favor of adapting successful Broadway shows as faithfully as possible. A second response was to use rock 'n' roll music, and later pop music, to cater to younger generations, thereby often altering the classical syntax of the genre through increased subservience to the record industry (examples abound from *Jailhouse Rock* to *Woodstock* and *Moulin Rouge*). A third, more creative reaction was to scatter the script with elements of *auto-critique*, at the risk of undermining the mythologizing process at the heart of the genre and alienating its traditional audiences (from *A Star is Born* and *It's Always Fair Weather* to *All That Jazz*, *Pennies from Heaven* or *La La Land*).¹ From these combined factors stemmed the common belief that artistic achievement in Hollywood musicals was synonymous with aesthetic autonomy and narrative originality, while decline was entailed by a growing subjection to other media forms.

Conspicuously enough, reciprocal trends have been pointed out – and found fault with – on and off-Broadway, where musical versions, sequels or prequels of profitable films and Disney movies are a staple cause for complaint or irony among critics and audiences alike. Scholars of the stage musical have in fact shown the recent evolution of the genre to respond to economic pressure in ways that mirror the choices made earlier by the film industry – some, like Mark Grant and Ethan Mordden, explicitly lamenting the supposed collapse of musical shows. Grants' catchy (albeit reductive) book title, *The Rise and Fall of the Broadway Musical*, encapsulates a Spenglerian model, according to which the demise of the genre has been entailed, since the late 1960s, by radical economic and aesthetic shifts – the rise of entertainment conglomerates functioning as theatre producers, the popularity of

¹ See Rick Altman, *The American Film Musical*, Bloomington, Indiana UP, 1987, pp.120-121.

spectacle-oriented “megamusicals,” and the proliferation of adaptations. All of which testify to Broadway’s increased dependence on mass media, in particular music videos and film.

Yet laments about the end of a so-called “Golden Age”² characterized by artistic integrity do not resist critical investigation. Not only are they imbued with nostalgic overtones, implying that musical works produced before and after the “Golden Age” have less artistic value and cultural depth than those from the pivotal period, but they also ignore the complex, ceaseless interaction between Broadway and Hollywood *throughout* the history of the genre, which more recent research has brought to light. The rise of cultural and intermedial studies in the 1990s was critical in this respect. Opening new avenues for research on the American musical, it led to a fruitful reassessment of the influence of Broadway stage forms and aesthetics on iconic Hollywood films. This has been exemplified by Martin Rubin’s illuminating investigation of the way Busby Berkeley’s art is indebted to 1910s and 1920s Broadway shows³ or, more recently, by Todd Decker’s insightful study of the many rewritings of *Show Boat*.⁴

However notable and influential such analyses have proven to be, much remains to be investigated. This reliance on recycling other media to spur creativity prompts enquiry into the nature, shape and influence of Broadway-to-Hollywood or Hollywood-to-Broadway transfers, as well as into the interactions and cross-fertilizing processes they generate. Current research indicates that such sustained investigation is under way. Theater-driven reference works on the American musical⁵ have shown a growing interest in film, though chapters that truly focus on cross-media transaction are still rare. In France, a 2015 international conference – from which five of the essays in this volume proceed – directly addressed those issues, while the three-year “Musical MC²” research project headed by Marguerite Chabrol and Pierre-Olivier Toulza has been comprehensively exploring the influence of cultural and media contexts over classical Hollywood musicals. Simultaneously, on the Paris stage, a reciprocal interest in the reinvention of classics has been displayed, for instance, in the Théâtre du Châtelet’s widely-acclaimed productions of *An American in Paris* (2014), *Singin’ in the Rain* (2015) and *42nd Street* (2016), all of which have been hailed as fully creative rather than derivative.

Such contemporary partiality – and curiosity – towards intermediality provided the inspiration for the present volume, which aims at reassessing the role and impact of stage/screen transfers (in both directions) on American musicals, by blending together academic and creative voices, both French and American. The essays and interviews collected

² For a critical assessment of the term “Golden Age” in the field of musical comedy, see Jessica Sternfeld and Elizabeth L. Wollman, “After the ‘Golden Age’”, in Raymond Knapp, Mitchell Morris, Stacy Wolf (eds.), *The Oxford Handbook of the American Musical*, Oxford, Oxford UP, 2011, p.111.

³ Martin Rubin, *Showstoppers: Busby Berkeley and the Tradition of Spectacle*, New York, Columbia UP, 1993.

⁴ Todd Decker, *Show Boat: Performing Race in an American Musical*, Oxford, Oxford UP, 2013.

⁵ See Raymond Knapp, Mitchell Morris, and Stacy Wolf, *The Oxford Handbook of the American Musical*, Oxford, Oxford UP, 2011; William Everett and Paul L. Laird, *The Cambridge Companion to the Musical*, 3rd ed., Cambridge, Cambridge UP, 2017.

here carefully explore the musical, dramatic and choreographic repercussions of transposition processes, evidencing the wide range of rewriting and recoding practices encompassed in what is commonly referred to as “adaptation.” How does re-creation for another medium affect the shape and impact of a musical, both aesthetically and practically? How can the “adapted” version assert its status and value with regards to the “original,” striking a balance between due homage and legitimate creative claims? These questions are tied to issues of authorship and authority, as well as to the notion of self-reflexivity, which can prove equally conducive to celebration or to subversion. They also call into question the audience’s reception of the work, in particular when it comes to iconic scenes, or to characters illustriously embodied by a famous performer. In fact, any study of the relations between Broadway and Hollywood would be incomplete without reflecting upon the impact of *human* transfers – not only in terms of stars, but also in terms of directors, composers and lyricists, choreographers or costume designers.

