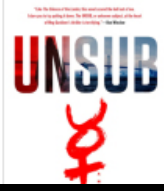


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Neon's 'Colossal' Bows Big; STX's 'Their Finest' Solid – Specialty Box Office

by [Brian Brooks](#)
April 9, 2017 10:26am



Chris Chapman

- BOX OFFICE
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Colossal starring Anne Hathaway and Jason Sudeikis opened to solid numbers at the **Specialty box office** over the weekend. Released by distribution newcomer Neon, the feature grossed nearly \$126K in four theaters, giving it the highest per theater average of any film in release. STXfilms opened Lone Scherfig's **Their Finest** taking in \$77K in several locations, while Fox Searchlight had a decent beginning with **Gifted**, which opened with 56 runs grossing \$476K. Sundance Selects' **Graduation** bowed in two theaters grossing just over \$11K, while Screen Media went wider with **The Void** taking in \$55K in 31 locations. Focus Features added a couple hundred runs for **The Zookeeper's Wife** with Jessica Chastain, holding solid at over \$2.88M Friday to Sunday. China Lion also added runs for thriller **The Devotion of Suspect X** in its second frame grossing \$146K. And in its fifth weekend, Kristen Stewart's **Personal Shopper** crossed \$1M.

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STXfilms opened *Their Finest* filmmaker Lone Scherfig in four locations Friday. The feature starring Gemma Arterton, Sam Claflin and Bill Nighy grossed \$77K, giving it a solid \$19,250 per theater average in its first weekend. STX released the film on behalf of EuropaCorp, which acquired the independently produced British film, and said “outstanding word of mouth” and “great reviews” pushed the title’s performance this weekend.



EuropaCorp/STXfilms

“This is a wonderful start for our partners at EuropaCorp,” said Kevin Grayson, president of Domestic Distribution at STXfilms in a statement. “*Their Finest* has received outstanding reviews from coast to coast and we believe exceptional word of mouth about the movie and high impact and thoughtful media attention have positioned the film with exactly the kind of launch we hoped for as we begin our

expansion.”

STXfilms will add locations in New York and L.A. April 14, while adding a dozen markets the same day including Chicago, Philadelphia, Boston, Washington, D.C., Atlanta, Austin and San Diego.

Fox Searchlight bowed drama *Gifted* in 56 theaters over the weekend to a decent start. Starring Chris Evans, McKenna Grace and Octavia Spencer, *Gifted* grossed \$476K, giving it an \$8,500 PTA. The company said that it sees its initial run as an initial word of mouth release before it heads wide starting next week. Searchlight said the film played well in its mix of art houses, upscale suburban multiplexes and limited number of mainstream theaters.



Fox Searchlight

“I think we are very OK with the result. Not over the moon, but we didn’t release this to go after per screen average. It’s more of a sneak to get the word out,” said Searchlight’s Frank Rodriguez Sunday. “We’ve only spent 28% of our [advertising] weight so far. In the mainstream multiplexes, we were right in the mix coming in second, third and sometimes fourth. We were actually number one in [one] suburban Chicago multiplex. There were no bad performances in any of the theaters it played. We’ve set out a real solid foundation. I think it’s going to be a very long haul.”

Searchlight will take *Gifted*, directed by Marc Webb, to about 1,000 theaters next week.

Sundance Selects opened Romanian director Cristian Mungiu’s *Graduation* in two locations Friday, grossing just over \$11K for the weekend, giving it a \$5,520 PTA. The distributor plans to take the film to the top ten markets in the next two weeks. Said



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the company Sunday: “*Graduation* received a critics pick from *The New York Times* and the reviews have been outstanding. We believe the excellent word of mouth will drive the future grosses as we open the Royal Theater in Los Angeles this coming weekend.”

Mungiu’s 2008 release, *4 Months, 3 Weeks, 2 Days*, grossed nearly \$1.2M at the North American box office, while his follow-up *Beyond the Hills* in a more modest \$125K in theaters.



Screen Media Films

Screen Media’s thriller *The Void* in \$55K in 31 locations in its launch weekend, averaging \$1,774 though the company said showings were limited in many locations. The distributor said the title was number one “at multiple locations” including the Village East in New York and the Arena in Los Angeles. *The Void* also sold out at its midnight showings at the Nitehawk in Brooklyn and the Music Box in Chicago, according to the company.

“Considering most of these engagements were limited to late and midnight showings, we are thrilled audiences are responding so strongly to *The Void*” said Tom Yagielski, SVP of Distribution at Screen Media when reporting numbers Sunday. “With sold

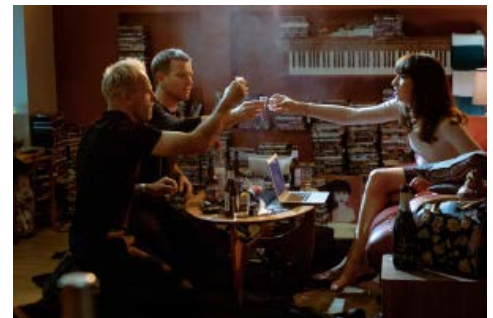
out shows in over a dozen markets and near full houses in many others, we are optimistic this weekend will launch *The Void* as a perennial midnight film on the indie circuit.” Screen Media noted that the site ranked number 25 on iTunes since its debut there Friday, including the number two independent film and horror.

