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## ENTRIES TAGGED WITH 'JEFFREY DEITCH'

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### MICHEL GONDRY MANIA



BY DAVID HERSHKOVITS

I have to say that **Michel Gondry** is my favorite filmmaker of the moment. Right now I'm thinking why haven't I been invited to any screening of his newest ***Be Kind Rewind***, out Feb. 22. Apparently someone at [Adage](#) has seen it and written about it:

"In the film, Jerry (Jack Black), through a series of unlikely events, comes to be magnetized and accidentally erases all of the movies in the quiet video store where his pal Mike (Mos Def) works. Compelled to make the show go on for a beloved regular customer (Mia Farrow), the boys re-create and reshoot the movies she rents by whatever lo-fi means they can. That premise has Black and Def using a cheap camera, cardboard and neighbors to remake such films as 'Boyz n the Hood,' 'Driving Miss Daisy' and 'Ghostbusters.'

How can you not love that. Another big fan of Gondry is **Jeffrey Deitch** who is coming through once again with an exhibition by Gondry as he did when *The Science of Sleep* came out. This time Gondry will be recreating the video store (photo above) in the gallery, complete with a variety of movie sets where visitors can make their own renditions of movies. The videos will then be sold in the store. Quite a concept! There's also an incredible website [bekindmovie.com](#) with all kinds of fun interactivity. The exhibit opens Feb. 16 and runs through March 22.

There's also this funny [video](#) which makes fun of Gondry.