The chapters of this volume fall into three sections, the first of which focuses on formal innovation and re-invention. It opens with an investigation into Ernst Lubitsch’s endeavors to invent a cinematographic equivalent to the operetta around 1930, when the norms and form of the musical picture were yet to be established, ultimately showing how music, in such early examples, becomes a way to create a fictional world on screen (Katalin Pór). While this study offers a chronological foundation stone to analyze subsequent transfers and influences, the second essay provides a more theoretical perspective on the question, by comparing directorial choices in adaptation over a wide range of periods and production types (Dan Blim). From *Damn Yankees!* to *Hamilton*, the chapter explores the ways in which stage and screen media deal differently with breaks and “sutures” in a musical’s narrative continuity, thereby shedding light on the specificities of each medium. These insightful inaugural essays then make way for the in-depth study of such canonical examples as the screen-to-stage transfers of *42nd Street* and *An American in Paris*. The two shows are carefully compared in terms of their “conservative,” “innovative” or “reflective” approach to adaptation, and placed in the context of constantly refashioned Hollywood and Broadway motifs (Anne Martina). This is given further resonance by the following roundtable with the creators of *An American in Paris*, which provides a mirrored point of view on reinvention from the artists’ and producers’ perspective. The precision and generosity with which they discuss the show’s genesis, musical construction and color palette offer a unique insight into the vision behind this contemporary (re-)creation (Brad Haak, Van Kaplan, Craig Lucas, Stuart Oken, Christopher Wheeldon).⁶

The second section delves into the political and cultural implications of adaptation, using several case studies of major musicals which have been transferred, rewritten, reinterpreted, and sometimes transferred back to their original medium. The first of these analyses offers a refreshing outlook on *My Fair Lady*, by suggesting that the musical’s romanticized ending may not be as out of line with George Bernard Shaw’s original feminist

⁶ All of our interviews are transcribed and published with kind permission from the speakers.

vision as is commonly assumed. This leads to a detailed exploration of romantic and feminist ramifications in the crafting and filming of the musical (Aloysia Rousseau), and is followed by a performer's perspective on the same work – and others – from the point of view of a professional singer of musicals in France today (Julien Neyer). The next two essays then continue with the study of famous adaptations from the 1960s, by focusing on shifts in the political and racial significance of *Finian's Rainbow* (James O'Leary) or the consequences of tone and scale alterations in *Hello, Dolly!* (Julie Vatain-Corfdir & Émilie Rault). Francis Ford Coppola's screen version of *Finian's Rainbow* is thus shown to revise the stage show's politically-oriented innovations in order to align the script with New Left conventions, while Gene Kelly's adaptation of *Hello, Dolly!* is analyzed as the somewhat maladroit aesthetic product of contrasting tendencies towards amplification on the one hand, and sentimentalization on the other. Moving on from the last of the optimistic "supermusicals" to one of the finest examples of a darker and more cynical trend, the last essay in this section focuses on the successive rewritings of *Cabaret* for stage, screen – and stage again. Amid this circular pattern, Bob Fosse's version of the iconic musical emerges as a re-defining moment not only for the show, but also for the evolution of the genre itself (Anouk Bottero).

The third section of the volume takes a closer look at the challenges facing the performers of musicals on stage and screen, in particular when it comes to singing and dancing – live or in a studio. A shrewd analysis of Gene Kelly's career – short-lived on Broadway but stellar in Hollywood – shows how his choreographic bent towards perfectionism evolved, from *Cover Girl* to *Singin' in the Rain*, and how his apparent doubts about his acting talents came to be expressed and answered through his screen dances (Jacqueline Nacache). This is followed by the direct testimony of a legendary dancer and Broadway performer, who talks at length about the expressivity of "character dancing," the different lessons in focus learned on stage or in front of the camera, or the joys of working with Leonard Bernstein, Jerome Robbins or Bob Fosse (Chita Rivera). Building on this dancer's experience, the following chapter asks the questions of how to re-choreograph a cult scene and dance it anew, focusing on famous examples by Kelly, Robbins and Fosse (Patricia Dolambi). Finally, shifting from dance to song, the last interview of the volume turns to the evolution of singing practices and spectator's tastes, from opera to Golden Age musicals and on to contemporary musicals. Voice placement and voice recording are discussed, along with specific techniques such as "vocal twang" or "belting," by a singing coach with experience both in the US and in France (Mark Marian). This comparative perspective re-emphasizes the fundamental dynamic of the volume, which is that of transgressing borders – between media, disciplines or, occasionally, reception cultures – bringing together the voices of music, dance, film and theater scholars as well as performers and producers, in order to shed light on creative phenomena which, though they are as old as the advent of the talking picture, still prove multifaceted and prolific today.

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