

Gondry's Cinematic Breakthrough 'Be Kind Rewind' Proves Again He's an Artistic Goliath

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CHICAGO – Michel Gondry's latest cinematic breakthrough "Be Kind Rewind" grants passage into his magical imagination and proves yet again he's one of today's artistic giants.

Whimsicality, childlike humor and unforgettable imagery line the palette of this film, which is a heartfelt yet hilarious tale of two friends saving a VHS rental shop (itself named Be Kind Rewind) from technology by instigating a passion for film in their neighborhood.

Set in tired Passaic, N.J., the shop is located in a building that's rumored to be the birthplace of jazz icon Fats Waller. It's owned by Mr. Fletcher (Danny Glover), who is faced with the inevitable gentrification of condominiums and DVD rental stores.

[Click here to read Allison Pitaccio's full review of "Be Kind Rewind" in our reviews section!](#) [14]

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Jack Black in "Be Kind Rewind".
Photo credit: IMDb

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