



"AS LIVED BY HIS OWNSELF"
CHAMPION MOJO STORYTELLER
JOE R. LANSDALE

A SQUEE PROJECT

A FILM BY HANSI OPPENHEIMER

**ALL
HAIL
THE
POPCORN
KING**



FEATURING JOE R. LANSDALE, BRUCE CAMPBELL, JOE HILL, DON COSCARELLI, AMBER BENSON, MICK GARRIS, JAMES PUREFOY, CHRISTOPHER GOLDEN, DEL HOWISON AND MORE
EDITED BY BRIAN HARRISON MACK PRODUCED BY HANSI OPPENHEIMER, BRIAN HARRISON MACK, CHUCK WISER ORIGINAL MUSIC BY KASEY LANSDALE DIRECTED BY HANSI OPPENHEIMER

ALL HAIL THE POPCORN KING

LOGLINE

A new Joe R. Lansdale documentary by Hansi Oppenheimer. In addition to Joe and his family, it features interviews with Joe Hill, Bruce Campbell, Don Coscarelli, and many more.



SYNOPSIS

When everything's said and done, *All Hail the Popcorn King* paints a vivid picture of an iconoclastic creator who isn't just a talented writer, but seems to be a genuinely good person, to boot. The interviews included here are in such a down-to-earth, conversational manner that you can't help but just get drawn in by his charisma and sense of humor.

If you've never read anything by Joe R. Lansdale, one cannot imagine watching this documentary and not being compelled to go grab the first book you can find and dive right in. Even having read a fair chunk of his work, this will make anyone want to go back and reread everything while scouring bookshop shelves for the ones they have not found yet.

"HANSI OPPENHEIMER MAKES THE FILM A VISUAL
FEAST TO GO ALONG WITH THE VERBAL ONE,
RICH IN WALKING US
BACK THROUGH TIME."

- FANGASM



ALL HAIL THE POPCORN KING

DIRECTOR'S STATEMENT

I have been a fan of Joe's work since the 80's. I finally had the opportunity to meet him two years ago when I was invited to appear at a con in Houston. I reached out to him to see if he'd be available for an interview for my Youtube channel and he invited me to Nacogdoches for lunch and the interview. After the interview, I reached out to him for a piece on a short about Joe Bob Briggs that I was working on and he wrote me the most beautiful, touching,

funny piece and got back to me in a day.

I was so grateful that I promised him my next film would be about him and I'm so glad I did. I've never worked with anyone who was more honest, generous and collaborative. He reached out to some of the biggest names in Hollywood and introduced me so I could include them. As Mick Garris said "If you've read Joe Lansdale, you love Joe Lansdale". He truly is a genre unto himself."

BY HANSI OPPENHEIMER



ALL HAIL THE POPCORN KING

CAST AND CREW



Joe R. Lansdale
Author and Subject

Champion Mojo Storyteller Joe R. Lansdale has written novels and stories in many genres, including Western, horror, science fiction, mystery, and suspense. His stories have won ten Bram Stoker Awards, a British Fantasy Award, an Edgar

Award, a World Horror Convention Grand Master Award, a Sugarprize, a Grinzane Cavour Prize for Literature, a Spur Award, and a Raymond Chandler Lifetime Achievement Award. He has been inducted into The Texas Literary Hall of Fame, and several of his novels have been adapted to film. Frequent features of Lansdale's writing are usually deeply ironic, strange or absurd situations or characters, such as Elvis Presley and John F. Kennedy battling a soul-sucking Egyptian mummy in a nursing home (the plot of his Bram Stoker Award-nominated novella, *Bubba Ho-Tep*, which was made into a movie by Don Coscarelli). He is the winner of the British Fantasy Award, the American Horror Award, the Edgar Award, and ten Bram Stoker Awards.

His Hap and Leonard series of ten novels, four novellas, and three

short-story collections feature two friends, Hap Collins and Leonard Pine, who live in the fictional town of Laborde, in East Texas, and find themselves solving a variety of often unpleasant crimes. The characters themselves are an unlikely pairing; Hap is a white, working-class laborer in his mid-forties who once protested against the war in Vietnam and spent time in federal prison rather than be drafted; Leonard is a gay, black Vietnam vet. Both of them are accomplished fighters, and the stories (told from Hap's narrative point of view) feature a great deal of violence, profanity, and sex.

