



THREE COINS IN THE FOUNTAIN

OVERVIEW

- History
- Politics
- “Hollywood on the Tiber”
- Characters
- Message
- Ideology



HISTORY

- Aftermath of World War II
- Marshall Plan (1948-1952); \$12,000,000,000
- Marshall Plan for movies?
- Gender after the war





POLITICS

- US interests
- The CIA and culture (5% of Marshall plan went to the CIA to finance covert ops in Europe)



THE “WOMEN’S FILM”

- Cinema has always been gendered, but in ways that have changed historically
- The “women’s film” was a category from the 1930s until the 1960s (coincides with the talking studio era)
- Romance and melodrama, sometimes combined—not just a wish-fulfillment romcom, more nuanced and complex, often with dark notes and unhappiness





CHARACTERS

- Miss Frances and John Shadwell
- Anita Hutchins and Giorgio Bianchi
- Maria Williams and Prince Dino di Cessi
- The Burgoynes
- Assorted Italians



CINEMASCOPE

IN THE MANNER OF HIGH-FIDELITY, DIRECTIONAL, STEREOGRAPHIC SOUND

Clifton **WEBB** · Dorothy **McGUIRE**

Jean **PETERS** · Louis **JOURDAN**

Maggie
McNAMARA



**THREE COINS
IN THE FOUNTAIN**

COLOR BY **DELUXE**



by **ROSSANO BRAZZI** · MONTAGUT, BOM, KATHYBROWN, CHLOEY HESITT
Produced by **SOL C. SIEGEL** · Screenplay by **JEAN NEGULESCO** · Directed by **JOHN PATRICK**



MESSAGE

- What message is the film trying to send to American audiences in 1954?
- What message is it trying to send to European audiences in 1954?
- And what message do we perhaps hear today?



IDEOLOGY

- We might define ideology as “what you believe without knowing you believe it”; it’s what seems ‘only natural’; we also mean the general outlines of your world view, conscious or not
- For a film, we mean something like “what the film is saying without, perhaps, quite realizing it”
- For *Three Coins*, we might think in particular about gender, the body, travel, politics and race (hint: are Italians white?)