The Void will head to additional locations in the New York and L.A. areas as well as new locations in about 10 cities next week.

Focus Features added 263 theaters for *The Zookeeper’s Wife*’s second weekend. Starring Jessica Chastain, the feature grossed over \$2.88M in a total of 804 locations, giving it a \$3,593 per theater average (-42%). Last weekend, the title grossed over \$3.34M from 541 runs, averaging \$6,191. It has now cumed over \$7.6M.

China Lion added three additional runs for *The Devotion of Suspect X*’s second frame. The Chinese thriller starring Wang Kai grossed \$146K in a total of 46 theaters, averaging \$3,173. Last week it took in \$330K in 43 locations, averaging \$7,674. Its two-week cume is now \$569K.

Sony/TriStar added 17 more runs for *T2 Trainspotting* now one month in release stateside. Directed by Danny Boyle, the follow-up to ‘90s hit *Trainspotting* grossed \$275K in 157 theaters, averaging \$1,752. Last weekend it took in \$400K in 140 theaters, averaging \$2,857. The title has cumed over \$1.6M



French filmmaker Olivier Assayas’ *Personal*

Sony

Shopper crossed \$1M over the weekend. In its fifth frame, the film starring Kristen Stewart grossed \$134,232, averaging \$952.

And Sunday, only two of the Specialty big Oscar contenders reported numbers. Lionsgate's *La La Land* grossed \$156,300 in 224 theaters, (\$694 PTA) giving it an 18-week cume of over \$150.67M. TWC's *Lion*, meanwhile, actually added locations in its 20th weekend of release. The title grossed \$167,215 in 203 theaters (up from 175 last week), averaging \$824. It has cume over \$51.37M.

NEW RELEASES

Colossal (Neon) NEW [4 Theaters] Weekend \$125,809, Average \$31,452

Gifted (Fox Searchlight) NEW [56 Theaters] Weekend \$476,000, Average \$8,500



Sundance Selects

Graduation (Sundance Selects) NEW [2 Theaters] Weekend \$11,040, Average \$5,520

Their Finest (EuropaCorp/STXfilms) NEW [4 Theaters] Weekend \$77,000, Average \$19,250

The Void (Screen Media Films) NEW [31 Theaters] Weekend \$55,000, Average \$1,774

RETURNING/SECOND WEEKEND

The Devotion of Suspect X (Lion) Week 2 [46 Theaters] Weekend \$146,000, Average \$3,173, Cume \$569,000

The Zookeeper's Wife (Focus Features) Week 2 [804 Theaters] Weekend \$2,888,440, Average \$3,593, Cume \$7,602,965

HOLDOVERS / THIRD+ WEEKENDS

I Called Morgan (Marine Deluxe/FilmRise) Week 3 [11 Theaters] Weekend \$14,491, Average \$1,317, Cume \$64,447

Frantz (Music Box Films) Week 4 [81 Theaters] Weekend \$151,000, Average \$1,864, Cume \$363,398

T2 Trainspotting (Sony/TriStar) Week 4 [157 Theaters] Weekend \$275,000, Average \$1,752, Cume \$1,612,332

Personal Shopper (IFC Films) Week 5 [141 Theaters] Weekend \$134,232, Average \$952, Cume \$1,007,442

Raw (Focus World) Week 5 [45 Theaters] Weekend \$50,710, Average \$1,127 Cume \$400,714

The Last Word (Becker Street) Week 6 [120 Theaters] Weekend \$60,158, Average \$501, Cume \$1,650,264

Kedi (Oscilloscope) Week 9 [93 Theaters] Weekend \$116,000, Average \$1,247, Cume



Bleecker Street

\$2,216,306

La La Land (Donsongate) Week 18 [224 Theaters] Weekend \$156,300, Average \$698, Cume \$150,676,300

Lion (The Weinstein Company) Week 20 [203 Theaters], Weekend \$167,215, Average \$824, Cume \$51,375,398

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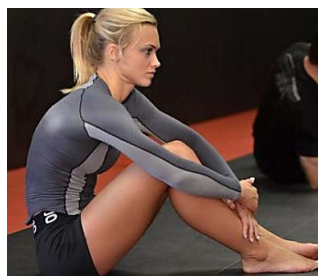
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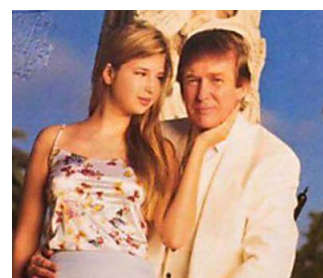
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2 Comments



John • on Apr 9, 2017 4:18 pm

Why you don't mention "Your Name.", which also opened really well in limited release?

Reply

Jaie • on Apr 10, 2017 4:31 am

FilmRise's TRUMAN scored \$25K opening in 3 theaters this weekend, better avg than GRADUATION

Reply

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