Lansdale paints a picture of East Texas which is essentially "good" but blighted by racism, ignorance, urban and rural deprivation and government corruption. Some of the subject matter is extremely dark, and includes scenes of brutal violence.

These novels are also characterized by sharp humor and "wisecracking" dialogue. These books have been adapted into a TV series for the Sundance Channel. Much of Lansdale's work has been issued as limited editions by Subterranean Press and as trade paperbacks by Vintage Crime/Black Lizard Publications. His current new-release publisher is Mulholland Books. Lansdale also publishes with Dark Regions Press and Tachyon Publications.



ALL HAIL THE POPCORN KING

CAST AND CREW



Hansi Oppenheimer

Director and Executive Producer

Oppenheimer is an independent filmmaker from New York City. Her work focuses on fandom, pop culture and creative subcultures. She is the CCO of The Squee Project, a media production company that makes films, webisodes, podcasts, film festivals,

fan conventions, screenings as well as entertainment coverage. Hansi has organized screenings, panels and events for conventions, libraries and classrooms to educate and celebrate pop culture, fandom and in order to help promote and support the work of other creators. She has recently completed the feature documentary All Hail the Popcorn King on writer Joe R. Landale, who is compared to Twain and Faulkner.

Alex McVey

Illustrator

Considered by many to be the best artist currently working in the horror field, Texas-born Alex McVey is an award-winning illustrator. His work has ranged from album art to graphic design to book illustration. He has illustrated the works of several horror writers, including Stephen King.



Brian Harrison Mack

Co-Executive Producer

Harrison Mack is a writer, actor, producer and editor at Cinemagine Studios. He has spent the last twelve years producing independent short and feature length projects. He has co-wrote suspense and thriller scripts and has shot and edited for clients.

Daniel Quiles AKA Keyless

Artist

Dan Keyless is a freelance artist from northern New Jersey. He has been creating and telling stories for the last 10 years. He enjoys children's books, punk music, horror movies, and tattoos. He is often heard mispronouncing long words and walking with his shoes untied. He is currently living in Los Angeles.

Yoshi Vu

Visual Effects Artist

Vu is a visual effects artist who is currently the Senior 3D Generalist at Lucasfilm, working on projects such as The Mandalorian and Star Wars IX. His previous credits include Fear the Walking Dead, Macguyver, Hawaii 5-0 and Motherless Brooklyn.

ALL HAIL THE POPCORN KING

STILLS



FROM THE FILM



BEHIND THE SCENES

ALL HAIL THE POPCORN KING

REVIEW

Hansi Oppenheimer's *All Hail The Popcorn King* will remind you of the greatness of Joe Lansdale or introduce you to a very peculiar storyteller.

Documentaries exist to educate, bring awareness, or show a different side of a person or topic. Some of them even remind us of the talents of a person, making us excited about their work while also teaching us more about them. Such is the case of *All Hail The Popcorn King*, a documentary on Joe Lansdale.

Directed by Hansi Oppenheimer, the documentary features authors, directors, fans, and actors sharing their experience with Lansdale himself and his work, how he has inspired them and the impact he has had in pop culture. It also takes a close look at Lansdale, following him around town while sharing some bits of his life, inspirations, and more.

The visual style in *All Hail The Popcorn King* is that of drive-in movies, a nod to his *Drive-In* series, as well as some comic book graphics because, well, it's Joe Lansdale – it has to be as varied as his works.

Oppenheimer followed Lansdale, camera in hand, while he shared some moments of his life. It makes you feel as if you were the one having a conversation with him. This closeness makes you feel the extent of his love for all types of storytelling.

The documentary also shows the impact that he and his work have had on readers and artists, and if there's one thing everyone can agree on it's that Lansdale doesn't care (for lack of a better replacement for a certain censored word). He does what he wants. There is a scene where both Lansdale and the interviewers mention he treats people as people, not as a race or nationality. I think those can be the two rules he follows when writing: write what you want and treat people as they are.

- ADRIENNE TYLER
1428ELM.COM

ALL HAIL THE POPCORN KING

TECHNICAL SPECIFICATIONS

TOTAL RUNTIME

55 MIN.

ASPECT RATIO

16:9
1920 X 1080

EXHIBITION FORMAT

24 FPS DCP

PRODUCTION

TEXAS, USA

SHOT ON

CANON VIXIA G20
IPHONE 11

LANGUAGE

ENGLISH

CONTACT

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